



SPONSORSHIP OPPORTUNITIES & AWARDS

Australian Marketing Institute
2026



About the AMI

The Australian Marketing Institute is the requisite organisation for professional marketers and authoritative voice of Marketing in Australia.

Igniting Brilliance



Connections

Networking, state events and mentoring across Australia



Marketers' Competency Framework.

Industry credentials, course accreditation, competency framework assessment tool.



Curated Content

Training courses, professional development, thought leadership webinars



Celebration

Recognition and achievement awards

Our members



3800+

Total Members



60+

Corporate
Organisations



20+

Sponsors



5

State Committees



50,000+

AMI Community

Our community



26k+

LinkedIn



10k+

Facebook



17k+

Subscribers



1,400+

Instagram



50,000+

AMI Community

Persona 1: Sarah

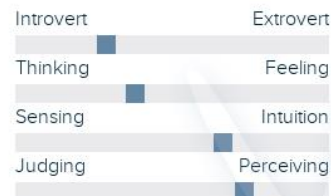
Corporate Member



"Good marketing makes the company look smart. Great marketing makes the customer feel smart"

Age: 36-45
Work: **Marketing Director**
Family: **Married/Young Kids (7 and 5)**
Location: **Sydney, Australia**
Character: **Virtuoso (ISTP - I didn't want to go to the same place every day and see the same people and do the same job. I wanted interesting challenges.)**

Personality



Adaptable

Professional

Confident

Growth Orientated

Creative

Goals

- Want to get recognition for the campaigns her company did
- Generate leads/prospects from the AMI community for their business.
- Develop influential campaigns to increase brand awareness and increase value to clients/customers

Frustrations

- There are only Award Programs for agencies.
- Need a community to communicate and engage in Marketing.
- Keeping up with the industry changes.

Bio

With years of experience, Sarah has a knack for finding growth where others can't. Standing 5 years strong as a Marketing Director, Sarah has run many successful campaigns with agencies for her company. She aims to market with customer value at the forefront of any campaign with the extension of creating something impactful.

With all this knowledge surrounding marketing Sarah is looking for an opportunity to promote her brand as well as join a community with individuals that have similar interests. She is also looking to learn new skills (up-skill) and find new information to apply to her workplace.

Motivation

Incentive

Fear

Growth

Power

Social

What motivates her?

- How to break into the C-suite?
- Raise brand awareness and get her work recognised.

Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerilla Efforts & PR

Persona 2: Anna

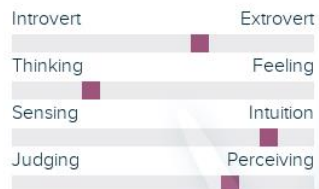
Certified Practising Marketer



"You can never go wrong by investing in communities and the human beings within them"

Age: 45 - 54
Work: Chief Marketing Executive
Family: **Married and have teenage kids**
Location: Melbourne, VIC
Character: **Executive (ESTJ)**
- valued for their clear advice and guidance, and they happily lead the way on difficult paths)

Personality



Community-oriented

Team Leadership

Adaptable

Customer-focused

Collaborative

Goals

- Want to give back to young marketers who just start their careers.
- Inspire and be recognised for the campaign achievements of herself and her team
- Identify the industry's next big trend before it comes, so that her organisation doesn't become redundant.

Frustrations

- Lack of a community/platform of peer senior marketers to communicate and engage.
- Receive a lot of comms a day, but none of them really is touching and personal.

Bio

Anna has previously held positions of Senior director, board director and is now a CMO after 20 years in the industry. She is striving to find a way to increase her reach within the marketing community by spreading her experience and expertise to young individuals and career starters.

She works effectively in leading teams to set a strategy and inspire them to execute with precision. Therefore, she seeks to be recognised for this achievement. She is highly skilled when trying to create a new vision/business strategy and appealing to all stakeholders along the journey towards achievement of the final result. She is also very eager to find the next big thing in marketing.

Motivation

Incentive

Fear

Growth

Power

Social

What motivates her?

- Meaningful connection
- Being able to give back.
- Being recognised.

Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerilla Efforts & PR

Personalised messaging

Persona 3: Emma

Professional Member



"Lean in, speak out, have a voice in your organization, and never use the word, 'sorry'."

Age: 25 - 36

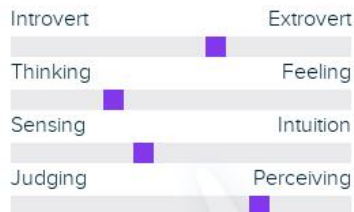
Work: **Marketing Executive/Coordinator**

Family: **Engaged/Partner.**

Location: **Sydney, Australia**

Character: **Campaigner (ENFP - true free spirits – outgoing, openhearted, and open-minded)**

Personality



Skeptical

Passionate

Ambitious

Curious

Goals

- Earn more experience in the field of Marketing.
- Build connections.
- Get promoted to become a Marketing Manager.

