

CIM

# Sponsorship Opportunities

2018/2019



## CIM Events at a glance

- Marketing Excellence Awards
- CIM Summit
- Graduation Ceremony
- The Pitch



## Why sponsor a CIM event?

- Demonstrate your on-going support and presence within the sector and align your company with an organisation that is well established and greatly respected
- Position your brand alongside the world's leading professional marketing body
- Stand out from the competition and increase your company's awareness amongst 300+ senior marketers, thought leaders and field experts
- Invite your existing customers or prospective clients, tap into new business opportunities and meet influencers and decision makers
- Receive an advertisement in CIM's Catalyst magazine which is distributed to 28,000 marketing professionals globally

## Marketing activity

Let CIM amplify your brand through a number of marketing activities before, during and after the event.

- CIM has a vast social reach and attracts over 100k visitors to [cim.co.uk](http://cim.co.uk) every month
- CIM engages with 89k people through its LinkedIn company page
- CIM attracts over 30k members through its LinkedIn group pages
- CIM has 37k followers on Twitter and 40k on Facebook





## Celebrating the finest

CIM's Marketing Excellence Awards identify and celebrate outstanding marketing by organisations, individuals and teams. Now in their ninth year, the awards continue to recognise the quality and integrity that are vital to the success of marketing, and reward the innovation delivered by marketers at the cutting-edge of their profession.

This prestigious black-tie event attracts over 700 leading figures and decision makers across the marketing profession. Taking place on 12 April 2018, the winners will be announced at the Grosvenor House Hotel, London.

## Who attends the Awards?

- CEO 9% - Director/Head of Department 33%
- Manager 32%
- Executive 12%
- Other 14%

## Sponsorship Options

- Headline Sponsorship
- Drinks Reception Sponsorship
- After Party Sponsorship
- Category Sponsorship
  - Best Advertising Campaign
  - Best Brand Building Campaign
  - Best Content Marketing Campaign
  - Best Corporate Social Responsibility
  - Best Customer Experience Strategy
  - Best Integrated Campaign
  - Best Partnership Marketing Campaign
  - Best use of Data and Insight - Best use of Digital Marketing
  - Best use of PR
  - Best use of Social Media
  - Innovation - New Product/Service
  - Innovation - Not-for-profit/Public Sector
  - Agency of the Year
  - Marketer of the Year
  - Marketing Team of the Year (client side)
  - Marketing Campaign of the Year
  - Chair's Award
- Live Social Media wall Sponsorship



## HEADLINE SPONSORSHIP

£15,200 <sup>+VAT</sup>

### Pre-event promotion

- Headline sponsor positioning on Awards-related marketing materials to CIM database of 30,000
- Social media build up coverage to announce Headline sponsor
- Headline sponsor positioning on email communications and e-tickets to attendees
- Company logo and web link on the Awards' website
- Unlimited use of the 'Sponsors of the Marketing Excellence Awards 2018' logo suite
- Well-wishing email communication a week prior to the Awards evening to include company logo

### At the Awards

- Regular company branding throughout the on-stage presentation
- Company logo to appear in the on-the-night brochure
- Branded full-page advert within the on-the-night brochure
- Opportunity to present The Marketing Campaign of the Year – company announced, representative invited on stage to announce winner and present award (cost of sponsorship category £4,200)
- Logo to appear on the opening slide of the Awards presentation
- Logo to appear during presentation slides on stage
- Logo to be featured on signage, table plans around the venue, and table place cards on each table
- Logo branded meeting point for you and your guests
- Compère to directly reference and thank the Headline sponsor
- A bottle of champagne sent to each winner's table with a message of congratulations from the sponsor
- Opportunity to provide gifts on tables for attendees (subject to CIM approval)

### Tickets

- Two VIP tables with premium positioning, comprising 20 guest tickets to the Awards evening (value £6,600)
- Access to the VIP drinks reception for your 20 guests

### Post-event activity

- Full page advertisement in The Catalyst (reaching 34,000 professional members – value £3,950)
- Sponsorship highlighted on all relevant news releases
- Unlimited use of the 'Sponsors of the Marketing Excellence Awards 2018' logo suite
- Unlimited use of photographs taken of the Marketing Campaign of the Year presentation and of your tables
- 25 copies of the on-the-night brochure for your own distribution
- Company logo and profile to remain on the CIM Marketing Excellence Awards' website until the 2019 award launch





