The Nailympia Story
Sponsorship Guide 2022

www.nailympia.com
Welcome to Nailympia

Nailympia is one of the leading & most prestigious professional nail competitions in the world today.

*Nailympia* prides itself on being a non-biased forum where products and brands have no bearing on the placing of a competitor.

This competition is all about skill and creativity. All skill levels are catered for – the judging system, which has evolved over time, holds true to its original concept of all competitions are judged blind – the judges have no idea who’s work they are assessing and all divisions are judged together in the same manner. This keeps the system fair and even. It also means a Division 1 competitor can win with a higher score than seen in the above divisions – again showcasing that the skills and creativity are assessed on their own merit.

**What is Nailympia & where was it born?**

*Nailympia* was born from a competition set up in 2001 in Las Vegas. Set up by three organisations (IBD run by Lee Tomlinson, Dianne D’Agnolo & James Johnson of Too Much Fun and David Daniel & Danny Haile of EZ Flow), the concept behind this new competition was simple – to be non-biased and non-product led.

In order to create a fair playing field for all, these three nail brands made it clear that competitors could use any system or brand and would be categorised by relevant divisions pertaining to their skill and expertise. These divisions were to be kept anonymous during each competition and judging, so that each competitor, regardless of skill level, was judged exactly the same.
Only after judging, were the competitors grouped and ranked in their own and correct division. This original ethos remains the same today.

Nailympia’s reputation is based on it being run by an organisation and individuals that are non-product biased. Alex Fox, global competition director, since its inauguration into London in 2005, is also the co-founder of Scratch magazine.

Nailympia has previously taken place in Sydney, Australia for five years (2014-2018) hosted by Reed Exhibitions and the USA competition in Texas (held for two years 2017-2018) was hosted by Athena Elliott at The Best Lil’ Nail Show.

In 2019, The Premiere Show Group, USA took over the US event and launched Nailympia Orlando. In 2017 Tallinn, Estonia (Nailympia Estonia) was started by champion tech, Viktoria Prithodko and ran for 4 years, Nailympia Canada 2019 was hosted in Saskatoon, Canada, with Nailympia Mexico inaugurating in October 2021 and Nailympia Germany hosted at Beauty Dusseldorf in March 2022. In direct response to the pandemic, Nailympia presented two successful online versions, which were wholeheartedly embraced by techs around the world.

The competition began with six categories. It has now moved up to 14 in London. Over the years some categories have been eliminated and new ones have taken their place. These changes have been dictated by industry nail trends.

Its growth and popularity across the world are a direct result of its mission to bring in key industry figures and experts to judge. The judging panel is an international mix of industry experts who have amassed experience, knowledge and a respected reputation in their respective countries. Each judging panel has its regular judges for stability and flow, while also bringing in new and fresh experts each year to make sure it remains unbiased while evolving. This annual competition has become a Mecca for nailists seeking international recognition and industry accolades.

“This competition is all about skill and creativity. All skill levels are catered for”
What’s included?

ARENA PRESENCE
• Brand product placement within the Nailympia London goody bag for all competitions
• Branding on Nailympia London competition & stage
• Brand name engraved on all Nailympia London winners’ trophies
• Branding on all Nailympia London promotional and competition material, including advertisements, social media, the awards stage, score sheets, website and trophies

NAILYMPIA.COM
• Brand button on Nailympia.com for the duration of 2022 marketing campaign
• A global e-marketing campaign supported by Scratch Magazine and its host Olympia Beauty
• Branding across the whole of Nailympia.com

E-MARKETING, SOCIAL MEDIA & PRINT
• Branding on all Nailympia London advertisements scheduled to appear in UK and international trade press
• Branding on the Nailympia London 2022 e-marketing campaigns and inclusion in the social media campaign starting June 2022

£3,995 + VAT
This opportunity is available to 10 sponsors of equal billing

BOOK YOUR SPONSORSHIP TODAY

Book your sponsorship of Nailympia London today by speaking to Alex Fox on +44 (0) 791 466 8916 or email nailympia@gmail.com

Some of the sponsors of Nailympia London 2022 so far include: