



**NHF/NBF
Sponsorship
Packages
for 2019**

**Raise your
profile**

**Reach your
target audience**

**Publicise your
products and services**



**Supporting the hair, beauty
and barbering industries**



Your sponsorship opportunities for 2019

Raise your profile among your target audience while helping us celebrate business success in our industry. We shine a spotlight on the hairdressing, barbering and beauty sector's talent and creativity while encouraging the stars of the future!

ABOUT US

The National Hairdressers Federation (NHF) is the UK's largest trade association for the hairdressing, barbering and beauty industry. We have over 75 years' experience supporting hair and beauty professionals.

In 2018, the NHF unveiled its new sister trade association, the National Beauty Federation (NBF). The NBF provides specialist support for beauty salons, offering tailored services and advice to meet the unique challenges of running a beauty business.

We handle over 25,000 calls from NHF/NBF Members each year, helping them to run successful and profitable businesses.

Our membership services include round-the-clock commercial and HR support, in-depth business advice and events, and campaigning on key issues which affect our industry.

HELPING YOU REACH MORE PEOPLE

salonfocus:	5,500* recipients
e-newsletter:	5,000 Members 2,000 non-members
Web traffic:	11,400 new users a month (average) 17,500 sessions a month (average)
Facebook:	13,500 likes
Twitter:	11,900 followers
Instagram:	3,400 followers

(Figures correct at time of publication)

*In 2019 *salonfocus* magazine is getting an exciting makeover, including a refreshed design and additional pages. It will also change from bi-monthly to a larger quarterly edition. We plan to enhance its digital presence to provide further opportunities for online advertising and to help sponsors raise their profiles.

Please contact us for more details on how you can benefit.

Become a sponsor and reach your target audience



NHF



NHF

NHF

NHF

Hurry:
contact us today to
grab one of these great
sponsorship opportunities:

01234 834384
kelly.mooney@nhf.info

NHF/NBF Business Awards 2019

ABOUT THE AWARDS

Businesses in our industry work extremely hard and there's no better way to recognise and reward success than with the NHF/NBF Business Awards. They're free to enter and open to both Members and non-members nationwide.

The Business Awards are one of the highlights of our calendar and a fantastic opportunity for sponsors to get involved and get noticed.

WHERE AND WHEN

The awards will be presented on Sunday 17 November 2019 in London.

Sponsors have the opportunity to meet the attendees at a networking drinks reception. Dinner will then be served, followed by the announcement of the winners of the Business Awards and the Photographic Image of the Year competition.

We're keeping the ticket price accessible for all so salons and barbershops can bring their team members along to this exciting event.

CATEGORIES

For 2019 we have introduced four new awards categories.

- Best Independent Hair Salon or Barbershop (small, turnover below £200,000)
- Best Independent Hair Salon or Barbershop (large, turnover above £200,000)
- NEW FOR 2019: Best Independent Beauty Salon
- Best Innovation
- Best Client Experience
- Best Apprentice
- Best New Business
- Best Community Support
- Best Front of House
- NEW FOR 2019: Best Social Media
- NEW FOR 2019: Best Salon Design
- NEW FOR 2019: Outstanding Contribution to the Hair or Beauty Industry

BUSINESS
AWARDS 2019
**SPONSORSHIP
OPPORTUNITIES**

£3,000
per category

Don't miss this fantastic opportunity to sponsor a category at our flagship event for 2019.

Contact us to find out more: 01234 834384 kelly.mooney@nhf.info

KEY DATES	
Entries open:	1 May 2019
Entries close:	26 July 2019
Judging:	12 August 2019
Finalists announced:	15 August 2019
Winners announced:	17 November 2019

SPONSOR BENEFITS

Your company logo will appear on all Business Awards promotions from May 2019, online and in print. This includes:

- Business Awards web page.
- Up to two editions of the NHF/NBF's quarterly *salonfocus* magazine alongside coverage of the awards.
- Digital *salonfocus* magazine.
- Event literature.
- Entry pack.
- Press releases promoting the Business Awards.
- Event and confirmation emails.
- Event tickets.
- Audiovisual publicity at awards and during presentation of individual awards.
- E-newsletters promoting the Business Awards.
- Table programme at the awards event.
- Winners' certificates.
- Poster of the winners.

Publicity for sponsors also includes:

Single page advert/advertorial in *salonfocus* and publicity in *salonfocus* online.

50-word bio to appear in promotional material.

Full use of imagery from the awards for your own promotion.

Promotional news piece/blog/offer in one of our newsletters.

Promotional social post on our social media channels.

Opportunity to feature in an NHF/NBF blog post.

Bio and link to any offers for Members on our Business Awards web page.

Social media promotion across all our social media channels when promoting the Business Awards.

Opportunity to add a branded item in goody bags for all guests.

Contact with up to 250 delegates during the Business Awards networking reception.

