

For more than 100 years, CIM has been supporting, representing and developing marketers, teams, leaders and the profession as a whole. Our networks have an unrivalled breadth, depth and diversity – making this not just the largest community of marketers, but one with impact. We're independent, trusted and connected, with access to unmatched ideas, insights and resources to help marketers navigate from problem diagnosis to practical solutions. Our vision is for marketing to be recognised as playing a pivotal role in business – constantly harnessing, integrating and acting on collective intelligence. And our role is to be the catalyst of that. Find out more at [cim.co.uk](http://cim.co.uk).

The 17th Annual CIM Ireland Marketing Awards 2016 will highlight the success of companies across Ireland who are using marketing to their competitive advantage. The awards programme and categories are designed to attract entries from businesses of all sizes, operating in all sectors in Northern Ireland and the Republic of Ireland.

Now in their seventeenth year the awards will celebrate, recognise and reward the best marketing achievements across various industry sectors and will acknowledge the contribution made by both individuals and teams.

As a sponsor, the CIM Ireland Marketing Awards will give you instant prestige and exposure to the crème of the marketing industry with significant brand exposure.

## WHY SPONSOR?

Being a sponsor of the CIM Ireland Marketing Awards represents true value by offering a whole host of branding, publicity and networking opportunities across print, online and face-to-face both in the run-up and at the final awards event. Not only do the Ireland Marketing Awards allow you to align your brand with excellence in the Marketing industry, they also offer an unparalleled chance to network and entertain clients within a high-profile and rewarding business environment.

- **Raise your brand profile**
- **Establish your organisation as a thought leader**
- **Cement existing relationships with key stakeholders**
- **Forge new business collaborations.**

## WHAT WE CAN OFFER YOU AS A SPONSOR

- Increase your visibility and reach to an influential business audience
- Participation in a recognised milestone event within the Ireland marketing industry and business events calendar
- Enhance your corporate image to our audience
- An opportunity to influence our audience
- Winning a Marketing Award provides career-enhancing opportunities, which you as a sponsor, will be endorsing
- PR and Marketing opportunities both online and offline before, during and after the gala event
- Presentation of an Award category at the gala event
- Prominent branding at the gala event
- Network with industry peers, suppliers and stakeholders at the awards gala event.

## CIM IRELAND MARKETING AWARDS 2016 AWARD CATEGORIES

- Public Sector Marketing
- Marketing in the charity, community and voluntary sector, not-for-profit
- Marketing in the construction, engineering, automotive, transport, other manufacturing
- Marketing in the hotels, leisure, events, travel and tourism
- Marketing in the professional services
- Marketing in FMCG
- Food and drink
- Technology marketing
- Marketing in the creative industries
- Marketing in life sciences
- Marketing team (in-company) of the year
- Independent marketer of the year
- Marketing exporter of the year in international sales and marketing
- Chair's Award.

**If your company does not appear to fit any of these categories, please phone 028 9032 8887 for advice.**



CIM Ireland Marketing Awards offer unique and attractive sponsorship packages to suit your budget.

### PRINCIPAL SPONSORSHIP CONSIDERATION £5000 +VAT

#### Pre – event

- Participation in CIM Ireland Marketing Awards launch, and subsequent key briefings and associated publicity
- Category sponsorship of an awards category
- Recognition as principal sponsor on CIM Ireland Marketing Awards website
- PR photo opportunity and inclusion of quote in press release.

#### During the event

- One table (10 places) at the Awards (value £850 +VAT)
- Prominent logo placement on all event material including invitations, backdrop, awards programme, screens and menu
- Short address by senior representative at beginning of awards
- Presentation of one category award to winner
- Opportunity to display two pull-up stands at the event
- Distribution of the appropriate pre-approved publicity material in drinks reception area and on tables at awards
- Inclusion in live social media script on the night

#### Post – event

- Use of award category photographs for your own post-event publicity
- Inclusion of social media posts on CIM Ireland Facebook, Twitter and Linked In channels
- Inclusions in all post-awards publicity

### ASSOCIATE SPONSORSHIP CONSIDERATION £3000 +VAT

#### Pre – event

- Participation in CIM Ireland Marketing Awards launch and subsequent briefing and associated publicity
- Category sponsorship of an awards category
- Recognition as associate sponsor on CIM Ireland Marketing Awards website

#### During the event

- One table (10 places) at the Awards (value £850 +VAT)
- Prominent logo placement on all event material including invitations, backdrop, awards programme, screens and menu
- Presentation of one category award to winner
- Opportunity to display two pull-up stands at the drinks reception at the Gala Event
- Distribution of the appropriate pre-approved publicity material in drinks reception area at awards
- Inclusion in live social media script on the night

#### Post – event

- Use of award category photographs for your own post-event publicity
- Inclusion of social media posts on CIM Ireland Facebook, Twitter and LinkedIn channels
- Inclusions in all post-awards publicity

### AWARD CATEGORY SPONSOR CONSIDERATION £1950 + VAT

#### Pre – Event

- Branding on CIM Ireland Marketing Awards website
- Recognition as a category sponsor on all awards Public Relations activity

#### During the event

- Four complimentary places at the awards (value £340 +VAT)
- Branding on all event material including invitations, backdrop, menus
- Presentation of the category award to the winner
- Inclusion in live social media script on the night

#### Post – event

- Use of award category photographs for your own post event publicity
- Inclusion in all post-awards publicity

## MEDIA COVERAGE

Media coverage for the awards in 2015 included 28 news stories from launch through to post event with the opportunity to reach 477,869 people. Publications

included multiple stories in the Irish News, Belfast Telegraph, Ulster Business, Business First and Farm Week. In addition coverage was generated in the Irish Examiner, News

Letter, Ulster Grocer, Ulster Star, Mid Ulster Mail, Antrim Guardian, Mourne Observer, Ballymoney and Moyle Times and Strabane Weekly News.

## SPONSORSHIP IN KIND

The CIM Ireland Marketing Awards 2016 would also welcome sponsorship in kind, offering value-added services or products which are essential for the successful delivery of the awards programme.

#### Pre – Event

- Production of Awards Pieces / Trophies
- Print
- Venue and Hospitality
- Media Clippings
- Post Award Entertainment

#### Services include

- Branding on all event material pre-award, at awards and post awards
- Acknowledgment in speeches at the awards evening and post-award press releases
- Company logo displayed on CIM Ireland Marketing Awards website.

For further information on bespoke sponsorship opportunities for the CIM Ireland Marketing Awards 2016, please contact:

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