



Sponsor Deck

2027

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Letter of invitation

Hello Prospective Sponsor,

We are thrilled to invite your company to become a sponsor for the 2027 Reign of Style Hair Show & Competition!

On March 7, 2027 the 13th Annual Reign of Style Hair Show & Competition returns to the Seattle Center Exhibition Hall.

Reign of Style has grown into one of the Northwest's most established community-centered hair and beauty competitions.

Our attendees know we partner with the best organizations in the industry, and we would love for you to join us as a sponsor. Together, we'll create an unforgettable experience that participants and attendees will talk about long after the show ends.

As a valued sponsor, you'll enjoy benefits such as:

- Prominent Brand Exposure across all event promotions, marketing materials, social media, and on-site displays.
- Exclusive Networking Opportunities with stylists, barbers, students, and industry leaders.
- Community Engagement that showcases your commitment to supporting local talent and entrepreneurship.
- Flexible Sponsorship Packages tailored to meet your marketing goals.

We would be honored to feature your organization at the 13th Annual Reign of Style Hair Show & Competition. Please reach out today to secure your sponsorship package or create a custom plan designed just for you.

Sincerely,

Aisha Ellis Asim - Show Producer

REIGN OF STYLE HAIR SHOW & COMPETITION



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 an established producer of hair and beauty competitions in the Northwest.

Since 2009, Reign of Style has proudly orchestrated multiple standout hair competitions, including twelve 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 seven community-choice MANE Award ceremonies and six Beauty and The Business Educational Series.

Our events have captivated a diverse audience of more than 5,000 attendees since 2009, created business opportunities for more than 400 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.

WHY PARTNER WITH REIGN OF STYLE?

Connect your brand with the Northwest's thriving beauty community



5000+
EVENT ATTENDEES

A diverse and engaged
audience



400+
VENDOR OPPORTUNITIES

Supporting small businesses and
entrepreneurs



65%
BEAUTY PROFESSIONALS &
STUDENTS
The current and next generation
of industry professionals



122K+
SOCIAL MEDIA IMPRESSIONS

Extensive digital reach
and engagement



54%
EMAIL OPEN RATE

A highly engaged subscriber
audience



13TH ANNUAL
MARCH 7, 2027

A signature event with a
lasting impact

**REIGN
OF
STYLE**
HAIR SHOW & COMPETITION

COMPETITION

EDUCATION

ENTREPRENEURSHIP

COMMUNITY

Our Audience at a Glance

MEET OUR AUDIENCE

A diverse and engaged community that lives and breathes beauty, creativity and opportunity.



65%

BEAUTY PROFESSIONALS & STUDENTS

The current and next generation of industry professionals.



69%

AGES 18-39

A young, influential audience with strong buying power.

WHO THEY ARE

38.2% Licensed Stylists/Barbers

26.8% Students

35% Attendees / Beauty Consumers

AGE BREAKDOWN

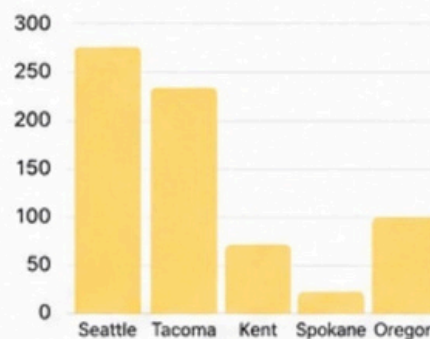
36% Age 18-29

33.1% Age 30-39

20.3% Age 40-49

10.6% Age 50-59

WHERE THEY COME FROM



COMPETITION

EDUCATION

COMMUNITY

ENTREPRENEURSHIP

REIGN
OF
STYLE
HAIR SHOW & COMPETITION



Media Impact

Highly Visible Event Coverage:

- Local Media: Reign of Style has earned coverage from television, radio, print and digital media, creating opportunities for additional visibility beyond our owned marketing channels.
- 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



OUR REACH. YOUR VISIBILITY.

Connecting sponsors with beauty professionals, students, entrepreneurs and consumers across digital, email and earned media.



122K+
SOCIAL MEDIA
IMPRESSIONS



54%
EMAIL OPEN RATE
1,000+ subscribers



8.6K
WEBSITE USERS



7
NEWS ARTICLES



3
LOCAL NEWS OUTLETS

2026 CAMPAIGN RESULTS

Featured and Covered



COMPETITION

EDUCATION

ENTREPRENEURSHIP

COMMUNITY



13TH ANNUAL

PRESENTING PARTNER

\$10,000 | ONE AVAILABLE

Position your brand at the forefront of the 13th Annual Reign of Style Hair Show & Competition. As our exclusive Presenting Partner, your organization receives our highest level of visibility and recognition before, during, and after the event.



PRESENTED-BY NAMING RECOGNITION

The 13th Annual Reign of Style presented by YOUR COMPANY



PREMIER LOGO PLACEMENT

Across all event promotions, marketing materials, social media and on-site displays.



PREMIUM EXHIBIT SPACE

Prime location with maximum visibility and engagement.



2-MINUTE STAGE PRESENTATION

Share your message with our live audience.



20 COMPLIMENTARY TICKETS

For your team, clients or guests.



VIP/FRONT-ROW SEATING

Be at the center of the action.



BACK-PAGE ADVERTISEMENT

In the official show guide.



LOGO ON WINNER'S CHECK

Your brand showcased in a signature moment of the competition.



SWAG/PRODUCT INCLUSION

Include your products or marketing materials in attendee bags.



PROMINENT STAGE RECOGNITION

Throughout the event.



DEDICATED SPONSOR SPOTLIGHT

Featured in social media campaigns and event communications.



COMPETITION

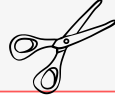
EDUCATION

ENTREPRENEURSHIP

COMMUNITY

Sponsorship Partner Levels



Options	Reign Partner \$8,000	Competition Partner \$5,000	Category Partner \$1,000
Recognition in Reign of Style press releases, promotional materials, and select printed and digital 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.			
1-minute presentation during hair show			
Recognition in official show guides	Full page advertisement	Half Page advertisement	Company Logo Recognition
Complimentary tickets to Hair Show	15 Tickets	10 Tickets	4 Tickets
Company logo placement on select digital flyers, posters and printed promotional materials.			
Prime Exhibit Space at the event, offering maximum visibility and engagement with attendees.		Standard	Standard
Logo on Winner's Check, showcasing your brand in an iconic moment of the competition.			
VIP 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			
Official sponsor of one competition category			

Event Agenda

March 7, 2027

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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