



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 19th CIM Ireland Marketing Awards 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. The awards will celebrate, recognise and reward the best marketing achievements.

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.

The Awards Programme

There are eight Awards categories - the three finalists from each category will be invited to attend a unique event at a prestigious location in Northern Ireland where the victor will be announced and invited to present their award-winning campaign to an audience of their peers.

The awards will form an integral part of a day-long conference, to be held in May, divided into eight sessions, each one focussing on a different 'Awards category' with a keynote speaker and the award-winning case study comprising the programme for each session.

This will be known as the **Winners' Zone**. There will be three other Zones:

Inspiration Zone showcasing the work of all the Awards finalists.

Learning Zone where delegates can meet our Accredited Study Centres and discover all the learning opportunities you have with CIM

Celebration Zone which opens after the conference, where delegates can celebrate with the Awards winners and finalists and network with their peers over drinks and canapes.

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.

- 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 event
- Presentation of an Award category at the event
- Prominent branding at the event
- Network with industry peers, suppliers and stakeholders at the awards event

Sponsorship in kind

The CIM Ireland Marketing Awards 2020 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 event and post-award press releases
- Company logo displayed on CIM Ireland Marketing Awards website.

CIM Ireland Marketing Awards 2020 Award Categories

The categories celebrate the best performers in the following:

- Best use of Digital Marketing
- Best Integrated Campaign
- Best Brand Building Campaign
- Best use of Data and Insight
- Best use of Social Media and Influencer Marketing
- Best Customer Experience
- Best Corporate Social Responsibility
- Best Partnership Marketing Campaign

Headline Sponsorship **£5,000+VAT**

Pre-Event

- Visibility as headline sponsor on CIM Ireland Marketing Awards website
- Category sponsorship of an awards category

During the event

- Ten tickets to the event and celebratory reception (value £2,000 +VAT)
- Prominent logo placement on all event material
- Presentation of one category award to winner
- Presentation of the Winner of Winners Award – judged by the conference audience
- Opportunity to display two pull-up stands at the Event

- Distribution of the appropriate approved publicity material in delegate packs
- Inclusion in live social media script during the event

Post event

- Use of award category photographs for your own post-event publicity
- Inclusion of social media posts on CIM Ireland Twitter and LinkedIn channels
- Native advertising opportunity – blog or article published on CIM Ireland website
- Inclusions in all post-awards publicity

Award Category Sponsor **£2,500+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 tickets to the event and celebratory reception (value £800 +VAT)
- Branding on all event material
- Inclusion in live social media during the event

- Distribution of the appropriate approved publicity material in delegate packs

Post event

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

Celebration Zone Sponsor **£1,500+VAT**

Pre-Event

- Branding on CIM Ireland Marketing Awards website

During the event

- Two complimentary tickets to the event and celebratory reception (value £400 +VAT)
- Branding on all event material

- Distribution of the appropriate approved publicity material in delegate packs
- Opportunity to display two pull-up stands in the Celebration Zone reception area

Post event

- Inclusions in all post-awards publicity.