Company representative to present the award and appear on the judging panel (dependent on sponsor).

Two VIP tickets to attend the awards event. (More tickets may be booked at an additional cost. Please speak to us early to ensure availability.)

VIP invitations to an exclusive drinks reception with NHF/NBF CEO, Ambassadors and key stakeholders.

**NHF BUSINESS
NBF AWARDS 2019**

Photographic Image of the Year 2019

ABOUT THE COMPETITION

The NHF/NBF Photographic Image of the Year competition is a recognised industry event and a great opportunity for sponsors, especially as winners are announced at our flagship Business Awards celebrations in November 2019. Entrants submit an outstanding single image or collection of images which could make a fantastic magazine cover.

CATEGORIES

Category 1 - Open to all

Male Fashion Look - Single Image

Category 2 - Open to all

Male Fashion Look - Collection

Category 3 - Open to all

Female Fashion Look - Single Image

Category 4 - Open to all

Female Fashion Look - Collection

SPONSOR BENEFITS

Your company logo will appear:

- On our Photographic Image of the Year web page.
- In up to two editions of the NHF/NBF's quarterly *salonfocus* magazine alongside coverage of the competition.
- In our digital *salonfocus* magazine.
- On event literature.
- In our entry pack.
- In press releases promoting the competition.
- In event and confirmation emails.
- On event tickets.
- In audiovisual publicity at awards and during presentation of individual awards.
- In e-newsletters promoting the Photographic Image of the Year.

- On the table programme at the awards event.
- On winners' certificates.
- On a poster of the winners.

Publicity for sponsors also includes:

Single page advert/advertorial in *salonfocus* and publicity in *salonfocus* online.

50-word bio to appear in promotional material.

Full use of imagery from the awards for your own promotion.

Promotional news piece/blog/offer in one of our newsletters.

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Contact with up to 250 delegates during the Business Awards networking reception.

Company representative to present the award and appear on the judging panel (dependent on sponsor).

Two VIP tickets to attend the awards event. (More tickets may be booked at an additional cost. Please speak to us early to ensure availability.)

VIP invitations to an exclusive drinks reception with NHF/NBF CEO, Ambassadors and key stakeholders.

KEY DATES

Entries open:	4 June 2019
Entries close:	6 September 2019
Judging:	By 13 September 2019
Finalists announced:	17 September 2019
Winners announced:	17 November 2019 with the NHF/NBF Business Awards

SPONSORSHIP OPPORTUNITIES

You can:

- Sponsor a category.
- Provide prizes for category winners such as cash, a training day, products or a photoshoot opportunity.

Snap up this opportunity to be involved in our Photographic Image of the Year competition.

Contact us to find out more:

01234 834384

kelly.mooney@nhf.info

PHOTOGRAPHIC
IMAGE 2019

**SPONSORSHIP
OPPORTUNITIES**

£2,000
per category

**NHF PHOTOGRAPHIC
NBF IMAGE OF THE YEAR 2019**





Before & After 2019

ABOUT THE COMPETITION

The NHF/NBF Before & After competition gives our Instagram followers the chance to enter a Before & After image based on a specific theme. This popular competition is held every other month and is a great way for sponsors to stay in the public eye throughout the year.

CATEGORIES

- **January** - Cut and/or colour
- **March** - Student or trainee
- **May** - Barber
- **July** - Cut and/or colour
- **September** - Beauty
- **November** - Cut and/or colour

SPONSORSHIP OPPORTUNITIES

You can provide prizes for category winners such as cash, a training day, products or a photoshoot opportunity.

SPONSOR BENEFITS

Your company logo will appear on our:

- Before & After web page.
- Event literature.
- E-newsletters promoting the Before & After competition.

Publicity for sponsors also includes:

Coverage in *salonfocus* and *salonfocus* online.

50-word bio to appear in promotional material.

Bio and link to any offers for Members on the Before & After web page.

Social media promotion across all our social media channels when promoting the competition.

Company representative to appear on the judging panel (dependent on sponsor).

Get in before someone else does!

Contact us to find out more:

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BEFORE &
AFTER 2019
**SPONSORSHIP
OPPORTUNITIES**
**PRIZES FOR
THE WINNERS**

NHF BEFORE 2019
NBF & AFTER



Supporting the hair, beauty
and barbering industries



For more information on our sponsorship packages contact Kelly Mooney
on **01234 834384** or email **kelly.mooney@nhf.info**

For more information about our upcoming events **www.nhf.info/events**

One Abbey Court | Fraser Road | Priory Business Park | Bedford | MK44 3WH | t: 01234 831965 | e: enquiries@nhf.info

BECOME AN NHF/NBF TRADE MEMBER

Are you a supplier of salon
products, equipment, services or
advice? Or in the hair, beauty or
barber education business?

Would you like to forge stronger links
with salon and barbershop owners?
If so, become an NHF/NBF Trade Member.

Find out more:

01234 834384

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