



HAIRWORLD

SPONSORSHIP OPPORTUNITIES 2023



www.omchairworld.com

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About OMC Hairworld

OMC is the largest professional organization in the world with over 50 Member countries and over 2 million individual Members worldwide since 1946. OMC Hairworld is the only official association presenting annually the World Champions in the Hair, Aesthetic and Nails sector. OMC was created since 1946 its Global platform offers Education, Fashion Collections and competition in the 5 continents.

50 
member countries

over **2 million**
individual members
worldwide



5 competitors from continents

OMC is the ultimate organization in the world, represented in over 50 countries, with over 1 million salons and 2 million individual stylists in the Hair & Beauty profession. OMC HAIRWORLD presents annually the official WORLD CHAMPIONSHIPS - HAIR & BEAUTY OLYMPICS.

OMC HAIRWORLD platform is celebrated worldwide annually with a live and online world championship. Competitors from the 5 continents are looking forward to competing in OMC world championships to show their creations and crown themselves with the title WORLD CHAMPIONS in the HAIR, AESTHETICS, NAILS CATEGORY.

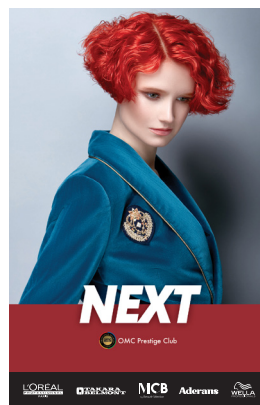
OMC encourages all hairdressers to join our Global Organization to compete and elevate their creativity by creating amazing hairstyles on a world stage and in their salon every day.



 sent to **20,000**
member organizations

OMC Prestige Club

Spring/Summer and Fall/Winter Collections offer to all OMC members countries. Collections design by the OMC Prestige Club Artistic Team.

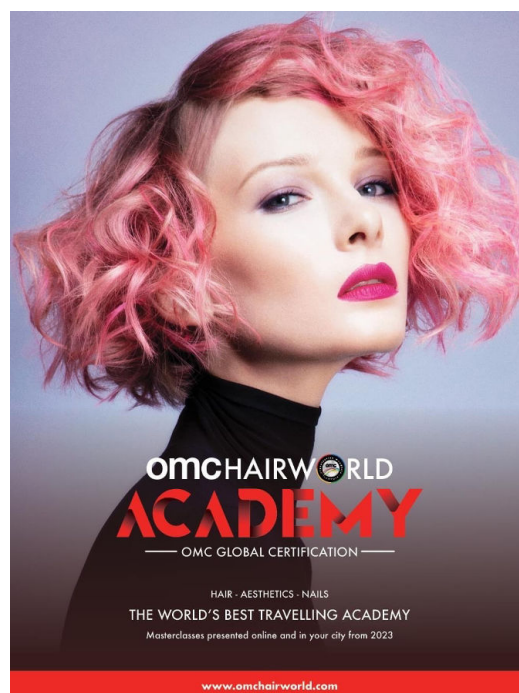


OMC Hairworld Academy

OMC Hairworld Academy presents the Global Certifications. A Look & Learn educational masterclasses in cutting, styling & coloring, as well as competitions & jurors courses around the world.

OMC Hairworld Global Symposium

OMC Hairworld Global Symposium presents shows worldwide with OMC Global artistic teams.