## DRINKS RECEPTION SPONSORSHIP

£4,600 <sup>+VAT</sup>

### Pre-event promotion

- Drinks reception sponsor positioning on Awards-related marketing materials to CIM database of 30,000
- Social media build up coverage to announce drinks reception sponsor
- Invitation to drinks reception to include company logo
- Company logo and web link on the CIM Marketing Excellence Awards' website
- Unlimited use of the 'Sponsors of the Marketing Excellence Awards 2018' logo suite

### At the Awards

- Branded signage to be featured at both drink receptions being sponsored
- Company logo and web link to appear in the on-the-night brochure
- Branded half-page advert within the on-the-night brochure
- Logo to be featured on welcome presentation slide, on the night brochure and table plans around the venue
- Logo branded meeting point for you and your guests

- Exclusive networking time with ~700 attendees
- There are opportunities to increase the level of branding within the Drinks Reception area at the sponsor's own cost, and subject to approval by CIM

### Tickets

- One VIP table with premium positioning, comprising 10 guest tickets to the Awards evening (value £3,300)
- Access to the VIP drinks reception for your 10 guests

### Post-event activity

- Sponsorship highlighted on all relevant news releases
- Unlimited use of the 'Sponsors of the Marketing Excellence Awards 2018' logo suite
- Unlimited use of the photographs taken of the Drinks Reception and of your table
- 10 copies of the on-the night brochure for your own distribution
- Company logo and profile to remain on CIM Marketing Excellence Awards' website until the 2019 award launch

## AFTER PARTY SPONSORSHIP

£4,600 <sup>+VAT</sup>

### Pre-event promotion

- After party sponsor positioning on Awards-related marketing materials to CIM database of 30,000
- Social media build up coverage to announce after party sponsor
- Invitation to drinks reception to include company logo
- Company logo and web link on the CIM Marketing Excellence Awards' website
- Unlimited use of the 'Sponsors of the Marketing Excellence Awards 2018' logo suite

### At the Awards

- Logo to be displayed on the main screen throughout the after party
- Company logo and web link to appear in the on-the-night brochure
- Half branded page within the on-the-night brochure
- Logo to be featured on welcome presentation slide, on-the-night brochure and table plans around the venue
- Logo branded meeting point for you and your guests
- Exclusive networking time with 700 attendees

### Tickets

- One VIP table with premium positioning, comprising 10 guest tickets to the Awards evening (value £3,300)
- Access to the VIP drinks reception for your 10 guests

### Post-event activity

- Sponsorship highlighted on all relevant news releases
- Unlimited use of the 'Sponsors of the Marketing Excellence Awards 2018' logo suite
- Unlimited use of the photographs taken of the Drinks Reception and of your table
- 10 copies of the on-the-night brochure for your own distribution
- Company logo and profile to remain on CIM Marketing Excellence Awards' website until the 2019 award launch





## CATEGORY SPONSORSHIP

**£4,200** +VAT (per category)

### Pre-event promotion

- Category sponsor positioning on Awards-related marketing materials to CIM database of 30,000 – Social media build up coverage to announce category sponsor
- Company logo and web link on the CIM Marketing Excellence Awards' website
- Unlimited use of the 'Sponsors of the Marketing Excellence Awards 2018' logo suite

### At the Awards

- Regular branding throughout the on-stage presentation
- Company logo to appear in the on-the-night brochure
- Branded half-page advert within the on-the-night brochure
- Ownership of a chosen category
- Award presentation - company announced, representative invited on stage to announce winner and present award
- Logo to appear on the opening slide of the category presentation
- Logo to appear during category presentation slides on stage

- Logo to be featured on signage and table plans around the venue

- Logo branded meeting point for you and your guests

### Tickets

- One VIP table with premium positioning, comprising 10 guest tickets to the Awards evening (value £3,300)
- Access to the VIP drinks reception for your 10 guests

### Post-event activity

- Sponsorship highlighted on all relevant news releases
- Unlimited use of the 'Sponsors of the Marketing Excellence Awards 2018' logo suite
- Unlimited use of photographs taken of the category presentation and of your table
- 10 copies of the on-the-night brochure for your own distribution
- Company logo and profile to remain on the CIM Marketing Excellence Awards' website until the 2019 award launch

