



For more than 100 years, The Chartered Institute of Marketing 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. Find out more at cim.co.uk

The 18th CIM Ireland Marketing Awards will highlight the success of companies and individuals 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. 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 CIM Ireland Marketing Awards allow you to align your brand with the best Ireland has to offer 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
- For Associate sponsors the opportunity to host a CIM CPD event presenting an agreed topic to an audience of between 30-60
- 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.

Sponsorship in kind

The CIM Ireland Marketing Awards 2018 would also welcome sponsorship in kind, offering value-added services or products which are essential for the successful delivery of the awards programme. Examples of in kind sponsorship and sponsor profile opportunities include:

- Photography
- Print
- Venue and Hospitality
- Post Award Entertainment
- 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.



CIM Ireland Marketing Awards 2018 Award Categories

The categories celebrate the best performers in the following:

- Public Sector marketing
- Professional Services marketing
- Not for Profit campaigning
- Cause related marketing
- Retail Campaigning (both in online marketing and bricks and mortar)
- Marketing in Construction, Engineering, Automotive, Transport, other Manufacturing Sectors
- Marketing in Hotels, Leisure, Events, Travel and Tourism Sectors
- Technology sector, including Software
- Agri-food marketing
- Best new product, business or service launch
- Most marketing impact campaign delivered on small budget
- CIM Ireland Studying Member of the Year
- CIM Ireland Marketing Team of the Year
- CIM Ireland Marketer of the Year
- CIM Ireland Agency of the Year
- Chair's Award for best Campaign (across all sectors.)



Principal Sponsorship

CIM is delighted that The Marketing Trust is supporting the CIM Ireland Marketing Awards 2018 as its Principal Sponsor.



Associate Sponsorship Consideration **£3,000+VAT**

Pre-Event

- Recognition in CIM Ireland Marketing Awards launch on 23 May and follow up best practice event in September (date TBC)
- Category sponsorship of an awards category
- Visibility as associate sponsor on CIM Ireland Marketing Awards website

During the event

- One table (10 places) at the Awards (value £1000 +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 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
- Opportunity to host a CIM Ireland event (pre or post event) on topic agreed with CIM Board and Network Manager.

Award Category Sponsor Consideration **£1,995+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 £500 +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
- Distribution of the appropriate 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
- Inclusions in all post-awards publicity.