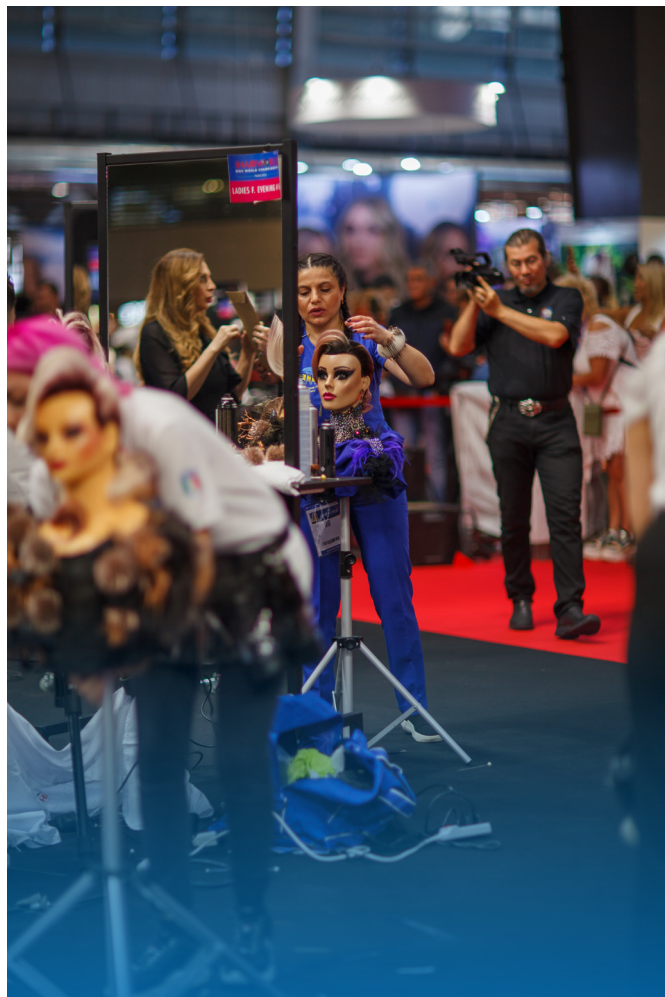


Target Audience

OMC's target audience is a broad group of hair and beauty professionals such as hairstylists, barbers, makeup artists, estheticians. They are passionate about their craft, highly engaged with the products and services they use in their work, and often have a large social media presence. The target audience is diverse and can be found worldwide. Mostly adults, and majority are women.

OMC showcase hairstyles and images and encourage hairstylists to join competitions in over 50 countries. OMC is a leading organization in the hair and beauty industry and presents official world championships for both teams and individuals. We are open to all professionals, regardless of their location, experience, and skill level. We believe in fostering a sense of community and collaboration among professionals in the industry.

OMC is dedicated to helping hairstylists, barbers, makeup artists and other professionals in the hair and beauty industry to improve their skills, stay up-to-date with the latest trends and connect with other professionals in the industry.



Social Media



followers

53,891

as of January 2023

reaches

799,921

since last period **↑ 29.9%**

page visits

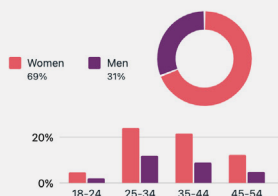
51,513

since last period **↑ 17%**

page likes

49,292

since last period



followers

39,200

as of January 2023

reaches

647,759

since last period **↑ 1.1k%**

page visits

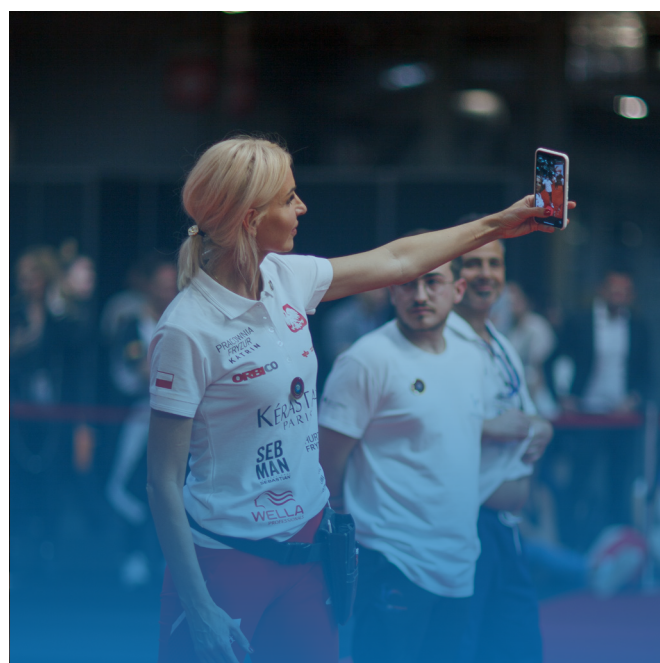
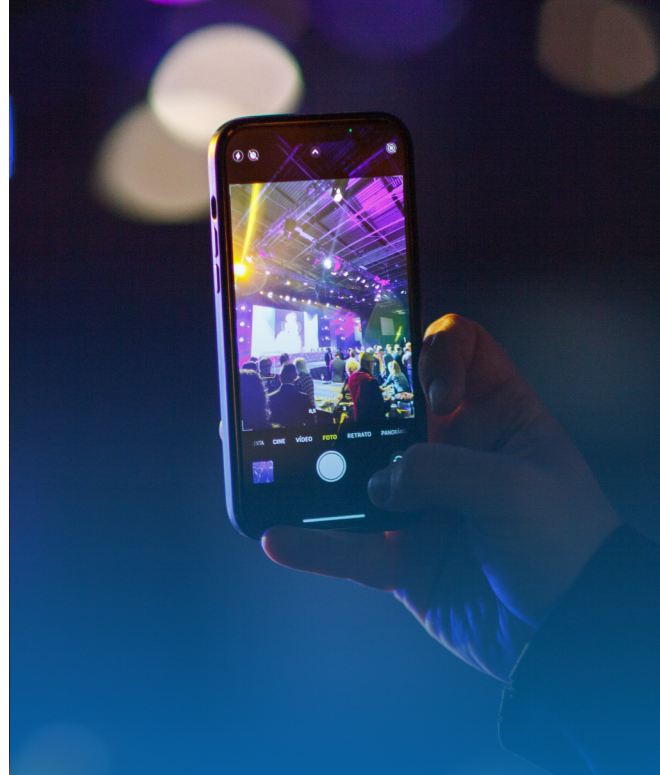
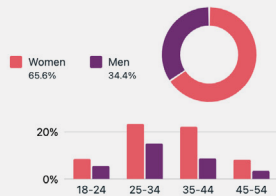
103,037

