



FELLOWSHIP
FOR
BRITISH HAIRDRESSING
"STRENGTH THROUGH QUALITY"



business partner

I N F O R M A T I O N P A C K

ABOUT THE FELLOWSHIP

- The Fellowship for British Hairdressing was founded in 1946 as the Fellowship of Hair Artists of Great Britain. During the early years The Fellowship focused on hairdressing competitions and social events.
- The 90's saw the launch of F.A.M.E. (Fellowship Academy of Merit and Excellence) established to promote a new generation of British hairdresser.
- In recent times The Fellowship has grown in stature and now covers many areas of the professional hairdressing industry – focusing on promoting artistic and creative quality, shows, education and trends.
- The Fellowship is unique in representing the majority of top stylists and salons in the UK and every major professional product manufacturers.
- The Fellowship has had 31 Presidents and 9 Chairmen in its 63 years.

WHAT DOES THE FELLOWSHIP STAND FOR?

- “Strength through Quality”
- The Fellowship is a not for profit, best practice, non-political hairdressing organisation.
- The Fellowship strives to be a positive voice for quality with professional hairdressing, both in the UK and international, including trade and consumer press and by other means.
- The Fellowship aims to help maintain traditional hairdressing skills and values, whilst at the same time incorporating and encouraging innovative, progressive and forward-thinking ideas.
- The Fellowship actively encourages young talent and ongoing education.
- The Fellowship exists for the benefit of its members and hairdressing in general.

HOW DOES THE FELLOWSHIP OPERATE?

- The Fellowship is run exclusively by members for members
- The Fellowship Council (elected by Fellow members at the AGM) and the Constitution are the ultimate authority on all matters.
- The Council members (including the President, Vice-Presidents, Chairman, Vice Chairman and various other officers) and members of various sub-committees all work in these areas unpaid.
- We encourage strategic interaction with other leading industry organisations, associations and bodies to further our aims and objectives.

WHAT DOES THE FELLOWSHIP DO?

- The Fellowship provides a forum for creative and social exchange
- The Fellowship has a proven track record in promoting quality education.
- The Fellowship promotes and runs numerous large and small events for members and guests.
- We encourage and promote innovative ideas and events and strive to be aspirational, forward thinking and proactive.
- The Fellowship recognises and rewards quality through the Fellowship Awards, Gold Star Salons Awards and various honours.

RECENT DEVELOPMENTS

- In 2000 we launched 'Gold Star Salons', an affiliation of quality salons linked with The Fellowship and its members, all of who agreed to a 12 point plan of operation.
- Project X, the state of the art education program was launched and has developed into a very highly valued course.
- The Fashion Focus brand was born and has become an established part of our events calendar.
- Our renowned motto "Strength through Quality" was declared in a new, modern logo

CURRENT INNOVATION

- The Colour Project, devised along similar lines of the successful Project X has been specifically designed to draw on the vast expertise within our Membership and we are confident that our unique stance within the industry will contribute to its success.
- Two years' in the making, ClubStar is launched at Salon International 2008. ClubStar is a progression of the Fellowship for British Hairdressing's long standing commitment to supporting future talent and will endorse the pursuit of quality hairdressing.

WHERE ARE WE NOW?

- The Fellowship for British Hairdressing now has over 500 members in the United Kingdom
- This encompasses over 1,300 salons
- We now reach over 10,000 hairdressers nationwide
- Affiliate International Membership

ACHIEVEMENTS

- Future document first edition printed
- Developed a 'level playing field' for all Business Partners

PRESIDENT'S VISION

- To maximize potential for our business partners
- To improve & update our communication mediums
- To progress our 'Flagship' events, Salon International, Fashion Focus and Masterclass! etc.
- To drive the 'Gold Star Salon' brand
- To raise The Fellowship profile on the High Street
- To increase regional events
- To create awareness of the Fellowship Team
- To cement The Fellowship as a BRAND

THE WAY FORWARD

- Multi-Branded initiatives
- Higher visual Business Partner branding
- Maximise communication
- Maximise consumer awareness

WHAT'S IN IT FOR YOU?

- Powerful, relevant and apolitical brand association for all partners
- High-profile branding opportunities at the Fellowship's most exclusive flagship events
- The opportunity to target and influence 10,000 hairdressers in 1,300 top salons around the UK with your key messages
- Access to an extensive calendar of national and regional events, offering unrivalled networking and sampling opportunities
- Effective PR/editorial opportunities in the Fellowship Magazine and on the Fellowship website
- Being part of the most influential and dynamic family in hairdressing
- For Diamond partners: stage-time, endorsement and branding at Salon International – important for you and your clients

NB: For special benefits of each package refer to the relevant page of this presentation

DIAMOND BUSINESS PARTNERSHIP



- Multi Branded events including
 - Salon International
 - Fashion Focus
 - Masterclass!
 - President's Night & Luncheon and Awards
 - Member's Nights, Power Nights, Presenters Course and Workshops
 - F.A.M.E. Team
- Stage time at Salon International
- Headline branding at Salon International
- Branding opportunities at ALL other Fellowship events
- Premium tables for 10 VIP's for President's Night & Luncheon and Awards
- Dedicated Magazine back cover
- Double page spread in Yearbook
- Dedicated website micro site
- Headline website banners

COST: £21,500 + VAT

GOLD BUSINESS PARTNERSHIP



- Multi Branded events including
 - Salon International
 - Fashion Focus
 - Masterclass!
 - President's Night & Luncheon and Awards
 - Member's Nights, Power Nights, Presenters Course and Workshops
 - F.A.M.E. Team
- Branding opportunities at ALL other Fellowship events
- 5 VIP tickets for President's Night & Luncheon and Awards
- Single page in Yearbook
- Dedicated website micro site

COST: £10,500 + VAT

SILVER BUSINESS PARTNERSHIP



- Multi Branded events including
 - Salon International
 - Fashion Focus
 - Masterclass!
 - President's Night & Luncheon and Awards
 - Member's Nights, Power Nights, Presenters Course and Workshops
 - F.A.M.E. Team
- Branding opportunities at ALL other Fellowship events
- Two VIP tickets for President's Night & Luncheon and Awards
- Half page in Yearbook
- Dedicated website micro site

COST: £7,500 + VAT

BRONZE BUSINESS PARTNERSHIP



- Dedicated website micro site
- Two VIP tickets for President's Night & Luncheon and Awards
- Sampling opportunities at appropriate Fellowship events
- Half page in Yearbook

COST: £3,000 + VAT

SALON PLATINUM PACKAGE

- Stage time at Salon International
- Headline branding at Salon International

COST: £10,000 + VAT

PLEASE NOTE

This package is strictly limited, stage time is entirely dependant upon availability and does not include any of the benefits related to the Business Partners Logos, Fellowship website, the Fellowship Magazine or Yearbook or branding at Fellowship events.



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