



# 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

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- 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<sup>+GST</sup>**

**INVESTMENT**





# Marketing Excellence Awards Event

## Branding Opportunities





# Marketing Excellence Awards Event

## Experiential Space & Branding Screens



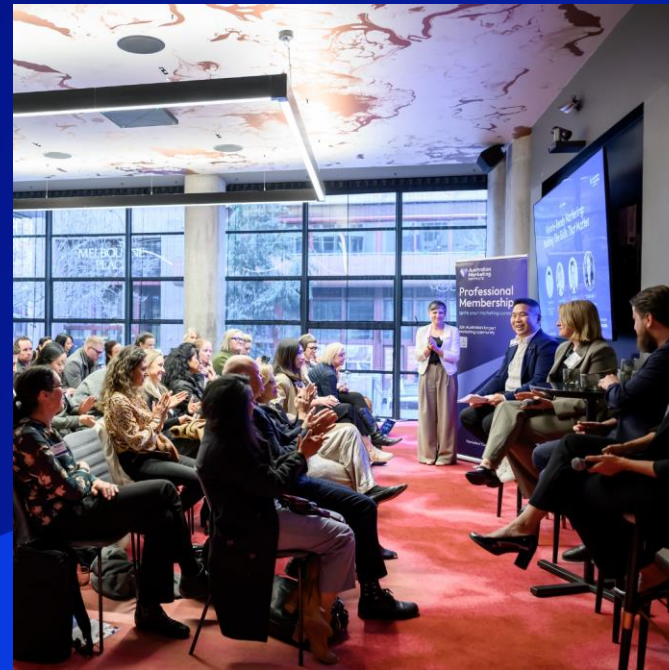


# State Events | March, July & Nov 2026

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.

## **Carolyn Heath**

Head of Professional Development & partnerships

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