since last period **↑ 57%**

page likes

39,273

since last period



Data period Dec 13, 2019 - Jan 12, 2023

Data supplied by meta.

Benefits to our sponsors:

- 1. Increased exposure:** A large following on Facebook can increase exposure to a sponsor's brand and products, helping to raise awareness and drive sales.
- 2. Targeted audience:** Sponsors can reach a targeted audience that is more likely to be interested in their products or services.
- 3. Increased website traffic:** A strong presence on Facebook can lead to increased website traffic, as followers are more likely to click through to a sponsor's website.
- 4. Cost-effective marketing:** Advertising on Facebook is cost-effective compared to traditional forms of advertising, and

it also allows for a more targeted approach to reach specific demographics and interest groups.

- 5. Increased sales:** With a large following on Facebook, sponsors can reach a wider audience and increase the chances of converting leads into sales.

See packages, **page 11** for more info on how our sponsors benefit from our Social Media.

Mailing List

Benefits to our sponsors:

1. Increased brand awareness and sales.
2. Improved customer engagement and targeted marketing.
3. Cost-effective marketing and increased website traffic.
4. Better customer insights and brand loyalty.
5. Targeted marketing messages to specific segments of their audience.



6,000
subscribers

monthly
newsletters



Website

By having your logo prominently displayed on the omchairworld website which is visited by your target audience, you will increase the visibility and awareness of your brand. Your association with a website that aligns with your target audience can help establish your brand as credible and relevant to that audience. Your logo appearing on a website that aligns with your target audience can drive more traffic to your website, leading to more potential customers.

By having your logo displayed on a website that aligns with your target audience, you can be more assured that your advertising is reaching the people that are most likely to be interested in your products or services. Your logo appearing on a website that aligns with your target audience can help you generate leads from potential customers visiting the website. It can also help you acquire new customers who are interested in your products or services.



See packages, **page 11** for more info on how our sponsors benefit from our mailing list & website.

OMC Hairworld in Paris at MCB

by Beauté Sélection

The MCB by Beauté Sélection is the leading international trade fair for the world of hairdressing and beauty. It is a unique, annual and professional event dedicated to the beauty market: hairdressing, aesthetics, makeup, nails and spa.











Each September, the event brings together more than 50,000 professional visitors to Paris Expo Porte de Versailles and brings together nearly 300 exhibitors and more than 550 French and international brands.

50,000
professional
visitors

**up to
300**
exhibitors

**over
550**
international
brands

TOP 10 OF INTERNATIONAL VISITORS

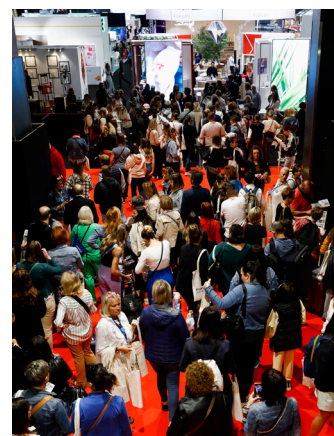
	19,3% BELGIUM		2,8% LUXEMBOURG
	10,8% CHINA		2,7% GERMANY
	4,9% ITALY		2% USA
	4,1% SPAIN		1,7% NETHERLAND
	3% SWITZERLAND		1,6% JAPAN



OMC Hairworld 2022 live feed



Sponsoring the OMC Hairworld live feed allows you to connect with a large and engaged audience in real time, increase brand awareness and boost your online presence. It can also allow you to target specific demographics. Sponsoring our feed can be an effective way to reach new customers and build a strong online presence.



