

financial | reporter

# MIMA

MORTGAGE INDUSTRY MARKETING AWARDS

#MIMA2023

## SPONSORSHIP OPTIONS

[www.frmima.co.uk](http://www.frmima.co.uk)

**BOOK YOUR  
PACKAGE TODAY:**

**SAM WARBURTON**  
[sam@barcadiamedia.co.uk](mailto:sam@barcadiamedia.co.uk)  
01253 272998





# RECOGNISING EXCELLENCE IN MORTGAGE MARKETING

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**MIMA**  
MORTGAGE INDUSTRY MARKETING AWARDS

Good marketing builds trust – and the mortgage industry relies on that trust.

The **Mortgage Industry Marketing Awards** has been created to showcase the very best marketers our industry has to offer, shining a light on the often under-appreciated work they do.

From data-driven marketers to creative innovators, the MIMAs celebrates the crucial work that marketing & communication professionals do in our industry.

**OUR INDUSTRY'S ONLY DEDICATED  
MORTGAGE MARKETING AWARDS**

**SPONSOR 1 OF 20 MORTGAGE  
MARKETING CATEGORIES**

**ALIGN YOUR BRAND WITH #MIMA2023  
& SUPPORT EXCELLENCE IN MARKETING  
ACROSS THE MORTGAGE INDUSTRY**



**821**

applications in the  
last campaign



**283**

companies  
represented so far

# EVERYTHING YOU NEED TO KNOW ABOUT THE WINNERS' PARTY



## THE WINNERS' PARTY MOTEL STUDIOS, LONDON

Date: 30th November 2023

Venue: Motel Studios, London, E2 8HG

What to expect: A relaxed celebration held under the iconic London Bridge arches - expect a casual dress code, fresh street food and an atmospheric DJ set.



4<sup>TH</sup> SEPTEMBER 2023

APPLICATIONS/  
NOMINATIONS OPEN

22<sup>ND</sup> SEPTEMBER 2023

NOMINATIONS  
CLOSE

27<sup>TH</sup> SEPTEMBER 2023

APPLICATIONS  
CLOSE

5<sup>TH</sup> OCTOBER 2023

JUDGING BEGINS

13<sup>TH</sup> OCTOBER 2023

JUDGING ENDS

17<sup>TH</sup> OCTOBER 2023

FINALISTS  
ANNOUNCED

30<sup>TH</sup> NOVEMBER 2023

WINNERS'  
PARTY ★



# CATEGORIES AVAILABLE FOR SPONSORSHIP



Best  
Marketing  
**Mortgages**

Best  
Marketing  
**Buy-to-Let**

Best  
Marketing  
**Specialist  
Lending**

Best  
Marketing  
**Mortgage  
Services**



Best  
Marketing  
**Brokerage**

Best  
Marketing  
**Later Life**

Best  
Marketing  
**Fintech**

**Diversity,  
Equality and  
Inclusion in  
Marketing**

Best  
**Corporate  
Responsibility  
Campaign**

Best  
**Product  
Launch**

Best  
**Use of  
Social Media**

**Rising  
Star**

**Marketer  
of the Year**

**Marketing  
Team  
of the Year**



**ROI  
Champion**

Best  
**Digital  
Innovation**

**Brand  
Building  
Activity  
of the Year**

Best  
**Market  
Research &  
Insights**

Best  
**Lead  
Generation  
Campaign**

**Campaign  
of the Year**

# SPONSORSHIP OPPORTUNITIES



## EXCLUSIVE CATEGORY SPONSOR

Increase your brand profile with the opportunity to sponsor an award category (limited availability).

EXCLUSIVE CATEGORY SPONSORSHIP

YOUR LOGO ON CHOSEN CATEGORY TROPHY

BRANDING ACROSS ALL MARKETING

PROMINENT EVENT BRANDING

PRESENT YOUR AWARD AT THE PARTY

4 TICKETS TO THE WINNER'S PARTY

MIMA WEBSITE PROFILE

**£1,200 +VAT**

### + PACKAGE UPGRADE

## VIP WINNERS' PARTY PACKAGE



RESERVED TABLE FOR 4 VIP GUESTS

COMPLIMENTARY DRINKS PACKAGE

PROMINENT TABLE POSITION AT THE EVENT

**£950 +VAT**

**BOOK YOUR PACKAGE TODAY:**

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# HEADLINE SPONSORSHIP



## HEADLINE SPONSOR

Maximise brand profile with our headline sponsor package, ensuring high visibility throughout the campaign and event.

EXCLUSIVE AWARDS SPONSORSHIP

FEATURED LOGO SUPPORTING ALL BRANDING

CATEGORY SPONSORSHIP OF YOUR CHOICE

BRANDING ACROSS ALL 2023 MARKETING

PROMINENT EVENT BRANDING

MIMA WEBSITE PROFILE

+ KEYNOTE ADDRESS AT THE WINNERS' PARTY

+ PRESENT YOUR AWARD AT THE PARTY

+ VIP WINNERS' PARTY PACKAGE UPGRADE

+ 4 COMPLIMENTARY TICKETS TO THE PARTY

£3,750 +VAT

**SOLD OUT**



**BOOK YOUR PACKAGE TODAY:**

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