## LIVE SOCIAL MEDIA WALL SPONSORSHIP

**£2,300** +VAT

### Pre-event promotion

- Live social media wall positioning on Awards-related marketing materials to CIM database of 30,000
- Social media build up coverage to announce live social media wall sponsor
- Company logo and web link on the CIM Marketing Excellence Awards' website
- Unlimited use of the 'Sponsors of the Marketing Excellence Awards 2018' logo suite

### At the Awards

- Logo to be featured on the live social media wall at the event
- Company logo to appear in the on-the-night brochure
- Branded half-page advert within the on-the-night brochure
- Logo to be featured on welcome presentation slide, on the night brochure and table plans around the venue
- Logo branded meeting point for you and your guests
- Exclusive networking time with ~700 attendees

### Tickets

- Three guest tickets to the Awards evening (value £900)
- Access to the VIP drinks reception for your three guests

### Post-event activity

- Sponsorship highlighted on all relevant news releases
- Unlimited use of the 'Sponsors of the Marketing Excellence Awards 2018' logo suite
- Unlimited use of the photographs taken of the Drinks Reception and of your table
- 10 copies of the on-the night brochure for your own distribution
- Company logo and profile to remain on CIM Marketing Excellence Awards' website until the 2019 award launch







### Learn from the best

CIM summits are industry-leading events held at inspiring locations in central London. Focusing on topical matters and drawing on the latest research, they incorporate real-world insights from speakers consisting of industry leaders and influential thinkers. Our summits give marketers the practical tools and takeaways to make an immediate impact in their workplace.



## HEADLINE SPONSORSHIP

£14,833 <sup>+VAT</sup>

### Pre-event promotion

- Headline sponsor positioning on Summit primary communication distributed to 33,706 professional marketing members
- Headline sponsor placement on primary Summit-related social media activity including Twitter, Facebook and LinkedIn reaching over one million professionals each month
- Brand to be showcased on the Summit landing page
- Logo placement on the Summit webpage pre, during and post event

### On the day

- Introduction and thanks given to our Platinum sponsor in the welcome and opening speech
- Over two hours of face-to-face networking time built into the agenda
- Prominent platinum sponsor branding within the venue, including:
  - Main auditorium
  - Breakout auditorium
  - 2 x foyers
  - Registration area
  - Delegate signage
- Company content inserted in every delegate pack\* (value £595)  
\*insert to be provided by sponsor
- Branding on delegate lanyards\*\* (value £550) \*\*dual branding with CIM

### Exhibition space

- Premium positioning of 3x2sqm exhibition space (value £3,500)

### Tickets

- 5 x complimentary passes to the Digital Summit Event (value £1,680)

### Main stage panel

- Be a part of our panel discussion\*\*\* and share your views to 300+ attendees \*\*\*Company content dependant

### Post event activity

- A full page advert in the Catalyst magazine (edition to be agreed) reaching 33,706 CIM members (value £3,950)
- Promote your brand's key messages with a native content article on CIM's content hub Exchange (content to be agreed – value £3,000)
- Your company to feature on the Digital Summit webpage for an additional three months
- Company branding featured on post event marketing activity
- Delegate list (to include attendee names, job titles and company) provided one week after the event
- 3 x complimentary passes to the 2018 CIM Summit (value £1,008)

## EXHIBITION STAND

£2,599 <sup>+VAT</sup>

### Pre-event promotion

- Exhibitor introduction given via communications to all summit attendees

### On the day

- Introduction and thanks given to our exhibitor in the welcome and opening speech
- Premium positioning of space-only 3x2sqm exhibition area – exhibitor to provide own collateral, banners, etc.
- Table and chairs provided on request with access to electricity point
- Over two hours of face-to-face networking time built into the agenda
- 2 x complimentary passes to the Digital Summit event (face value £800+VAT)
- Refreshments and catering provided throughout the day

## DELEGATE BAG INSERTS

£595 <sup>+VAT</sup>

- 1 x item of company content/branded merchandise (to be provided by sponsor) to be inserted into delegate bags supplied by sponsor – content subject to CIM approval





# CIM | GRADUATION *Ceremony* 2018

## Achieving success

The CIM graduation ceremony celebrates the achievements of CIM qualification students from the past year. Newly qualified marketers from across the globe, gather in a prestigious London venue to share in each other's success and look forward to a career in the industry.

