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PARTNERSHIP DECK

Community | Visibility | Opportunity

www.beautybusinessevents.co.uk

THE MARKET GAP

The beauty industry is powered by freelancers — yet they remain underserved.

- Self-employed beauty professionals drive purchasing decisions, trends, and brand loyalty

- Brands struggle to engage them authentically beyond influencer marketing

- Traditional trade shows and sponsorships are costly, impersonal, and low-conversion

There is a clear gap between brands and the professionals who actually use, recommend, and repurchase their products.

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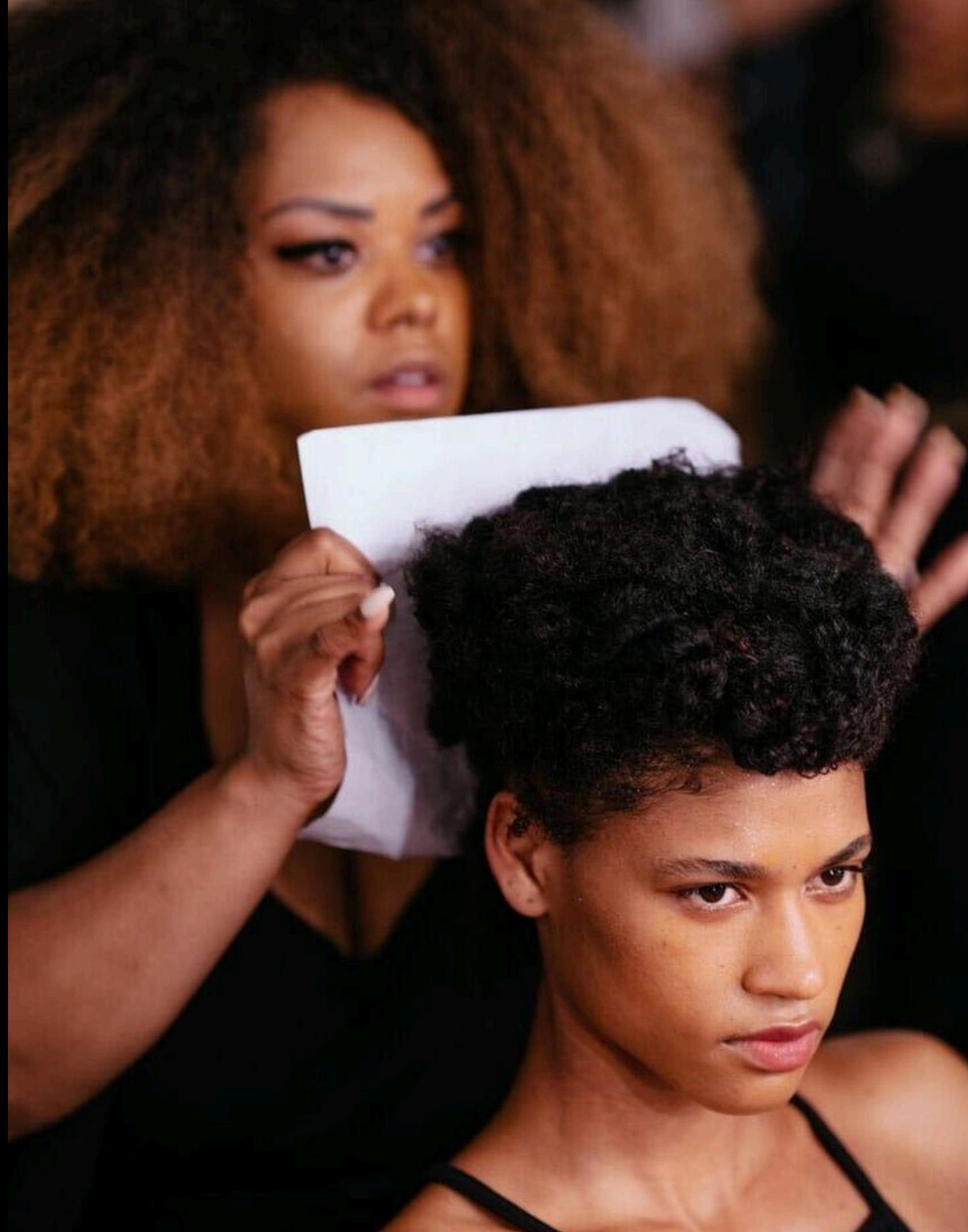
OUR AUDIENCE

Our community consists of **1,300**+ :

- Self-employed hairstylists, braiders, MUAs, and beauty entrepreneurs

- Early to mid-career professionals actively investing in their businesses

- Founders and practitioners who influence client purchasing and peer recommendations

They are buyers, decision-makers, and advocates — not spectators.

