



# NBA

NATIONAL BEAUTY  
AWARDS

ESTABLISHED  
**2022**

EVENT GUESTS  
**500**

LIVE STREAM  
**1,000**

SOCIAL AUDIENCE  
**30,000**

ENTRIES  
**5000**

SOLD OUT  
**5**  
EVENTS

ACCESS TO OVER  
**20,000**  
DATA

CELEBRITY & INFLUENCER  
ATTENDANCE





# NATIONAL BEAUTY AWARDS

A Commercial Platform Connecting Brands With Ambitious Industry Professionals

The National Beauty Awards is not simply an awards night. It is a multi-channel marketing platform connecting brands with over 20,000 UK beauty and business professionals actively investing in growth, visibility and industry recognition.

Since 2022, we have received over 5,000 entries, delivered five sold-out events and built a combined audience exceeding 50,000 across email and social channels.

We provide brands with direct access to a highly targeted, engaged community.



# THE OPPORTUNITY FOR YOUR BRAND

Our audience consists of:

- \* Salon & Clinic Owners
- \* Beauty & Aesthetic Professionals
- \* Business Founders
- \* Industry Educators
- \* Scaling Entrepreneurs

These are decision-makers.

They purchase:

- \* Professional products
- \* Software systems
- \* Training & education
- \* Insurance & finance
- \* Marketing services
- \* Equipment & suppliers

Partnering with the awards places your brand directly in front of professionals actively spending within the sector.

# WHY BRANDS PARTNER WITH US

## 1. Repeated Exposure Over 12 Weeks

Unlike one-day events, our sponsors are integrated into an 8–12 week marketing campaign, ensuring multi-touch visibility across email, social media and live event promotion. This builds brand familiarity before the event even begins.

## 2. Authority & Trust Positioning

Association with award finalists and winners positions your brand alongside excellence. This is powerful social proof that enhances credibility within the industry.

## 3. Direct Product & Brand Introduction

With 500 in-room guests and 1,000 live viewers, sponsors gain real-world exposure, product placement and stage recognition. Not just impressions – real interaction.

## 4. Long-Term Content Value

Event imagery, stage presence and branded backdrops provide marketing assets that can be leveraged long after the event.



# WHAT MAKES THIS DIFFERENT

Many events offer logo placement.  
We offer:

- \* Integrated campaign presence
- \* Direct access to a niche professional database
- \* Category ownership opportunities
- \* On-stage brand endorsement
- \* Community alignment with ambition and growth

This is not passive sponsorship.  
It is strategic market positioning.

# HEADLINE PARTNER

£7,500

*Exclusive Principal Partner*

*The Headline Partner is positioned as the leading commercial authority of the awards. Only one brand secures this position.*

*Commercial Value Delivered:*

*Integrated into every stage of the 12-week campaign*

*Brand visibility across 20,000+ database communications*

*Prominent presence across 30,000+ social audience*

*Logo featured on all finalist and winner certificates*

*Opening speech and live award presentations*

*Premium stage and backdrop branding*

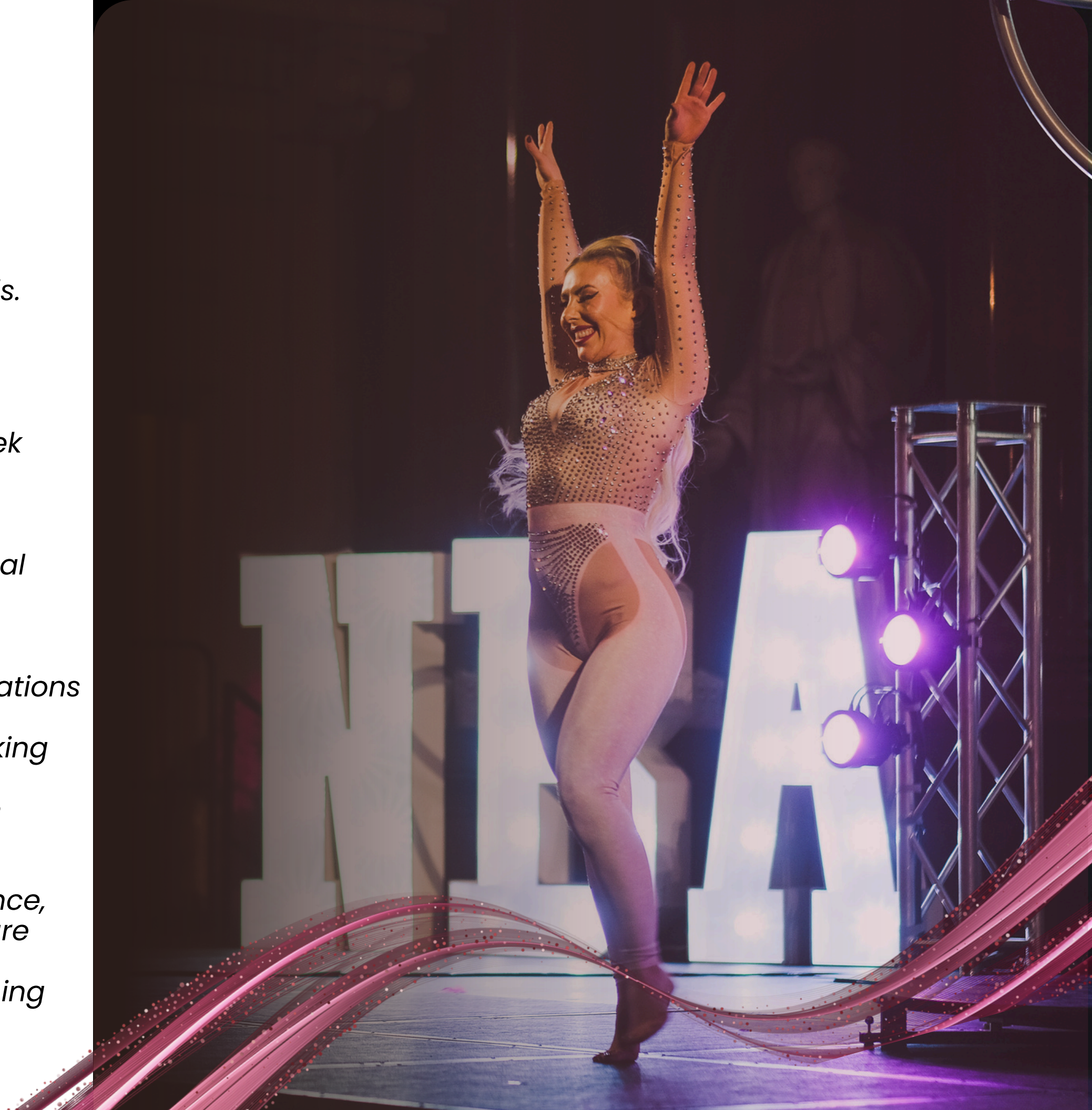
*Table of 10 for client hosting and networking with drinks package*