Frustrations

- Lack of mentorship/guidance.
- Not many networking opportunities for young marketers.
- What course/training to choose that will enhance their profession

Bio

Emma just graduated from University and has around 2+ years of working experience at SME. I am looking for a mentor/community that is able to help in my career as she might not have a role model in my organisation. Also, I don't have much budget to spend on membership, but I consider this as an investment and expect to reap a good value.

I like things that are easy on the eye, trendy, and minimalistic. Besides, I spend a lot of time on the internet, especially Instagram.

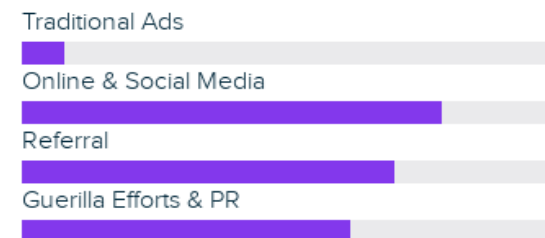
Motivation



What motivates her?

- Mentorship/Guidance
- Discounts and savings.
- Personal development

Preferred Channels



The 2026 Marketing Excellence Awards

The 2026 AMI Marketing Excellence Awards offer 16 award categories and 9 special categories, culminating with the 2026 AMI Marketing Excellence Awards Celebration and providing a platform to celebrate innovation and success in marketing. It started in 1982 as the Hoover Marketing Awards and continues until today as the benchmark for innovative and effective marketing practices.



2026 Campaign Categories



16 CAMPAIGN CATEGORIES

- Acquisition Marketing
- Excellence in the use of Technology, Including AI
- Marketing Strategy
- Brand Revitalisation
- Content & Social Media Marketing
- B2B Marketing Excellence
- Creative Effectiveness
- Retention & Loyalty
- Data & Insight Driven Marketing
- Excellence in Customer Experience
- Experiential and Event Marketing
- Not for Profit Marketing
- Product or Service Launch or Relaunch
- Public Sector Marketing
- Sustainability and Purpose-Driven Marketing
- Small Budget Marketing

9 SPECIAL NATIONAL CATEGORIES

- Certified Practising Marketer of the Year
- Chief Marketing Officer of the Year
- The Lisa Ronson, Next Generation Marketing Leader Award
- Agency of the Year
- Marketing Team of the Year
- Life Member
- Sir Charles McGrath Award
- Campaign of the Year (Above and Below \$1 million)

Marketing Excellence Awards

Diamond Headline Sponsor

Naming rights for both the Awards and Event

AMI Marketing Excellence Awards brought to you by XYZ

- Promoted on all communications from March to August 2026 to full AMI data base 17K
- Exposure to 350 + physical attendees
- Digital banners at event

Logo Placement over 6 months

- Registration page & confirmation correspondence
- Marketing Excellence Celebration web page
- Marketing Excellence Celebration emails
- Media wall & individual sponsor screen at Celebration event
- Logo inclusion for on all digital AMI Awards collateral

AMI Recognition

- Verbal recognition of sponsorship at event
- Sponsorship of 2 x categories - Special category and campaign
- 30 second video presentation or 5-minute introduction
- Presentation / photo of the winner trophy

Marketing Excellence Awards Celebration Event

- 10 tickets (one table) to Marketing Excellence Celebration Lunch
- 2 tickets to Certified Practicing Marketer Summit

Experiential stand or at the Gala

- lunch and pre and post drinks.
- Banner/Screens in Drinks areas

Promotion to collect names and addresses

- Via an offer or prize at the awards

Webinar

- Access our training and members (educational content)

\$30,000 + GST
INVESTMENT



Marketing Excellence Awards

Gold Category Sponsor

Campaign Sponsor

- Sponsorship of award category or special category as Gold Sponsor

Logo Placement

- AMI CPM Summit webpage
- Inclusion on AMI Marketing Excellence Awards emails (17k database)

Communications

- Banner in Awards emails to promote product or service

Marketing Excellence Awards Celebration Event

- Logo on media wall
- Gold sponsor screen at Marketing Excellence Awards
- Verbal recognition of sponsorship at category announcement
- Presentation of award to the winner

Tickets to the event

- 5 Free tickets to attend Marketing Excellence Awards Gala (\$1750 value)
- 10% partner discount for additional tickets

\$10,000 + GST
INVESTMENT



Marketing Excellence Awards

Silver Category Sponsor

Campaign Sponsor

- Sponsorship of award category as Silver Sponsor

Logo Placement

- AMI CPM Summit webpage
- Inclusion on AMI Marketing Excellence Awards emails (17k database)