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Who We Are

Beauty Business Events (BBE) is a social enterprise acting as a career accelerator for self-employed beauty professionals. We provide education, mentorship, and industry access to help them build sustainable businesses, while giving brands a trusted pipeline to authentic talent.

We bridge the gap between artistry and entrepreneurship, combining high-impact events, training, and digital tools with direct industry partnerships.

Who we've worked with

cantu®

S'ABLE LABS

L'ORÉAL PARiS

NatWest

Ruka

TOPICALS

OUR PLATFORMS

Brands can engage with our community through multiple touchpoints:
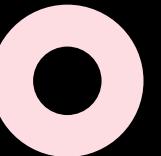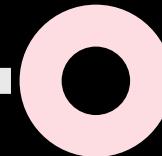
Conferences & Networking

Scale, reach, and content creation

Workshops & Masterclasses

Education-driven brand integration

Competitions & Showcases

Product-led demos, judging, talent visibility

Pitch Nights

Early-stage brand discovery and mentorship

HOW BRANDS PARTNER WITH US

We don't offer generic sponsorship — we offer integration.

Partnership opportunities include:
- Product education and live demonstrations

- Talent discovery and relationship-building

- Branded content and event storytelling

- Sampling aligned with education and use-cases

- Thought leadership through judging, panels, and mentoring

Every partnership is designed to feel **authentic, relevant, and valuable** to the audience.

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BEYOND SPONSORSHIP: CANTU

Through the **2025 Braiding Spotlight Competition**, Cantu engaged directly with highly engaged **natural hair specialists** in a skills-led, community-trusted environment — positioning the brand within real professional workflows.

How Cantu Activated
- Product integration with their latest ranges on all workstations
- Brand visibility across on-stage moments, talent kits, and content capture
- Direct engagement with consumers, celebrity stylist, emerging braiders and textured hair specialists
- Association with education, craft, and professional development

Brand-Led Outcomes
- Access to a **cohort** of engaged braiders and natural hair professionals
- Brand alignment with a platform that grew from 326 to **1,323** followers in under 3 months
- Exposure through <u>organic content</u> achieving **42.1k+** likes on a single video
- Presence at an event where **95%** of attendees rated the experience positively

Rather than one-off exposure, Cantu became part of a platform with demonstrable reach, engagement, and trust.

PARTNERSHIP STRUCTURES

We offer flexible partnership tiers including:
- Entry-level collaborations
- Core event partnerships
- Flagship and multi-event partnerships

Each tier includes clear deliverables, reporting, and optional add-ons.

Looking Ahead

Beauty Business Events is building a long-term platform — not just events.
Our vision includes:
- Scaled UK-wide programming
- Annual flagship conferences
- A growing professional community and talent network
- Deeper, ongoing brand relationships

We're inviting partners to grow with us — not just sponsor us.

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PARTNERSHIP TIERS

Annual Strategic Partner

Flexible fund-based partnership (12 months)

Rather than sponsoring a single event, Annual Partners commit to partnership fund that is deployed across the year in collaboration with Beauty Business Events.

This allows brands to:
- Respond to campaign timelines
- Test multiple touchpoints
- Co-create initiatives aligned to their objectives

Annual Partnership Fund

A fixed annual contribution that can be allocated across:
- Event sponsorship (conference, dinners, brunches pitch nights, competitions, workshops)
- Talent-led activations
- Education or mentoring programmes
- Content creation & storytelling
- Community initiatives or pilots

What Partners Receive
- Strategic planning session to align objectives
- Priority access to our community and talent pipeline
- Bespoke activation planning across the year
- Brand presence across selected initiatives
- Quarterly impact reporting

Why Brands Choose This
- No one-size-fits-all package
- Flexibility across teams and budgets
- Long-term visibility instead of one-off exposure

PARTNERSHIP TIERS

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Headline Event Partner
For brands deploying part of their fund into a flagship moment

Includes:
- Top-tier visibility on a selected event
- Integrated brand touchpoints (content, product, education)
- Direct engagement with talent
- Post-event reporting

Supporting Event Partner
Lower-commitment, targeted engagement

Includes:
- Logo placement and on-site presence
- Product integration or gifting
- Inclusion in event communications

PARTNERSHIP TIERS

In-Kind Partner - Value exchange partnerships

Examples:
- Venue provision
- Technology or equipment
- Product or services

Includes:
- Visibility aligned to contribution
- Content capture where appropriate
- Priority consideration for future paid partnerships

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2025 BRAIDING SPOTLIGHT COMPETITION

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CONTACT US

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