

2025 NORTH EAST MARKETING AWARDS

Main Partner:



SPONSORSHIP PROSPECTUS 2025

Thursday 4th December 2025

Vertu Motors Arena, Newcastle upon Tyne

www.northeastmarketingawards.co.uk



Sponsorship should be an essential part of your marketing strategy!

We're very excited to announce that the North East Marketing Awards will be returning this December! Join us to celebrate the wealth of creativity, innovation and determination of the North East Marketing industry.

The awards are now in their 6th year and have quickly become an important part of the marketing calendar. In 2024 we saw over 50 different companies, agencies and organisations battle it out to be crowned winners. This year we hope to showcase even more talent, creativity, innovation and passion from across the North East.

Travelling around the region setting up meetings with clients is costly and time consuming. At the North East Marketing Awards you'll have the opportunity to network with all the regions finest marketing professionals under one roof!

Unrivalled benefits of sponsorship include:

- Network with industry decision makers
- Highly targeted marketing to a captive audience of 400+
- Build new & strengthen existing relationships
- Increase company profile and enhance credibility
- Treat your staff to a fabulous formal evening of celebration
- Corporate hospitality – wine and dine potential clients

Previous attendees include:

Barbour
Nexus
Greggs
Drumond Central
Tombola
Parkdean Resorts
Tui
O Agency
Narrative

Audience Profile

The awards recognise excellence within the fields of marketing, digital and PR from all industry sectors operating in the North East. Last year's event attracted over 400 industry professionals from agencies, public and private sector companies with a mix of managing directors, chief executives and business leaders.

Marketing Stats

- Monthly marketing emails with a 42% average open rate
- 1589 followers on LinkedIn
- 35,000 impressions over the course of the campaign - August to December
- Dedicated sponsor posts

hedgehog lab
Cravens
Fentimans
Go North East
Malhotra Group
Newcastle United Foundation
NBS
Venture Stream
And many more!

www.northeastmarketingawards.co.uk

#NEMA2025

Main Partner (Exclusive)

SOLD

This package is taken for 2025 by Nigel Wright Recruitment. As part of this package they have exclusivity as the only recruitment company permitted to sponsor.

Corporate Partner (Exclusive)

Price on request

This exclusive opportunity provides fantastic branding opportunities, on the night exposure, category sponsorship PLUS 'Judging Day' sponsorship. Your logo will be positioned in a prominent position on all marketing and digital platforms, superseded only by the Main Partner.

Pre- Event:

- **Listed as Corporate Partner on the NEMA website** with logo, 100 word company description and link to your website
- **Official "Corporate Partner of North East Marketing Awards" banner** - for your company to use on email and social media.
- **Your logo displayed on the official NEMA marketing emails**
- **Announcement of involvement through social media** (LinkedIn)
- **Your logo listed alongside your chosen sponsored category on the website**
- **The opportunity to have a representative on the judging panel** of your chosen category

During Event:

- **Category Sponsorship** - A representative from your company to present an award on stage to the winner (category to be confirmed)
- **Your company logo displayed on the stage** during the award presentation and included on the sponsor slide during dinner.
- **You logo included on the award trophy** for your chosen category
- **x5 Tickets to attend the awards dinner** (worth £725 at standard rate)
- **10% discount** for any additional tickets required.
- **Full page advert in event guide along with 50 word description.** Your logo displayed in the sponsor acknowledgement section
- **Option to provide a gift** on the table for each attendee (sponsor to provide gift)

Judging Day:

- **You logo included on any specific judging day materials and marketing**
- **Pull up banners (max of 2)** to display in the waiting area
- **Promotional materials** distributed in the waiting area

Post Event

- **Logo included in the formal winners photo and winner banners of any categories you sponsor**

Category Sponsor (10 available)

£2,500 +VAT

Sponsoring a category means your organisation is an integral partner of the awards ceremony and gives you excellent exposure. You will be an important part of the judging process and contribute to choosing a successful winner.

