

REIGN OF STYLE

HAIR SHOW & COMPETITION

A white line-art icon of a pair of scissors is positioned to the right of the word 'STYLE', with its blades pointing downwards and to the left, partially overlapping the letters.

Sponsor Deck

2025

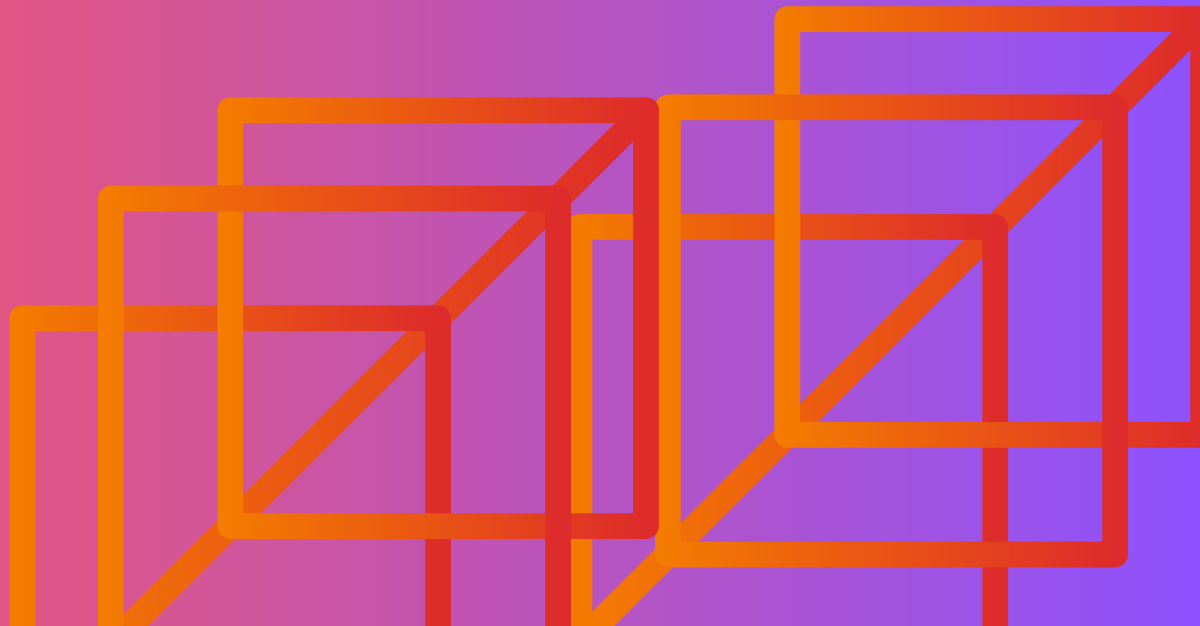
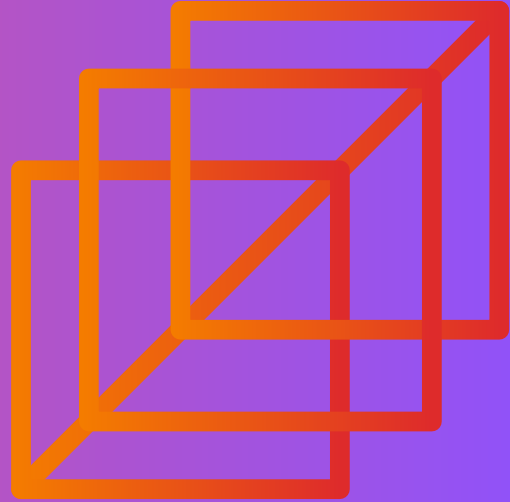


Table of Contents

Letter of Invitation	3
About Us	4
Sponsorship Levels	5
Our Audience at a Glance	8
Media Impact	9
Event Agenda	11
Contact Information	12



Letter of invitation

Hello Prospective Sponsor,

We are thrilled to invite your esteemed company to become a sponsor for the upcoming 2025 Reign of Style Hair Show and Competition!

On March 2, 2025, the 11th Annual Reign of Style Hair Show & Competition returns to the Seattle Center Exhibition Hall.

