



# HAIRWORLD

## SPONSORSHIP OPPORTUNITIES 2024



[www.omchairworld.com](http://www.omchairworld.com)

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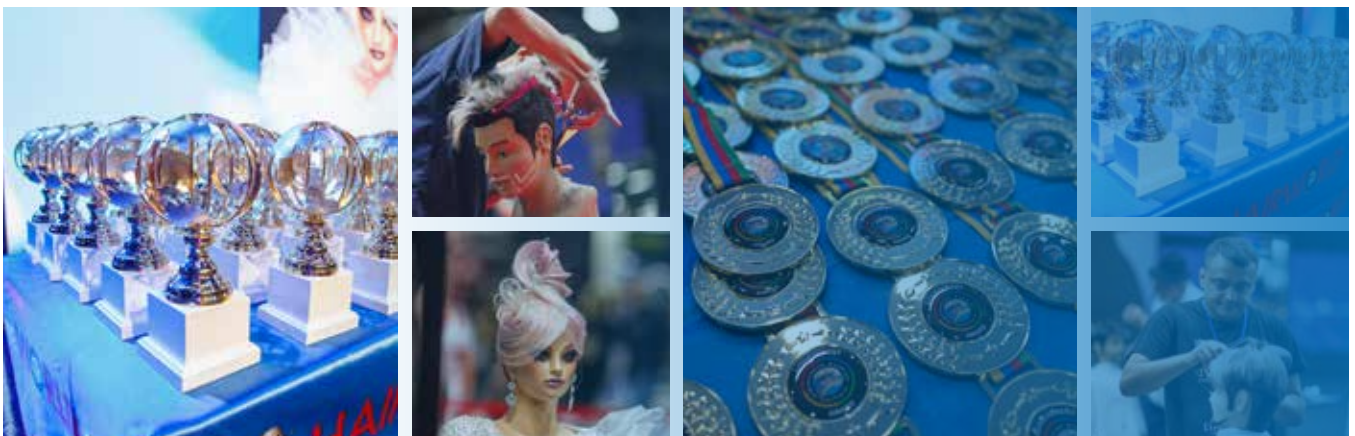


## About OMC Hairworld

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.

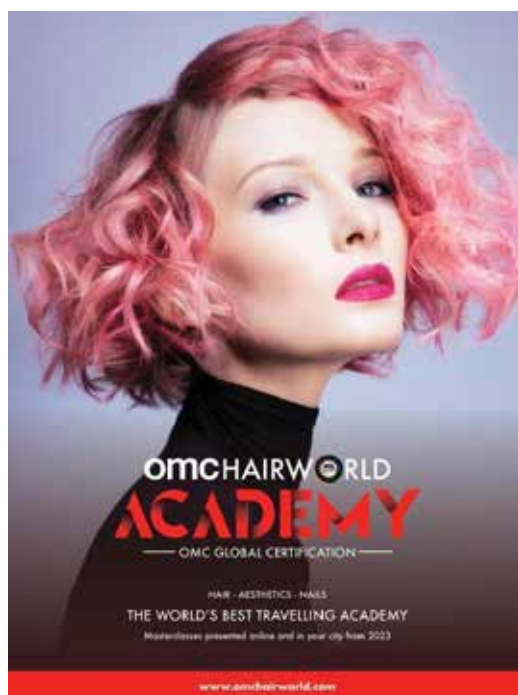


## OMC Hairworld Academy

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

**56,223**

as of September 2023

reaches

**1.041,378**

page visits

**134,570**

page likes

**52,412**

since last period



followers

over

**100,000**

as of September 2023

reaches

**1.724,135**

page visits

**186,428**

page likes

**58,720**

since last period



Data period Dec 13, 2019 - Sept 26, 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

|   |                       |   |                        |
|---|-----------------------|---|------------------------|
|    | <b>19,3%</b> BELGIUM  |    | <b>2,8%</b> LUXEMBOURG |
|    | <b>10,8%</b> CHINA    |    | <b>2,7%</b> GERMANY    |
|    | <b>4,9%</b> ITALY     |    | <b>2%</b> USA          |
|    | <b>4,1%</b> SPAIN     |    | <b>1,7%</b> NETHERLAND |
|  | <b>3%</b> SWITZERLAND |  | <b>1,6%</b> JAPAN      |



## OMC Hairworld 2023 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  
111,375**

facebook live feed views  
**Hairworld 2023**



# 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

## 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

## 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

## SILVER

### OMC Website

Branding and Link to website on all pages (Footer)

### Mailing List

Inclusion of logo on monthly newsletter

### Hairworld

Shared sponsors banner





A SPECIAL THANK YOU TO OUR SPONSORS

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OMC PLATINUM SPONSORS

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L'ORÉAL  
Professional Products

TAKARA  
BELMONT

*Raphaël Terrier*  
PARIS

Aderans

MCB  
by Beauté Sélection

OMC MANNEQUIN HEAD GOLD SPONSORS

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PIVOT  
POINT

YY HAIR

金达发  
Junda Faifa

CALCAGNI  
DIFFUSION

OMC GOLD SPONSORS

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VITALITY'S

Mundial  
SILKEY  
PROFESSIONAL



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