Marketing Excellence Awards Celebration Event

- Logo on media wall and sponsor screen at Marketing Excellence Awards
- Verbal recognition of sponsorship at category announcement
- Presentation of award to the winner

Tickets to the event

- 2 Free tickets to attend Marketing Excellence Awards Gala (\$700 value)
- 10% partner discount for additional tickets

\$5,000^{+GST}

INVESTMENT



2025 Marketing Excellence Long Lunch



Marketing Excellence Awards Event

Branding Opportunities



Marketing Excellence Awards Event

Experiential Space & Branding Screens



Certified Practising Marketer Summit 2026

The Certified Practising Marketer (CPM) Summit is a NEW flagship thought-leadership event designed exclusively for Australia's most senior marketers. Hosted the day before the AMI Marketing Excellence Awards, this summit will bring together 100-150 elite CPMs from across the nation for a deep dive into the future of AI and creativity in marketing.

Our 1,200-strong CPM community spans industries such as financial services, technology, health, retail, FMCG, professional services, and government.

Attendees are CMOs, Marketing Directors, and Heads of Brand and Digital who influence major budgets and business growth.

Sponsorship offers exclusive access to this elite marketing network, positioning your brand alongside the leaders shaping the future of Australian marketing.



Certified Practising Marketer Summit Headline Sponsor

Full Naming rights

- AMI CPM Summit brought to you by XYZ

Logo Placement

- AMI CPM Summit webpage
- All emails and communication for the event
- Screens at CPM Summit / Event

CPM Summit | Thought Leadership Event

- Verbal recognition of sponsorship at event
- Presentation on your company at Summit – 10 minutes
- Opportunity to offer a prize if desired to collect names and emails
- 2 Free tickets to attend the event

CPM Webinar

- Webinar to access our CPM members (educational content)



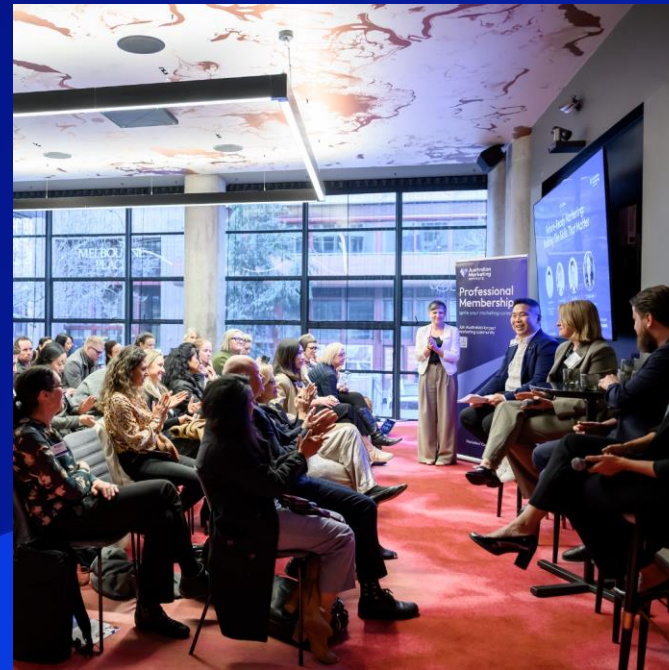
\$15,000_{+GST}
INVESTMENT

State Events | March, July & Nov 2026

2 events per State annually



Networking /Thought leadership #1
\$5000 per event



Thought leadership #2
\$5000 per event

AMI Media Kit

ASSET	CORPORATE PRICE*
Home page carousel banner (1 month)	\$6,000
Banner on AMI events page (1 month)	\$3000
Digital Banner in Newsletter or CPM newsletter one week	\$3000
CEO at Event	\$5000
Facebook / Instagram	\$1500
LinkedIn	\$1500
Solus Email (Paid)	\$12,500
Article on Knowledge Hub	\$2,500
Product/service ad or content article on Knowledge Hub and in AMI Australian Marketer newsletter	\$3000
Webinar – Promoted through email	\$5,000
Masterclass – Promoted through email	\$10,000
Thought Leadership Exclusive Event (State)	\$5,000
Diamond Headline Sponsor for the AMI Awards Event	\$30,000
Gold Sponsor for AMI Awards Category	\$10,000
Silver Sponsor for AMI Awards Category	\$5,000
CPM Conference / Summit	\$15,000

* All rates exclude GST



Thank you

Our team is looking forward to working with you.

Each of our sponsor packages are flexible and can be adapted to suit individual needs and requirements.

Contact our friendly team to discuss your requirements.

Carolyn Heath

Head of Professional Development & partnerships

Carolyn.heath@ami.org.au

Follow AMI

