

RECOGNISING EXCELLENCE IN MORTGAGE MARKETING

BARCADIA
MEDIA



#MIMA25
SPONSORSHIP OPTIONS

financial reporter

MIMA

MORTGAGE INDUSTRY MARKETING AWARDS

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**



712

combined applications &
nominations in the last
campaign



91

companies represented
so far



financial reporter
MIMA
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

www.frmima.co.uk



KEY DATES

30 JULY 2025

NOMINATIONS OPEN

5 SEPTEMBER 2025

NOMINATIONS CLOSE

12 SEPTEMBER 2025

SUBMISSIONS CLOSE

15 SEPTEMBER 2025

JUDGING BEGINS

26 SEPTEMBER 2025

JUDGING ENDS

2 OCTOBER 2025

FINALISTS ANNOUNCED

27 NOVEMBER 2025

2025 AWARDS EVENT ★

financial reporter
MIMA
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

www.frmima.co.uk

#MIMA25 CATEGORIES

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

BROKER:
Best
**Use of
Social Media**

**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

**Event
Manager
of the Year**

**Rising
Star**

Marketer
of the Year

**Marketing
Team
of the Year**

financial | reporter
MIMA
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

www.frmima.co.uk

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

financial | reporter
MIMA
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

www.frmima.co.uk

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



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

www.frmima.co.uk

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



£900 + VAT

financial reporter
MIMA
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

www.frmima.co.uk