

ONLINE



# Nailympia®

ONLINE  
LONDON | 2025

## ONLINE SPONSORSHIP

POWERED BY  
**scratch**  
The world's #1 resource for nails



Image by Nailympia London 2024 Extreme Nail Styling Poster  
Division 1 winner Paula Emilia Soccol - Italy

**ENTRY OPEN:**  
14 March - 17 August 2025

Nailympia is celebrating 21 years at its flagship location, London, this year!

Renowned as the biggest nail competition organisation in the world, Nailympia is to be hosted in six locations in 2025: each presenting nail stylists with the opportunity to compete online or in a live arena.

Nailympia prides itself on offering a stage for nail professionals at all stages of their careers to shine, and a bespoke judging system is designed to ensure fairness for all.

Nailympia London offers the greatest engagement of all locations, and sponsors benefit from global recognition across the Nailympia and Scratch platforms.



Image by Nailympia London 2024 Pedicure Poster  
Division 3 winner Katarzyna Kruszynska - Ireland

**Entry open:** 14 March - 17 August  
**Awards announced:** 13 October  
at Nailympia arena  
**Promotion begins:** February 2025

**The 2024 event saw:**

- 32 countries represented
- 19 categories (9 online)
- 267 online entries submitted

**The 2025 event will have:**

- 11 online categories

**Reach\***

- Instagram: 160.8k followers
- Facebook: 69k followers
- TikTok: 1.5k followers
- Email database: 27.7k

\*Combined reach across  
Nailympia & Scratch Magazine



Image by Nailympia London 2024 Design Nails  
for an Album Cover (Theme: Electro Pop)  
Division 3 winner Silvia Gago - Spain

[www.nailympia.com](http://www.nailympia.com)



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ONLINE



**Nailympia**  
 COMPETITION  
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 SPONSORSHIP



| SPONSORSHIP ELEMENTS   | ONLINE |
|--|--------|
| NAILYMPIA.COM  |        |
| Brand logo on Nailympia.com with live link to your brand for the duration of 2025                              | X      |
| Ad banner on the Nailympia.com homepage for one month of your choice   | X      |
| E-MARKETING, SOCIAL MEDIA & PRINT  |        |
| Logo included on all Nailympia London advertisements throughout international trade press and Scratch Magazine | X      |
| Logo with live link to your brand on all email marketing up to October 2025                                    | X      |
| Brand to be tagged on all social media promotions  | X      |
| Branding on online categories  | X      |

## ONLINE SPONSOR COSTS

**£1,995 + VAT**

BRAND NEW OPPORTUNITY

Book your sponsorship of *Nailympia London* today  
 by speaking to Scott Derbyshire on +44 (0) 7969 340249  
 or email [scott.derbyshire@scratchmagazine.co.uk](mailto:scott.derbyshire@scratchmagazine.co.uk)

[www.nailympia.com](http://www.nailympia.com)



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