



# SPONSORSHIP **PROPOSAL**

**24TH OF MAY 2025**

Hilton By Deansgate  
Manchester



### Our Following

App users: 3000+  
Mailing List: 8,000+  
LinkedIn: 20,000+  
Facebook: 35,000+  
TikTok: 2000+  
Insta: 2000+

# ABOUT US

The **SOS Beauty Awards** ceremony was launched in 2023 to celebrate the one-year anniversary of the **SOS Beauty** mobile application going live on the app stores.

Since going live in June 2022 we have had over 2000 Hair, Beauty, Aesthetics and Holistic Therapy businesses register on the mobile-app and the number of both b2b and b2c users is growing daily. We felt that an award ceremony was the perfect opportunity to celebrate and recognise the talent within our network and so we launched the **SOS Beauty Awards**.

2025 will be our third year of running the awards and we plan to make it bigger and better than our previous two years. The event will take place at the Hilton by Deansgate Hotel in the centre of the bustling city of Manchester which provides an elegant venue with exquisite facilities for an evening of glitz and glamour. In addition to the awards we will also be launching the first ever SOS Beauty Expo which will run during the day prior to the awards

# AWARD CATEGORIES

Salon/Clinic of the Year  
Home Salon/Clinic of the Year  
Mobile Business of the Year  
Aesthetics Practitioner of the Year  
Beauty Therapist of the Year  
Holistic Therapist of the Year  
Make-Up Artist of the Year  
PMU Artist of the Year  
SPMU Artist of the Year  
Laser Technician of the Year  
Hairstylist of the Year  
Footcare Practitioner of the Year  
Trainer of the Year  
Academy of the Year  
Best New Business Award  
Supplier of Year  
Rising Star (Under 25's)  
Community Champion Award  
Inclusive Business of the Year  
Influential Person of the Year  
Signature Treatment Award - Body Contouring  
Signature Treatment Award - Brows (Beauty)  
Signature Treatment Award - Brows (PMU)  
Signature Treatment Award - Hair Colour  
Signature Treatment Award - Hair Extensions  
Signature Treatment Award - Lashes  
Signature Treatment Award - Lips (Aesthetics)  
Signature Treatment Award - Lips (PMU)  
Signature Treatment Award - Nails  
Signature Treatment Award - Non -Surgical Facelift



# TIMELINE **KEY DATES**

## **NOMINATIONS FOR THE 2025 SOS BEAUTY AWARDS ARE ALREADY UNDERWAY!!**

We expect to receive up to 1000 applicants from businesses within the Hair, Beauty, Aesthetics and Holistic Therapy industries, over the next year. This is a great opportunity for you to gain exposure for your brand.



### **JANUARY 31ST 2025**

Nominations close at midnight and the following day the judges for the 2024 awards will be announced to the public via our socials, mailshots etc

### **FEBRUARY 28TH 2025**

Throughout February judging commences and the finalists for the top 10 are announced on the 28th of Feb. Tickets go on sale

### **APRIL 30TH 2024**

Ticket sales close

### **MAY 24TH 2025**

The big night we have all been waiting for all year, our gala black tie dinner event with 300 guests joining us to celebrate our finalists

# SPONSORSHIP **PACKAGE**

## £1500

### WHAT YOU GET

#### EXPO

- Coffee and pastries during set up between 7am and 10am
- 2m table for the expo which runs from 10-3pm
- Expo passes for 2 members of staff
- Access to wifi and power if needed
- Finger buffet at 3pm when the exhibition closes to the public
- Footfall of around 200 hair, beauty, aesthetics and holistic therapy professionals (these are minimum numbers, may be more)

#### JUDGING

- Being announced across our socials and via email campaigns as a judge of the 2025 Awards
- Featuring on the judges page of our website
- Red carpet interview at the 2025 awards
- A mention at the opening of the awards - Judge Introductions

#### CATEGORY SPONSOR

- Announced across our socials and email campaigns as a category sponsor
- Your business logo on the main awards presentation when your category is announced
- Your company name on the trophy presented to the winner
- The chance to come up on stage at the live awards to present the winner with their trophy

#### EXTRAS

- Your business logo on either our red carpet backdrop or our video interview backdrop
- Display a pop up banner at the live awards (standard size)
- An A5 advert in our award ceremony brochure given to all of our award ceremony attendees on the night of the awards
- 2 tickets to the awards (value £150 each - additional tickets can be purchased at a discounted rate of £100 each)
- 1 hotel room at the Hilton by Deansgate included breakfast