

ARENA



Nailympia[®]

COMPETITION
LONDON | 2025

ARENA SPONSORSHIP

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



PHOTO CREDIT: Nails: Elena Popova @popovadelana_nfp - Photo: Elena Gelberg @perla_litvova_MUA - Varnova Tahiranova @varnova_tahva - Hair: Kseniya Golubeva @ksenja_golubeva - Model: Alina Filipsova @alina_0606

TAKING PLACE:
12-13 October 2025 at
Pro Beauty Autumn, ExCel London

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.



Entry open: 2 May - 26 Sept
Takes place: 12 - 13 October
Awards: 13 October
Promotion begins: May 2025

The 2024 event saw:

- 32 countries represented
- 19 categories (9 arena)
- 264 competition seats taken

The 2025 event will have:

- 9 arena categories

Reach*

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

**Combined reach across Nailympia & Scratch Magazine*



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| SPONSORSHIP ELEMENTS | ARENA |
|--|-------|
| ARENA PRESENCE | |
| Product placement in the Nailympia London goody bag for all competitors | X |
| Branding throughout Nailympia London competition arena, stage & signage | X |
| Brand logo on all medal lanyards | X |
| 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 both arena & online categories | X |
| One branded post on Instagram to be posted before October about your brand | X |
| A brand spotlight on scratchmagazine.co.uk | X |

SPONSOR COSTS

£3,495 + VAT
 EXCLUSIVE RATE FOR EXHIBITORS

£4,995 + VAT

Strictly limited to 12 arena sponsors only, sold on a first-come, first-served basis.

Rate for non-exhibitors includes a 3m x 2m shell scheme stand in the Nailympia village

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

www.nailympia.com



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