*Logo placement on screens and website*

*VIP branding opportunities*

*This partnership delivers category dominance, authority positioning and sustained exposure across multiple channels.*

*It is designed for brands serious about owning space within the industry.*



# COMMERCIAL RETURN ON INVESTMENT

Invest in Visibility. Convert to Revenue.

Reach your audience. Channel reach:

**20,000+**  
Email Database

**30,000+**  
Social Media

**350**  
In-Room Professionals

Targeted, high-intent professionals actively buying products and services in the beauty & business sectors.

## Scenario 1: Email Conversion

2% engagement → 400 potential leads

5% conversion → 20 new customers

Average customer  
value £500 → £10,000 revenue

Headline partner  
investment = £7,500 → Already covered.

## Scenario 2: In-Room Conversion

350 attendees

10% trial or enquire → 35 prospects

10 convert at £1,000 average  
value → £10,000 revenue

## Scenario 3: Long-Term Brand Value

Authority alignment with award-winning  
businesses

Premium branded imagery for marketing &  
social content

PR and social proof assets

Increased brand familiarity in the national  
sector

Commercial value beyond direct sales.

### Strategic Perspective

12 weeks integrated campaign exposure  
Multi-channel engagement (email, social, event)  
Category ownership & on-stage brand endorsement  
Measurable engagement and authority positioning  
ROI is realistic, conservative, and achievable.



# NBA

## NATIONAL BEAUTY

## AWARDS

## DIAMOND PARTNER

£5,000

*Exclusive category alignment.  
Designed for brands wanting strong  
authority positioning without headline  
exclusivity.*

*Includes:*

- \* Category ownership*
- \* Campaign integration*
- \* On-stage award presentation*
- \* Email & social spotlight*
- \* Table of 10*
- \* Programme feature*

*This positions your brand as a recognised  
industry supporter within a defined sector.*

# SUPPORTING PARTNERSHIPS

These packages provide consistent multi-channel visibility and live event presence, designed for brands seeking targeted exposure within the community.

## BRONZE

### Website placement

- Logo & website link

### Event placement

- Logo on sponsor board

### Email campaigns

- Mentions in Mail campaigns with logo and link to website

### Awards Night

- 1 Ticket

£550

## SILVER

### Website placement

- Logo & website link

- Logo on sponsor board

### Event placement

- Goody bag placement

### Socials

- Mentioned on socials

### Email campaigns

- Mentions in Mail campaigns with logo and link to website

### Awards Night

- 2 Tickets

£750

## GOLD

### Website placement

- Logo & website link

### Certificates

- Logo placed on finalist certificates

### Event placement

- Goody bag placement
- Logo on sponsor board

### Socials

- Mentioned on socials

### Email campaigns

- Mentions in Mail campaigns with logo and link to website

### Awards Night

- 3 Tickets

£950

## CATEGORY SPONSOR

£150

Dedicated website information page  
Logo as sponsor of chosen category  
Category sponsor signature  
Credit as category sponsor on social media  
Logo on social media graphics posts  
Included in weekly mail campaigns  
Spotlight on mail campaigns  
Brand placement

## GOODY BAG SPONSOR

£999

*Become our Official Goody Bag Sponsor and place your brand directly into the hands of every guest. Your products and branding will leave a lasting impression long after the event, creating a tangible connection with an influential and engaged audience.*

## PROGRAMME SPONSOR

Become our Awards Programme Sponsor and showcase your brand in a keepsake publication that every guest will receive and refer to throughout the event.