This year's ceremony takes place on 17 November 2018, when students will graduate at Central Hall, Westminster, London.

## Why Sponsor?

- CIMs graduation ceremony offers a unique opportunity to engage with a receptive audience of qualified marketers
- Spotlight your organisation in front of 600 recipients, 200 of which are mid to senior level marketers.
- Your company will be showcased in our weekly E-Newsletter which is distributed to 33,706 CIM members
- Rare opportunity to work alongside the largest professional marketing body in the world -
- Raise your profile and communicate with our unique audience.

## STUDY CENTRE MEET & GREET PACKAGE

£295 <sup>+VAT</sup>

### Greet your students and their guests in a relaxing atmosphere

- Welcome your study centre students on arrival
- Celebrate with your students over a glass of Prosecco \*Two bottles of prosecco included
- Display your banner in the welcome area
- Network with other graduates and guests
- Be part of the action and join the graduation ceremony itself



# THE PITCH

BE THE FUTURE OF MARKETING

## The Pitch 2019

CIM are looking to collaborate with a leading brand to sponsor The Pitch, our national student competition created to reward and recognise the marketers of the future.

The Pitch's purpose? To drive engagement and excitement about a career in marketing, and spotlight great future talent. Aimed at second and third year University students studying a marketing related degree, teams of two to three are set a real-world marketing challenge by the sponsor, to which they need to develop a solution.

The top 12 teams are taken through to the live judging final where they will present their marketing plan to a panel of industry judges.

## Why sponsor?

- The opportunity to present a real marketing challenge you may have, directly to your market
- UK universities will drive your brands challenge through their social networks, blog, forums, website with a targeted campaign
- Full access to the finalist's ideas
- Judge alongside a senior marketing panel of industry experts
- Exposure to 130,000 university students

## The challenge

This needs to be a real-life marketing challenge to which the students can produce a creative and innovate marketing plan to help solve.

## Previous challenges

How can Wilkinson Sword step change the recruitment of young men and women into their shaving range and build a band of advocates?

In North America, StudentUniverse is the number one choice for student and youth travel; having now launched into the UK, what marketing plan would you undertake to achieve similar success in this market.

How do Rustlers get people to believe in their products' fantastic taste delivery and convince them to try the products for the first time?

Focusing on either PEDIGREE® or WHISKAS® in the UK, how would you innovate to increase the number of pets we bring health and happiness to?



## CHALLENGE SPONSORSHIP

**£3,000** <sup>+VAT</sup>

### Pre-event promotion

- Branding on all collateral for The Pitch including website, social media, email, university/student packs and other
- Universities will drive your brand's challenge through to their students using lesson plans, seminars, social networks, blog, forums, emails and their website

### During event

- Judge alongside a senior marketing panel of industry experts
- Branding on all live event material including slides, banners and programmes
- Opportunity to meet the top marketing students in the country

### Post event activity

- Inclusion in all post-event publicity

## CHALLENGE SPONSORSHIP + MARKETING EXCELLENCE AWARDS

**£5,000** <sup>+VAT</sup>

### Pre-event promotion

- Branding on all collateral for the event including website, email, social media, university/student packs and other
- Universities will drive your brand's challenge through to their students using lesson plans, seminars, social networks, blog, forums, emails and their website

### During event

- Judge alongside a senior marketing panel of industry experts
- Branding on all live event material including slides, banners and programmes
- Opportunity to meet the top marketing students in the country

### Post event activity

- Inclusion in all post-event publicity
- Present the winners of The Pitch with their award at the Marketing Excellence Awards
- Category sponsor of the 'The Marketers of the Future' award at the Marketing Excellence Awards
- A VIP table (10 places) at the awards (value £3,500+VAT)

### Key Dates

01 June	Launch
14 December	Entry deadline
25 January	Submission deadline
11 February	Top finalists announced
14 March	Live judging day
11 April	Top 3 places announced at marketing Excellence Awards, London





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