

# Sponsorship Opportunity



**2025 - NZ NAIL COMPETITION**

**14 Category Sponsorship opportunities.**

**8 Categories – Submitted art**

**6 Categories – Live on floor**

**3 Divisions – Novice, Open, Masters**

Let's unite to support Nail Technicians and Educators as they courageously transform their ideas into stunning expressions of art. With your assistance, we're establishing a dedicated space for the growth of our industry, while also showcasing your amazing products and services to an enthusiastic audience of devoted nail lovers. If this speaks to you, we invite you to join us in celebrating our industry and igniting inspiration.

17th and 18th May 2025 – Napier War Memorial, Hawkes bay.

**Website** [www.nznailcomp.com](http://www.nznailcomp.com)

**Instagram** [@nznailcompetition](https://www.instagram.com/nznailcompetition)

## WHAT IS IT AND HOW DOES IT WORK?

- We're turning 10, so we are doing things a little differently with a standalone, two-day event. Featuring a new venue located in Napier, Hawkes Bay, giving us the ability to bring together a never-seen-before Nail Extravaganza with speaking opportunities, breakout spaces, demos, and much more. While the NZ Nail Competition is strictly professional only, our event offers an invitation to the general public to come along and check out what our vibrant industry has to offer, while simultaneously giving us a platform to connect your brands directly with current and future Nail enthusiasts.
- While we are dedicated to creating a fabulous in-person experience, we also believe it's important to support and nurture relationships with those who are unable to attend. To best do this, we are planning a digital experience with live updates streamed directly from the comps. We will announce Submitted Art placings in real-time, have fun interactive elements, share competitor highlights, and have plenty of opportunities to promote your brands in a natural and engaging way.
- Sponsorship this year has been broken into 3 tiers. Our aim with this is to have multiple opportunities for you to join in elevating our industry. Although we are by definition a competition, we strongly stand by a competition-free mindset, ensuring we remain neutral in providing a safe space for all Nail Careers and Businesses to succeed in. From client, to nail tech, to educator, to brand distributor. The way we see it, "raising tides float all boats." We want everyone to be a part of creating and sustaining a thriving nail community.
- Sponsors can also enjoy placement in Finger Tips – a digital (Nail Industry) newsletter that runs alongside the NZ Nail Competition. In the next planned issue, we will showcase/spotlight your products and services, any upcoming classes you or your educators may have, write a story on your business, or post a Q & A styled interview... Whatever it is, its up to you and what best suits your business goals.







# Sponsorship Packages

## Jade

### Spot Prize Sponsor.

**Description:**

Spot prizes to be given out both online and in person to any attendee.

**Contribution Example:**

Non-professional items such as cuticle oil, polishes, education and training etc

**Benefits:**

Logo displayed on event promotional materials.

Acknowledgment during the event when spot prizes are awarded.

Recognition on our social media platforms and website.

Mention in Finger Tips.

## Emerald

### Category Sponsor

**Description:**

Sponsor the first-place prizes in each division of a specific category.

**Contribution:** 3x \$100 vouchers to be redeemed on your website.

**Benefits:**

Company name announced as the category sponsor on our digital platforms as well as during award announcements.

Logo placement on all category-specific materials and event signage.

Mention in the event program.

Opportunity to present the placings of your chosen category.

Feature in Finger Tips.

## Pounamu

### Category Sponsor

-Plus Display Table

**Description:**

Sponsor the first place prizes in each division of a specific category and receive a table to display and showcase your brand. Do demos and share product education.

Online sales only.

**Contribution:** 3x \$100 vouchers for to be redeemed on your website. \$250 (this payment aids in the venue hire)

**Benefits:**

All benefits included in the "Emerald" option.

Dedicated table at the 2-day event for brand awareness and to showcase/demo your products. Giving you the opportunity to interact directly with attendees, providing a personal touch while sharing valuable information and building trust in your brand. Also the ability to support your Nail Tech clients in the area by promoting them to potential clients and growing sales that way. Stage time- 15min time slot to introduce yourself/your brand to discuss products and services or future training opportunities to the general public and other industry attendees.

## All packages get:

Marketing material.

After event statistics.

Access to a sponsorship support page