Advertising options include:

Half Page – 250,

Full Page – 500,

and Premium Cover Placement – 750.

This is a powerful opportunity to align your brand with the celebration of excellence while gaining lasting visibility beyond the event itself.

## VIP RECEPTION SPONSOR

£2,000

Become our VIP Reception Sponsor and put your brand in the very first place guests arrive. As the exclusive drinks package sponsor, your branding will be the first thing people see, with banners displayed throughout the VIP and reception areas. A prime opportunity to make a powerful first impression on our most influential guests.

# A LOOK BACK AT OUR SPONSOR COMMUNITY



**ACRE**

LEX  
COSMETIC  
CLINIC

Craft  
academy

CLOUD COAT

**PamperBook**  
*Beauty that loves you back*

INDIGO  
UNITED KINGDOM

FW  
UK AESTHETICS WHOLESALE

NEW LOOK  
smile

Waxperts

MAYA  
MEDICAL

INKA BELLE  
semi permanent cosmetics



London Brow Company

ALPINE

MD  
MARIANNA DAVIDOFF  
LONDON

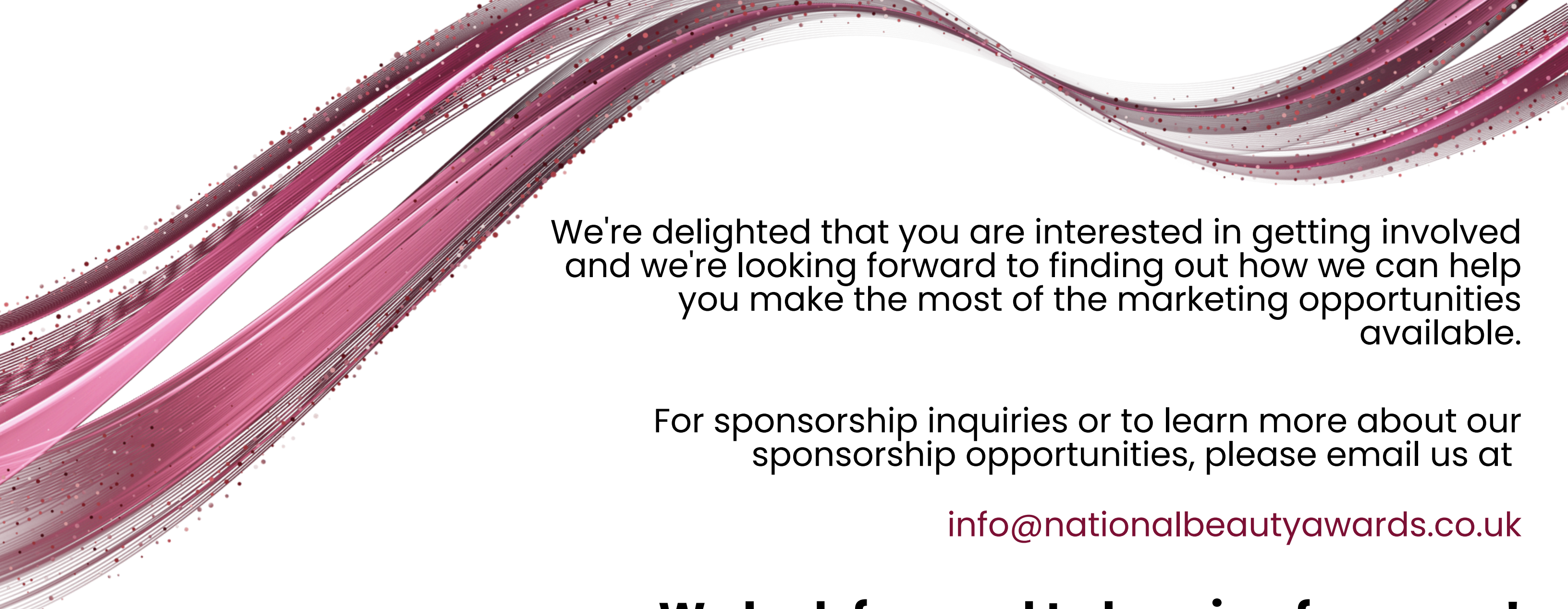
REALIGN  
TATTOO  
ARTISTRY & EDUCATION

Jeunvie™  
PURE NATURAL SKINCARE

GC  
GANDY & CO  
AESTHETICS SUPPLIES

TATTI LASHES

PIERCINGS &  
AESTHETICS  
By Tiffany



We're delighted that you are interested in getting involved and we're looking forward to finding out how we can help you make the most of the marketing opportunities available.

For sponsorship inquiries or to learn more about our sponsorship opportunities, please email us at

[info@nationalbeautyawards.co.uk](mailto:info@nationalbeautyawards.co.uk)

**We look forward to hearing from you!**

