

HAIR & BEAUTY INDUSTRY
TOP 100 INFLUENCERS

NHBF

HAIR & BEAUTY
INDUSTRY
TOP 100
INFLUENCERS LIST

**SPONSORSHIP
OPPORTUNITIES 2022**

WWW.NHBF.CO.UK/TOP-100-INFLUENCERS

YOUR SPONSORSHIP OPPORTUNITIES:

Raise your profile among your target audience while helping us celebrate business success in our industry. We shine a spotlight on individuals and the influence they have on the hairdressing, barbering and beauty industry.

ABOUT US:

The **National Hair & Beauty Federation (NHBF)** is the UK's largest trade association for the hairdressing, barbering and beauty industry. We have 80 years' experience supporting hair and beauty professionals.

The NHBF provides specialist support for the hair and beauty industry, offering tailored services and advice to meet the unique challenge of running a hair or beauty business.

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. Our membership team handle over **25,000** calls from Members each year, helping them to run successful and profitable businesses.

WHY SPONSOR THE HAIR & BEAUTY TOP 100 INFLUENCERS EVENT?

We can help you reach salon and barbershop owners directly through NHBF channels.

- **Salonfocus:** 6,500 recipients
- **Member e-newsletter:** 6,500 subscribers
- **Non-member e-newsletter:** 27,000 subscribers
- **Web traffic:**
 - **New users a month (average):** 44,800
 - **Sessions a month (average):** 67,500
- **Facebook:** 92,000 likes
- **Instagram:** 87,500 followers
- **Twitter:** 13,200 followers

Figures correct at time of publication

REACH:

During the period of 10-16 November 2021 where the Top 100 were announced:

Facebook: 33,192

Instagram: 49,417

ABOUT THE HAIR & BEAUTY INDUSTRY TOP 100 INFLUENCERS

In 2021, the **NHBF** unveiled its new **Top 100 Influencers** event recognising those in the hair and beauty industry that use social media to influence, educate and innovate the sector.

The NHBF invited their following across all social media platforms to nominate individuals who they think are the most influential in the industry on social media including hairdressers, barbers, beauty therapists, nail technicians, make-up artists and aestheticians. Influencers are also able to nominate themselves.

The nominations are open to NHBF Members and non-members that fit within the following criteria:

- A professional currently working in the hairdressing, barbering, beauty, wellbeing or aesthetics industries.
- Applicants should have an applicable qualification in the industry they are working in, from regulated awarding organisation or equivalent continual experience working in the industry (5 years+).

After nominations have closed, a longlist of 250 will then be given to our partners running the Influencer Index campaign, who will analyse the nominations based on independent data metrics.

The **Top 100 (100-21)** results are announced throughout the week leading up to the live event and live stream held on **13 November 2022** where the **top 20** will be announced.

WHERE AND WHEN

The event will be held at **Electric Space, London** on **13 November 2022**.

KEY DATES:

- **ENTRIES OPEN:**
10 May 2022
- **ENTRIES CLOSE:**
29 July 2022
- **100-21 WINNERS ANNOUNCED:**
7-11 November 2022
- **20-1 WINNERS ANNOUNCED:**
13 November 2022

SPONSORSHIP BENEFITS:

WEBSITE:

- Sponsor brand logo to feature on Top 100 homepage banner.
- Sponsor brand logo to feature on Top 100 webpage.
- Sponsor brand logo to feature on news items and press releases promoting Top 100.
- Bio and link to any offers for NHBF Members on our Top 100 webpage.
- Promotional news piece/blog/offer to feature on the NHBF website.

E-NEWSLETTER:

- One digital advert in one of the Top 100's solus emails.
- Logo included in all promotion of NHBF Top 100 influencer activity in the Member and non-member e-newsletter.

SALONFOCUS MAGAZINE:

- Logo and short bio to feature in up to two issues of the NHBF's quarterly *salonfocus* magazine alongside coverage of the event.

SOCIAL MEDIA:

- Logo to be featured in all social media promotion across all our social media channels when promoting the Top 100 influencer.
- Logo included in all video content (e.g. launch videos and announcement videos).
- Opportunity to run one FB/IG live or Clubhouse in 2022.
- Opportunity to join two Clubhouse events in 2022.

EVENT COLLATERAL:

- Brand logo on press releases promoting the Top 100.
- Brand logo on Top 100 entry form.
- Brand logo on Top 100 certificates for the winners in the top 20.
- Brand logo on winner's trophy.
- Opportunity to add branded item into goody bag for all guests attending live stream.
- Opportunity to award all Top 100 winners with a branded item.

TOP 100 INFLUENCERS EVENT:

- Brand logo on event tickets.
- Brand logo to feature on media wall for live streamed event.
- Brand logo to feature on all event materials eg video screens.
- During live stream, presenter will talk about the event sponsor.
- Opportunity for sponsor to be interviewed during live stream.
- Opportunity for 2 tickets to the event on 13 November 2022.

SPONSORSHIP PACKAGE:

SPONSORSHIP FOR 2022
£6,000

Top 20 Influencers 2021



1 Caroline Hiron @carolinehiron	2 Cher Webb @cherwebbmakeup	3 Harriet Westmoreland @harrietwestmoreland	4 Errol Douglas @erroldouglashair
5 Jamie Stevens @jamiestevenshair	6 Casey Coleman @caseyc_hair	7 Jaymz Marsters @jaymz.marsters	8 Abigail James @abigailjames1
9 Chloe Swift @chloeswiftstylist	10 Charlotte Mensah @charlottemensah	11 Eugene Souleiman @eugenesouleiman	12 Lan Nguyen-Grealis @lanslondon
13 Harriet Stokes @harriet_stokes	14 Daniel Granger @danieljgranger	15 Jonathan Andrew @jonathanjandrew	16 James Earnshaw @jhair_stylist
17 Vernon Francois @vernonfrancois	18 Patrick Cameron @patrickcameronhair	19 Lisa Farrall @lisafarrall	20 Sam Burnett @samburnetthair

SPONSORSHIP OPPORTUNITIES:

Get involved in one of our most innovative events the NHBF has held and this exciting opportunity for 2022.

CONTACT US TO FIND OUT MORE:

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