Reign of Style is the Northwest's largest and most anticipated hair show competition. Our attendees know we partner with the best organizations in the industry and we would love for you to join us as an event sponsor. We work closely with our sponsors to create an elevated experience that participants and attendees will talk about long after our final session.

As a valued sponsor, you will receive several benefits, including:

- **Prominent Brand Exposure:** Your company's logo and name will be featured in all event promotions, including marketing materials, social media, and on-site banners.
- **Exclusive Networking Opportunities:** Connect with industry professionals, potential clients, and peers at our show.
- **Community Engagement:** Showcase your commitment to our local community and industry.
- **A Variety of Sponsorship Packages:** Choose the package that meets your marketing goals or reach out to discuss a custom package.

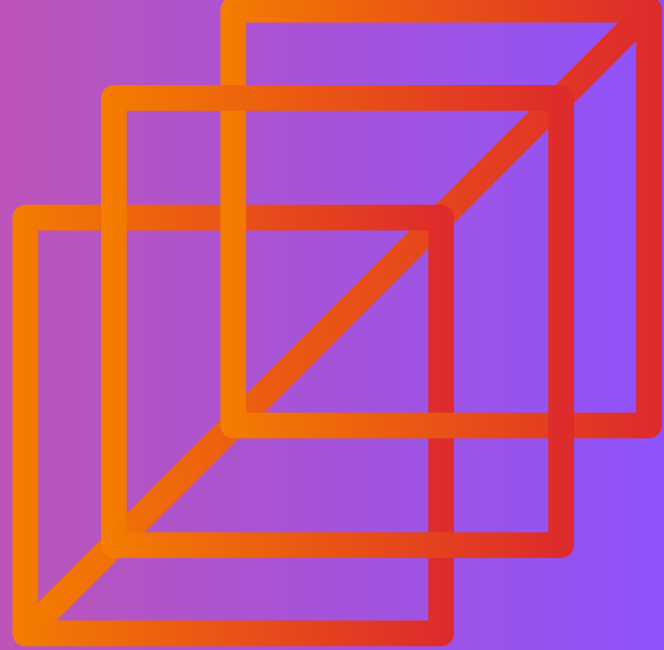
We would be honored to feature your organization as a sponsor of the 2025 Reign of Style Hair Show and Competition. Please reach out today to secure your sponsorship package or create a perfect-for-you custom plan.

Sincerely,

Aisha Ellis Asim - Show Producer

reignofstyle@msn.com

206-228-6466



About Us

Reign of Style was founded with a mission to celebrate and elevate the creativity and talent within the hair and beauty industry. Over the years, we've grown into the leading organizer of hair show competitions in the Northwest.

Since 2009, Reign of Style has proudly orchestrated twelve standout hair competitions, including ten editions of the Annual Reign of Style Hair Show & Competition and two of The Summer Reign Hair Competition. In addition to these exciting shows, we've hosted five community-choice MANE Award ceremonies and three Beauty and The Business Educational Series.

Our events have captivated a diverse audience of over 5,000+ attendees, created business opportunities for more than 200 vendors, and awarded thousands of dollars in prizes and gifts.

The Annual Reign of Style Hair Show & Competition is our signature event. It combines visual and creative arts with hair, beauty, music, and dance. This event brings together professional stylists, barbers, and cosmetology students to showcase their talents and compete in various categories for cash and recognition.