Pre- Event:

- **Listed as Category Sponsor on the NEMA website** with logo, 50 word company description and link to your website
- **Official “Category Sponsor of North East Marketing Awards” banner** - for your company to use on email and social media.
- **Your logo displayed on the official NEMA marketing emails**
- **Announcement of involvement through social media** (LinkedIn)
- **Your logo listed alongside your chosen sponsored category on the website**
- **The opportunity to have a representative on the judging panel** of your chosen category

During Event:

- **Category Sponsorship** - A representative from your company to present an award on stage to the winner (category to be confirmed)
- **Your company logo displayed on the stage** during the award presentation and included on the sponsor slide during dinner
- **You logo included on the award trophy** for your chosen category
- **x3 Tickets to attend the awards dinner** (worth £465 at standard rate)
- **10% discount** for any additional tickets required.
- **Full page advert in event guide along with 50 word description.** Your logo displayed in the sponsor acknowledgement section

Post Event

- **Logo included in the formal winners photo and winner banners**



Official Car Partner (Exclusive) - Price on application

This is an excellent non-endemic sponsorship opportunity to display your luxury high-end brand at our glamorous event. As successful business professionals our guests are a prime target audience.

Pre- Event:

- **Listed as Car Partner on the NEMA website** with logo and link to your website
- **Official “Car Partner of North East Marketing Awards” banner** - for your company to use on email and social media.
- **Your logo displayed on the official NEMA marketing emails**
- **Announcement of involvement through social media** (LinkedIn)



During Event:

- **Opportunity to display one car at the entrance of the venue and one inside the drinks reception area**
- **Car partner representative to attend on the evening.** We will provide a prime position for your company to display pop up banners and a poseur table in the welcome reception area. This area can be used to collect business cards and engage personally with guests.
- **Category Sponsorship** - A representative from your company to present an award on stage to the winner (category to be confirmed)
- **x2 Tickets to attend the awards dinner** (worth £310 at standard rate)
- **Business card draw** - competition will be promoted through the website
- **10% discount** for any additional tickets required.
- **Full page advert in event guide** plus your logo displayed in the sponsor acknowledgement section
- Your logo included on the ‘sponsor slide’ in the main room.

Judging Day Sponsorship

£695 +VAT

Have your brand aligned with the all important judging day which is attended by all judges and finalists (approx 200 people across one day)

Entitlements include:

- Your logo to be included on all materials relating to the judging day.
- Your logo to be included on dedicated signage at the judging day.
- Promotional materials distributed in the waiting area

Competition

£995 +VAT

Looking for a way to capture data from the evening? Add a competition package to your booking. ***Please note there is a limited number of competitions we can run on the evening and these will be offered on a first come first serve basis.***

Entitlements include:

- The draw will take place following the dinner and prior to the awards presentation, with the prize being handed out to the winner on the evening.
- Your company are to supply the prize and the entry forms*
- Following the prize draw, all entry forms will be given to your organisation
- Opportunity to promote your competition via the NEMA 2025 LinkedIn feed

**Entry forms must comply with GDPR guidelines*



About the Awards

The Awards dinner will take place on **Thursday 4th December 2025** at **Vertu Arena**. The evening is a black tie event which includes a welcome reception, three course meal and the awards ceremony.

Evening Schedule:

- 18.30 Arrival Drinks
- 19.15 Call for Dinner
- 19.40 Dinner commences
- 21.20 Awards
- 22.30 Entertainment & Band
- 01:00 Event finishes

Categories

- Rising Star of the Year
- Marketer of the Year
- Marketing Leader of the Year
- Campaign of the Year (Agency) - Budget under £50K
- Campaign of the Year (Agency) - Budget over £50K
- Campaign of the Year (In-House)
- Not for Profit Campaign of the Year
- Brand Creation of the Year
- Best use of Social Media
- B2B Product Launch of the Year
- B2C Product Launch of the Year
- In-House Marketing Team of the Year
- Agency of the Year (Under 20 employees)
- Agency of the Year (Over 20 employees)
- Outstanding Achievement Award

Contact

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