

financial reporter

# MIMA

MORTGAGE INDUSTRY MARKETING AWARDS

## #MIMA24

# SPONSORSHIP OPTIONS

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

**BOOK YOUR  
PACKAGE TODAY:**

**SAM WARBURTON**  
[sam@barcadia.media](mailto:sam@barcadia.media)  
01253 272998



# RECOGNISING EXCELLENCE IN MORTGAGE MARKETING

financial reporter

**MIMA**  
MORTGAGE INDUSTRY MARKETING AWARDS

Good marketing builds trust – a cornerstone of the mortgage industry.

The **Mortgage Industry Marketing Awards** (MIMAs) have been created to highlight the outstanding marketers within our industry, showcasing their often under-appreciated contributions.

From data-driven strategies to creative innovations, the MIMAs celebrate the essential work of marketing and communication professionals in the mortgage sector.

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

**SPONSOR 1 OF 17 MORTGAGE  
MARKETING CATEGORIES**

**ALIGN YOUR BRAND WITH #MIMA24 &  
SUPPORT EXCELLENCE IN MARKETING  
ACROSS THE MORTGAGE INDUSTRY**



# 673

combined applications &  
nominations in the last  
campaign



# 72

companies  
represented so far

# WINNERS' PARTY — CELEBRATING THE VERY BEST IN MORTGAGE MARKETING



## THE WINNERS' PARTY DALSTON ROOF PARK

Date: 28th November 2024

Venue: Dalston Roof Park, London, E8 3DL

What to expect: A relaxed celebration - expect a casual dress code, fresh street food and an atmospheric DJ set.



2<sup>ND</sup> AUGUST 2024

APPLICATIONS/  
NOMINATIONS OPEN

6<sup>TH</sup> SEPTEMBER 2024

NOMINATIONS  
CLOSE

13<sup>TH</sup> SEPTEMBER 2024

SUBMISSIONS  
CLOSE

16<sup>TH</sup> SEPTEMBER 2024

JUDGING BEGINS

27<sup>H</sup> SEPTEMBER 2024

JUDGING ENDS

3<sup>RD</sup> OCTOBER 2024

FINALISTS  
ANNOUNCED

28<sup>TH</sup> NOVEMBER 2024

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**

**New!**  
Best  
Marketing  
**Protection**



Best  
Marketing  
**Fintech**

**Diversity,  
Equality and  
Inclusion in  
Marketing**

Best  
**Product  
Launch**

Best  
**Use of  
Social Media**

Best  
**Digital  
Innovation**

**Brand  
Building  
Activity  
of the Year**

Best  
**Market  
Research &  
Insights**

**Campaign  
of the Year**

**Rising  
Star**

**Marketer  
of the Year**



**Marketing  
Team  
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 WINNERS' PARTY

MIMA WEBSITE PROFILE

**£1,200 +VAT**

### + PACKAGE UPGRADE

## VIP TABLE 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

LOGO FEATURED ON ALL TROPHIES

CATEGORY SPONSORSHIP OF YOUR CHOICE

BRANDING ACROSS ALL 2024 MARKETING

PROMINENT EVENT BRANDING

MIMA WEBSITE PROFILE

+ KEYNOTE ADDRESS AT THE WINNERS' PARTY

+ PRESENT YOUR AWARD AT THE PARTY

+ VIP TABLE PACKAGE UPGRADE

+ 4 COMPLIMENTARY TICKETS TO THE PARTY

**£4,450 +VAT**



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