REGUGNISI NORIGAGE MARKETING





#MIMA25 SPONSORSHIP OPTIONS



IF YOU'RE LOOKING FOR A CTA — THIS IS IT

From data-driven strategies to creative innovations, the Mortgage Industry Marketing Awards (MIMAs) celebrate the essential work of marketing and communication professionals in the mortgage sector.

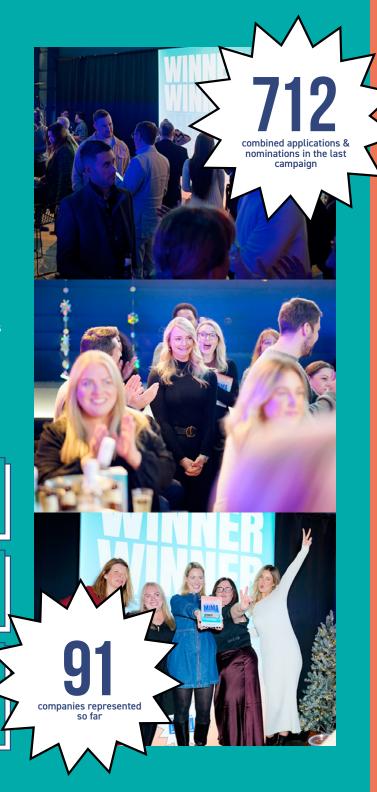
It's often under-appreciated, despite marketing and comms being the reason thousands of brokers (and hundreds of thousands of consumers) have eyes on the mortgage market – we want to change that.

And we want you on board with us while we do.

OUR INDUSTRY'S ONLY DEDICATED MORTGAGE MARKETING AWARDS

SPONSOR 1 OF 19 MORTGAGE MARKETING CATEGORIES

ALIGN YOUR BRAND WITH #MIMA25 & SUPPORT EXCELLENCE IN MARKETING ACROSS THE MORTGAGE INDUSTRY



financial reporter MORTGAGE INDUSTRY MARKETING AWARDS

#MIMA25

27 NOVEMBER 2025

The Camden, 65 Crowndale Rd, Greater London NW1 1TN

FOR SPONSORSHIP AND TICKET BOOKING ENQUIRIES CONTACT

SAM WARBURTON

sam@barcadia.media 01253 272998



KEY DATES

30 JULY 202!

NOMINATIONS OPEN

5 SEPTEMBER 2025

NOMINATIONS CLOSE

12 SEPTEMBER 2025

SUBMISSIONS CLOSE

15 SEPTEMBER 2025

JUDGING BEGINS

26 SEPTEMBER 2025

JUDGING ENDS

OCTOBED 2025

FINALISTS ANNOUNCED

27 NOVEMBER 2025

2025 AWARDS EVENT *



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Best Marketing **Mortgages** Best Marketing **Buy-to-Let** Best
Marketing
Specialist
Lending

Best
Marketing
Mortgage
Services

Best Marketing **Protection** Best Marketing **Fintech** BROKER: Marketer of the Year S NEW 3

BROKER:

Best
Use of
Social Media

F NEW 3

Diversity, Equality and Inclusion in Marketing

Best **Product Launch**

Use of Social Media

Best **Digital Innovation**

Brand
Building
Activity
of the Year

Best
Market
Research &
Insights

Campaign of the Year

Event Manager of the Year

Rising Star **Marketer** of the Year

Marketing Team of the Year financial reporter

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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



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HEADLINE SPONSORSHIP

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 2025 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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EXTRA SPONSORSHIP OPPORTUNITIES

BRANDED PHOTOBOOTH

MAXIMUM VISIBILITY AT EVENT

BRANDED PHOTOS FOR GUESTS TO TAKE HOME

PUTS YOUR BRAND IN FRONT OF KEY PLAYERS

£1,250 + VAT



SOCIAL MEDIA PHOTO-OP

BRANDED, PORTABLE PHOTO FRAME PROP

HIGHLY SHAREABLE ACROSS INDUSTRY SOCIAL MEDIA

BE PART OF AN EVENT TALKING POINT



2900 + VAT



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