



Global Marketing
Excellence Awards

SPONSORSHIP PACK

Exclusive Invitation-Only Event



The CIM Global Marketing Excellence Awards identify and celebrate outstanding global marketing by organisations, teams and individuals. These awards recognise that high standards of quality and integrity are vital to the success of marketing while rewarding the innovation and creativity delivered by marketers at the cutting edge of their profession. Any organisation around the world, regardless of size, sector or industry, as well as individuals, teams and agencies can enter these awards.

Now in its twelfth year, these awards are an opportunity to showcase your marketing successes and signify the quality of your business. The CIM Global Marketing Excellence Awards are an occasion for you and your team to celebrate your achievements and network at this year's new venue, The Brewery in London. Plus, we've introduced 13 new categories to keep up with the constantly changing marketing industry.



WHO ATTENDS THE AWARDS?

- CEO 16%
- Director/Head of Department 33%
- Manager 32%
- Executive 12%
- Other 14%





SPONSORSHIP OPTIONS

- Headline Sponsorship
- Category Sponsorship

By sponsoring the event your brand is positioned alongside the leading professional marketing body, has an opportunity to network with marketing professionals in one place and aligns your company with an event that is successful, well-established and greatly respected.



AWARDS CATEGORIES

- Best Youth Campaign
- Best Retail Campaign
- Best Financial Services Campaign
- Best Travel Campaign
- Best Property / Construction Campaign
- Best Healthcare / Pharma Campaign
- Not for profit/social good or community Programme
- Best Brand Building/New Brand Campaign
- Best Multi-channel / Omni Channel Campaign
- Best use of Data and Insight
- Best Customer Experience Programme or Campaign
- Best New Product/Service
- Best Partnership Campaign
- Best PR Campaign
- Best ESG/D&I Campaign
- Best Employer Brand Programme
- Best Use of Celebrity in a Campaign
- Best Global Marketing Book or Publication
- Best Podcast
- Best App
- Influencer Award – Mid Tier/Macro and Mega
- Young Marketer of the Year
- Marketer of the Year
- Chartered Marketer of the Year
- Agency of the Year – Small (Under 50)
- Agency of the Year – Medium (50-250)
- Agency of the Year – Large/Group 250+
- Marketing Pioneer Award



HEADLINE SPONSOR

Pre-event promotion

- Headline sponsor positioning and logo on Awards-related email marketing to CIM database of over 11,330.
- Headline sponsor positioning and logo on email communications to finalists, including e-tickets.
- Social media post to announce Headline sponsor on CIM social channels to over 338k followers. Excludes TikTok.
- Headline sponsor logo to feature on CIM social coverage promoting the Awards night. Excludes Instagram Reels and TikTok.
- On request, CIM can provide Headline sponsor with the assets used for CIM's social coverage to use across their own channels.
- Headline sponsor logo to feature on Marketing Excellence Awards 2023 website homepage and sponsorship page.
- Full-page advert within CIM's membership publication, Catalyst, with roughly 7,000 copies mailed out each edition, and available digitally on MyCIM*
- An article on the CIM online Content Hub, which gets an average of around 9,000 sessions each month.
- Opportunity to join the judging panel (position and company dependant).
- Unlimited use of the 'Sponsors of the Marketing Excellence Awards 2023' logo suite**



HEADLINE SPONSOR

At the Awards

- Opportunity to present Campaign of the Year, company representative invited on stage to announce winner and present award
- Logo to appear in King George III room on digital screens throughout drinks reception
- Logo to appear on twin screens in main awards room, before and post awards presentation
- 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 within the drinks reception for you and your guests
- Compère to directly reference and thank the Headline sponsor at beginning of awards and close
- Opportunity to provide gifted merchandise on tables for attendees (subject to CIM approval)
- Exclusive networking time with 550+ attendees



HEADLINE SPONSOR

Tickets

- One VIP table with premium positioning, comprising 10 guest tickets to the Awards evening
- Access to the Drinks Reception for your 10 guests post-event activity

Post-event

- Feature the headline sponsor on social assets we send to the winners/finalists to use post-event.
- Company logo and profile to remain on the CIM Marketing Excellence Awards' website until the 2024 award launch
- Sponsorship highlighted on all relevant news releases
- Unlimited personal use of the 'CIM Marketing Excellence Awards 2023' logo suite**
- Unlimited use of photographs taken of the Campaign of the Year presentation



CATEGORY SPONSOR

Pre-event promotion

- Category sponsor positioning and logo on Awards-related email marketing to CIM database of over 11,330.
- Social media post to announce category sponsor on CIM social channels to over 338k followers. Excludes TikTok.
- An article on the CIM online Content Hub, which gets an average of around 9,000 sessions each month.
- Unlimited use of the 'Sponsor of the Global Marketing Excellence Awards 2023' logo suite**



CATEGORY SPONSOR

At the Awards

- Regular branding throughout the on-stage presentation
- Ownership of a chosen category
- Award presentation – company announced, representative invited to stage to announce winner and present award
- Logo to appear on the opening slide of the category presentation
- Logo to appear during category presentation slide on stage
- Logo to be featured on signage and table plans around the venue



CATEGORY SPONSOR

Tickets

- Two guest tickets to the Awards evening (upgrade to VIP table available)
- Access to the Drinks reception for your two guests

Post-event

- Company logo and profile to remain on the CIM Marketing Excellence Awards' website until the 2024 award launch
- Sponsorship highlighted on all relevant news releases
- Unlimited personal use of the 'CIM Marketing Excellence Awards 2023' logo suite**
- Unlimited use of photographs taken of the Campaign of the Year presentation



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INTERESTED IN BECOMING A SPONSOR?

To find out further information on becoming a sponsor,
please contact CIM's event manager Olivia Taylor:

Email: Olivia.Taylor@cim.co.uk or Sponsorship@cim.co.uk

Telephone: 01628427037