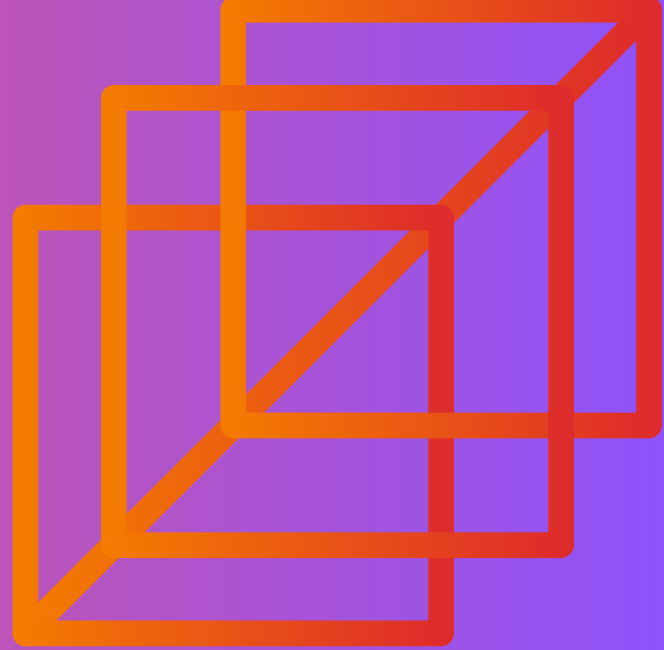
In addition to competitions, we offer educational workshops, networking opportunities, and community outreach programs designed to benefit both seasoned professionals and aspiring beauty experts. Through our events, we generate excitement, build connections, and contribute to the growth of the beauty industry in the Northwest, leaving a lasting impact on the community.

We are dedicated to creating an inclusive, supportive environment where creativity thrives and new talent can emerge. Event organizers, sponsors, volunteers, and participants know this event will have a lasting impact on everyone involved, and we are committed to making it our best year yet!

Each Reign of Style event pushes the boundaries of style and innovation, all while giving back to the community that has supported us.

Sponsorship Partner Levels

Options	Platinum Partner \$10,000	Reign Partner \$8,000	Category Partner \$5,000	Style Partner \$1,000
Acknowledgment in all press releases, written material, media coverage, printed and electronic advertisements				
Prominent Company Logo placement and Hyperlink Exchange on the Reign of Style (ROS) Website.				
Company Banner Displayed at a key location during the Hair Show.				
2-minute presentation during hair show				
Recognition in official show guides	Back page advertisement	Half Page advertisement	Company Logo Recognition	Company Logo Recognition
Complimentary tickets to Hair Show	12 Tickets	8 Tickets	6 Tickets	4 Tickets
Company Logo on all electronic Flyers, posters, and printed advertisement				
Prime Exhibit Space at the event, offering maximum visibility and engagement with attendees.				
Logo on Winner's Check, showcasing your brand in an iconic moment of the competition.				
Front-row seating.				
Recognition in social media posts leading up to and during the event.				
Company products or marketing materials included in 150 swag bags				
Exhibit Space				



Annual Sponsorship Options

Our **Annual Sponsorship Packages** offer a unique opportunity to maximize your brand's exposure across multiple high-profile events throughout the year. By partnering with **Reign of Style Hair Show & Competition**, **The MANE Awards** and **Beauty and the Business Educational Series**, your company will benefit from year-round engagement with a diverse audience of beauty professionals, industry leaders, and aspiring talent.

As an annual sponsor, your brand will receive premium visibility, exclusive access to networking opportunities, and the chance to support the development of the next generation of beauty professionals through our scholarship programs.

This comprehensive package is designed to ensure your company builds long-lasting connections and strengthens its presence in the beauty industry while also making a tangible impact on the community we serve.

Why Choose an Annual Sponsorship?

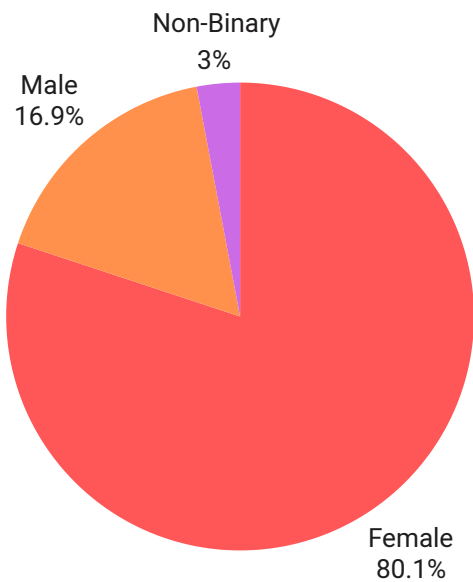
- **Extended Brand Exposure:** Gain visibility at multiple high-profile events throughout the year, reaching a diverse audience of beauty professionals, entrepreneurs, and industry influencers.
- **Stronger Brand Affinity:** Continuous involvement in our flagship events will help you build a deeper connection with our audience, increasing brand loyalty and recognition.
- **Maximized ROI:** By bundling event sponsorships, you get year-round promotional opportunities at a better value than sponsoring each event separately.

