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MORTGAGE INDUSTRY MARKETING AWARDS

#MIMA2023

SPONSORSHIP OPTIONS

www.frmima.co.uk

BOOK YOUR PACKAGE TODAY:





N MORTGAGE MARKETING

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



203
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.



4TH SEPTEMBER 2023

APPLICATIONS/ NOMINATIONS OPEN

22ND SEPTEMBER 2023

NOMINATIONS CLOSE

27TH SEPTEMBER 2023

APPLICATIONS CLOSE

5TH OCTOBER 2023

JUDGING BEGINS

13[™] OCTOBER 2023

JUDGING ENDS

17[™] OCTOBER 2023

FINALISTS ANNOUNCED

30TH 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

ROI

Champion

Marketer of the Year

Marketing Team of the Year



Best Market

Best Digital **Innovation**

Brand Building Activity of the Year

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 WERSITE DROEILE

£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:

SAM WARBURTON sam@barcadiamedia.co.uk 01253 272998



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 AL. 2023 MARKETING

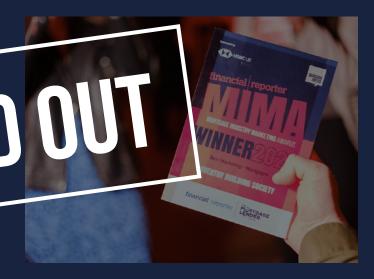
PROMINENT EVENT BRANDING

MIMA WEBSITE PROFILE

- + KEYNOTE ADDRESS AT \HE WINNERS' DADE
- + PRESENT YOUR AWARD AT THE PARTY
- + VIP WINNERS' PARTY PACKAGE UPGRADE
- + A COMPLIMENTARY TICKETS TO THE DARTY

£3,750 +VAT







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