



SPONSORSHIP OPPORTUNITIES EVENTS & AWARDS

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

Igniting Brilliance



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

The 2026 Marketing Excellence Awards

The 2026 AMI Marketing Excellence Awards offer 16 award categories and 10 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 AI & Technology
- 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

10 SPECIAL NATIONAL CATEGORIES

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

Marketing Excellence Awards

Gold Category Sponsor

Campaign Sponsor

- Sponsorship of award 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



Marketing Excellence Awards Event

Branding Opportunities



Marketing Excellence Awards Event

Experiential Space & Branding Screens



State Events | March, July & Nov 2026

2 events per State annually



Networking /Thought leadership #1
\$5000 per event



Thought leadership #2
\$5000 per event

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.

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Head of Professional Development & partnerships

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