Annual Sponsorship Partner Levels

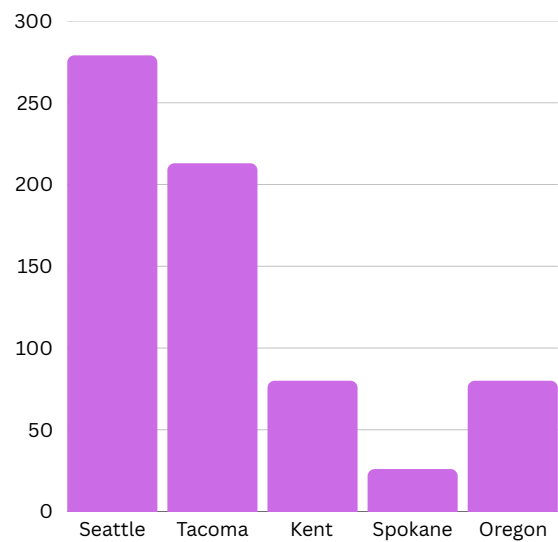
Options	Platinum Partner \$15,000	Reign Partner \$10,000	Category Partner \$8000	Style Partner \$5000
Acknowledgment in all press releases, written material, media coverage, printed and electronic advertisements for the year.				
Prominent Company Logo placement and Hyperlink Exchange on the Reign of Style (ROS) Website for the year.				
Company Banner Displayed at a key location during the Hair Show.				
2-minute presentation during Reign of Style, MANE Awards and Beauty and The Business Educational Series				
Recognition in official show guides.	Back page advertisement	Half Page advertisement	Company Logo Recognition	Company Logo Recognition
Complimentary tickets to Hair Show and table at MANE Awards	20 Tickets	15 Tickets	10 Tickets	6 Tickets
Company Logo on all electronic Flyers, posters, and printed advertisement				
Prime Exhibit Space at the Reign of Style, offering maximum visibility and engagement with attendees.				
Logo on Winner's Check, showcasing your brand in an iconic moment of the competition.				
Front-row seating.				
Recognition in social media posts leading up to and during the event.				
Company products or marketing materials included in 150 swag bags				
Exhibit Space				

