

## CIM Sponsorship Opportunities 2011

Would you like to market your brand to the biggest collection of marketing decision makers in Jersey?



The Chartered Institute of Marketing, Jersey would like to offer your company a unique opportunity to be involved in two high profile events within the Island.

### **Awards Ceremony**

The CIM, Jersey Gala Awards evening is currently one of the largest of its kind with over 500 marketing and business professionals attending on 18 November, 2011. With ten award categories and up to 100 entries annually the event offers an excellent opportunity for brand exposure in front of this targeted audience.

2011 marks both the 15<sup>th</sup> year the awards event have been hosted and also coincides with celebrating the 100 years of Marketing.

### **Chartered Institute of Marketing (CIM) - Background.**

The Chartered Institute of Marketing is the leading international professional marketing body with some 50,000 members worldwide.

The Institute exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners, enabling them to deliver exceptional results for their organisations. It does this by providing membership, qualifications and training to marketing professionals around the world.

The Jersey Branch of the CIM organises a number of marketing events during the year, offering the opportunity for sponsors to gain exposure to marketing and business professionals and decision makers in Jersey.

The CIM Awards Ball is the biggest gathering of marketing decision makers in Jersey and is considered the best event to showcase your brand annually.

### **Contact**

Lynne Capie  
CIM Events & Sponsorship Committee  
07700 741422  
cimjersey@gmail.com

## CIM Awards 2011 Sponsorship Packages

Sponsorship Opportunity	Month	Benefits	Cost
<b>Primary Sponsor</b> <b>CPD* Event</b>	Oct 2011	<ul style="list-style-type: none"> <li>- Brand inclusion in all press releases, promotional literature, invites and at the event</li> <li>- Mention and thanks at the event</li> <li>- 2 guest places at the CPD Event</li> </ul>	<b>£1500</b> per event
<b>Primary Sponsor</b> <b>CPD Event / Awards Launch</b>	July 2011	<ul style="list-style-type: none"> <li>- Sponsor inclusion in all press releases, promotional literature, invites and at the event</li> <li>- An opportunity for your chosen Marketing professional to speak to the attending audience</li> <li>- Inclusion in post event brochure</li> <li>- Opportunity to expose your brand at the event to both the marketing and business community.</li> </ul>	<b>£2,500</b>
<b>Primary Sponsorship Packages</b> <b>CIM Awards 2011</b> One of Three Primary Sponsors	Nov 2011	<ul style="list-style-type: none"> <li>- Sponsor inclusion in all press releases, promotional literature, invites and at the event</li> <li>- High profile sponsor profile included on CIM Awards website and post event brochure</li> <li>- Brand displayed on presentation screens at awards ball event</li> <li>- Thanks from host and headline speaker</li> <li>- Sponsor Table (12 places) at Awards Ball, perfect for client entertainment.</li> </ul>	<b>£8500</b>
<b>Awards Sponsors</b> <b>CIM Awards 2011</b> Sponsorship of Individual Awards: 9 opportunities available:	Nov 2011	<ul style="list-style-type: none"> <li>- Student Marketer of the Year</li> <li>- Best Brand Campaign</li> <li>- Best Use of Media</li> <li>- Best PR Campaign</li> <li>- Best CRM Campaign</li> <li>- Best Agency Contribution</li> <li>- Marketing Achievement on a Small Budget</li> <li>- Sustained Marketing Achievement</li> <li>- Best Integrated Marketing Campaign</li> <li>- Marketing Achievement of the Year</li> </ul> <ul style="list-style-type: none"> <li>- Brand displayed on presentation screens at awards ball event</li> <li>- Sponsor included in post event brochure</li> <li>- 2 Guest places at Awards Ball (worth £170)</li> </ul>	<b>£2,500</b> per award
<b>Awards Brochure</b> <b>CIM Awards 2011</b> Production of Post Event Brochure	Nov 2011	<ul style="list-style-type: none"> <li>- Thanks from host and headline speaker at awards ball</li> <li>- Sponsor credit and profile in post event brochure</li> <li>- Sponsor profile on CIM Awards website</li> <li>- 4 Guest places at Awards Ball (worth £340)</li> </ul>	<b>£2500</b> + print cost

\* Continual Professional Development

## CIM Awards 2011 Sponsorship Packages: Booking Form

- 1. CPD Event Sponsor
- 2. Awards Launch Sponsorship
- 2. Primary Awards Sponsor
- 3. Award Sponsorship
- Student Marketer of the Year
- Best Brand Campaign
- Best Use of Media
- Best PR Campaign
- Best CRM Campaign
- Best Agency Contribution
- Marketing Achievement on a Small Budget
- Sustained Marketing Achievement
- Best Integrated Marketing Campaign
- Marketing Achievement of the Year

### 2. Enter your details

brand sponsoring

brand description  
(100 words)

  
  
  
  


NAME

position

company

telephone

email

signed

Award sponsorships will be allocated on a first come, first served basis and preference will be given to applications returned with a purchase order. The CIM reserves the right to accept or reject any application at its sole discretion and the CIM will confirm acceptance of sponsorship in writing.

Please select the award that you would like to carry your name and either complete the details on this form and send it to Lynne Capie  
CIM Events & Sponsorship Committee on 07700 741422 or email  
cimjersey@gmail.com

You will also need to forward a high quality copy of your logo (ideally as a vector graphic) for inclusion on materials. Please send to cimjersey@gmail.com