**over
63,000**

facebook live feed views
Hairworld 2022

Branding at Hairworld

Cutting Cape

50,000
professional
visitors

The benefits of visible branding include:

- 1. Increased brand awareness**
- 2. Improved customer loyalty:** Consistently visible branding helps to create a sense of trust and familiarity with customers, leading to improved customer loyalty.
- 3. Enhanced reputation:** Enhance your reputation by creating a sense of professionalism and credibility.
- 4. Increased sales:** By making a brand more visible, it is more likely to be remembered and recognized by potential customers, which can lead to increased sales.
- 5. Differentiation:** Visible branding can help a business stand out from the competition and differentiate itself in the market.
- 6. Increased brand recall:** A strong, consistent, and visible branding can increase brand recall and make it more likely for a consumer to choose your product or service over competitors.

See packages, **page 11** for more info on how our sponsors benefit from Hairworld.



Hairworld Gift Bags

Hairworld Stage Banner



Sponsorship Packages

DIAMOND

Social Media (per year)

- x 12 Shoutouts
- x 6 Sponsored posts
- x 12 Story posts
- x 3 Dedicated sponsored content series
- x 1 OMC Collaboration

OMC Website

Branding and Link to website on all pages (Footer)
Dedicated sponsor page on OMChairworld.com

Mailing List

Inclusion of banner advert on monthly newsletter
Inclusion of logo on monthly newsletter

OMC Online Competitions and Events

Inclusion of banner advert
Inclusion of logo

Sponsorship of OMC Prestige Club
Sponsorship of OMC Hairworld Academy
Sponsorship of OMC Hairworld Global Symposium

Hairworld Competition (On Location)

Inclusion of logo on awards ceremony Main Stage Screen
Inclusion of logo on competition Main Stage Screen
Inclusion of logo on competition Main Stage Banner
Inclusion of logo on all Country Flags Banners
Inclusion of logo official event bags
Inclusion of logo official event cutting cape
Dedicated sponsor banner

Hairworld Livestream

Inclusion of logo on screen for the duration of the stream
Intermittent full screen advert

DIAMOND €100,000

DIAMOND

PLATINUM

Social Media (per year)

- x 6 Shoutouts
- x 3 Sponsored posts
- x 3 Story posts

OMC Website

Branding and Link to website on all pages (Footer)
Dedicated sponsor page on OMChairworld.com

Mailing List

Inclusion of logo on monthly newsletter

OMC Online Competitions and Events

Inclusion of logo
Sponsorship of OMC Prestige Club

Sponsorship of OMC Hairworld Academy
Sponsorship of OMC Hairworld Global Symposium

Hairworld Competition (On Location)

Inclusion of logo on awards ceremony Main Stage Screen
Inclusion of logo on competition Main Stage Screen
Inclusion of logo on competition Main Stage Banner
Inclusion of logo on all Country Flags Banners
Inclusion of logo official event bags
Inclusion of logo official event cutting cape
Dedicated sponsor banner

PLATINUM €75,000

PLATINUM

GOLD

Social Media (per year)

- x 3 Shoutouts

OMC Website

Branding and Link to website on all pages (Footer)

Mailing List

Inclusion of logo on monthly newsletter

Hairworld Competition (On Location)

Inclusion of logo official event bags
Inclusion of logo official event cutting cape
Shared sponsors banner

GOLD €50,000

GOLD

SILVER

OMC Website

Branding and Link to website on all pages (Footer)

Mailing List

Inclusion of logo on monthly newsletter

Hairworld

Shared sponsors banner

SILVER €25,000

SILVER



A SPECIAL THANK YOU TO OUR SPONSORS

OMC PLATINUM SPONSORS

L'ORÉAL
PROFESSIONNEL
PARIS

TAKARA
BELMONT

MCB
by Beauté Sélection

Aderans

WELLA
PROFESSIONALS

OMC GOLD SPONSORS

VITALITY'S

Raphaël Terrier
PARIS

Mundial
SILKEY
PROFESSIONAL

OMC MANNEQUIN HEAD GOLD SPONSORS

PIVOT
POINT

YY HAIR

金达发
Junda Hair

CALCAGNI
DIFFUSION



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