Our Audience at a Glance

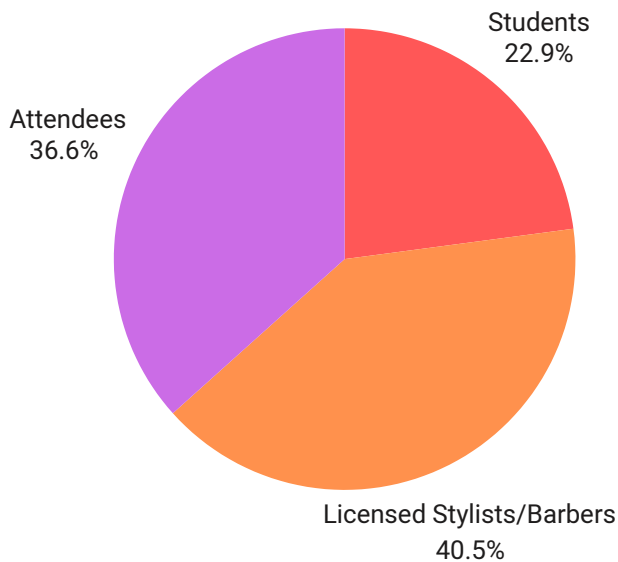
Gender



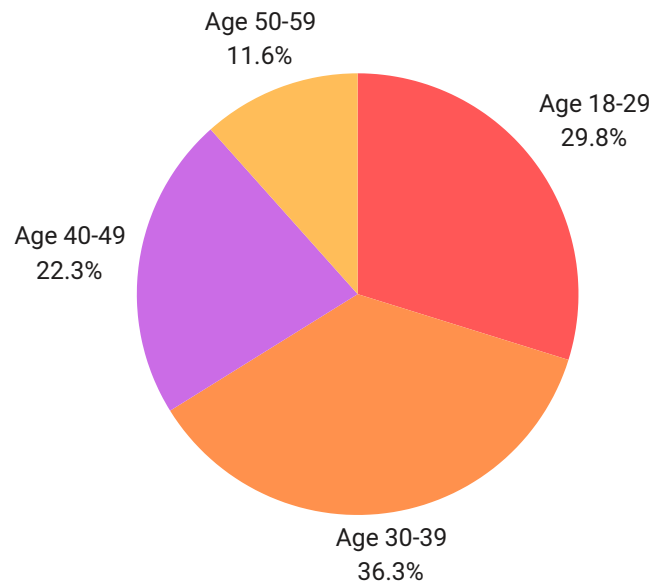
Hometown

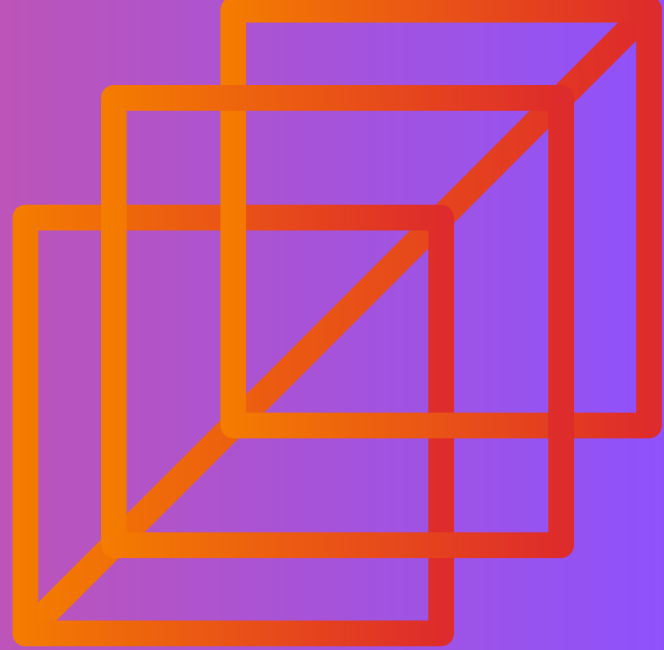


Audience



Age





Media Impact

Highly Visible Event Coverage:

- Local Media: Our event has consistently garnered coverage from leading local news outlets, including television, radio, and print media. Your brand could be mentioned in these reports, giving you added visibility.
- Online Publications: The Reign of Style Hair Show has been featured in popular online lifestyle and beauty magazines, blogs, and community websites, increasing our reach beyond the local area.

Extensive Social Media Reach:

- Extensive Social Media Presence: Our event leverages a strong presence on platforms like Instagram, Facebook, and TikTok, with thousands of engaged followers. Our marketing campaigns leading up to the event include sponsored posts, video highlights, and interactive content, ensuring high levels of engagement..

Ongoing Audience Engagement:

- We engage with a subscriber list of over 1000 through regular email updates and promotions. Sponsors will be featured prominently in these communications, directly reaching an audience of beauty professionals and enthusiasts.

Post-Event Coverage:

- Recap Videos and Highlights: After the event, we will create professionally edited recap videos, showcasing the competition and our sponsors, which are shared across all media channels. These videos often continue to gain views long after the event, offering ongoing exposure for your brand.

Media Impact



117,373

Social Media impressions

47.6%

Email open rate to 1000+ accounts

8.6k

Website Users

7

News Articles

3

Local News Outlets

converge

FOX13

KOMO

abc **4**

SOUTH SEATTLE
EMERALD

sheen
MAGAZINE

The Seattle Times

KUOW ORG 94.9

Event Agenda



March 2, 2025

Seattle Center Exhibition Hall, Seattle, WA

- Live Watch Me Work Competitions
- Educational Classes
- Live Demonstrations
- Main Competition



We look forward to partnering with you!

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