

#NewMR

Sponsorship Opportunities – 2019

We have four great sponsorship opportunities for you and your organisation. All of the packages run for 12 months from the time of booking and include a variety of benefits:

- Diamond Package - \$6,800
- The Gold Package - \$3,200
- The Silver Package - \$1,500
- The Platinum Package - \$12,500

In addition, there are a number of *a la carte* options that can be added to any of the packages, as and when needed.

Here is an example of the front page of NewMR.org showing some of our 2018 sponsors.

The screenshot shows the #NewMR website front page with a navigation bar containing links for Home, Blog, Events, Play Again, eXhibition, and Festival of NewMR, along with a search icon. The main content area features a large banner for a webinar titled "Looking Forward" on 11 December 2018, with session details for London, Singapore, and New York. Below the banner is a paragraph of text about the webinar's focus and speakers, and a link to access slides and recordings. To the right of the banner are three vertical sponsor logos: netquest, UNIVERSITY OF GEORGIA MR II MARKET RESEARCH INSTITUTE INTERNATIONAL, and P2 SAMPLE POWERFULLY PROGRAMMATIC. Below the webinar banner is a call to action for speakers for the 2019 Festival of NewMR, with a link to the festival page. In the center, there is a video player thumbnail for "Visual Design Foundations for Researchers" by Karen Smith from Shine Insight. The bottom right corner features the P2 SAMPLE logo.

The Packages

The sections below list all of the packages, followed by the *a la carte* options. Note, we are open to innovative ideas to maximise your return on the package.

The Diamond Package – \$6,800

The core elements of the Diamond Package are:

- An advert on the [NewMR website](#).
- Logos on all NewMR events and shout-outs at events.
- 18% discount on the price of *a la carte* items.
- Monthly industry update newsletter.
- Quarterly trends webinar.
- The chance to speak at one NewMR event.
- The chance to chair a webinar or appear in a panel discussion.
- Support for your activities (up to 2 activities per month, we support via social media and our newsletter).
- Collaboration on an eBook, up to 3000 words (we provide the words, you do the desktop publishing).
Or, a content-marketing project of a similar size.
- Your choice of:
A NewMR commercial webinar ([see this example with Conjoint.ly](#)).
Or, Ray Poynter to present at one of your webinars.
OR, up to 8 hours of consultancy with Ray Poynter.

The Gold Package – \$3,200

The core elements of the Gold Package are:

- An advert on the [NewMR website](#).
- Logos on all NewMR events and shout-outs at events.
- 15% discount on the price of *a la carte* items.
- Monthly industry update newsletter.
- Quarterly trends webinar.
- The chance to speak at one NewMR event.
- Support for your activities (1 activity per month, support via social media & our newsletter).
- Your choice of:
A NewMR commercial webinar ([see this example with Conjoint.ly](#)).
Or, Ray Poynter to present at one of your webinars.
OR, up to 5 hours of consultancy with Ray Poynter.

The Silver Package – \$1,500

The core elements of the Silver Package are:

- An advert on the [NewMR website](#).
- Logos on all NewMR events and shout-outs at events.
- 10% discount on the price of *a la carte* items.
- Monthly industry update newsletter.
- Quarterly trends webinar.

The Platinum Package – \$12,500

The core elements the package includes are:

- Everything in the Silver, Gold and Diamond Packages
- 20% discount on the price of *a la carte* items.
- First and loudest mentions on all content
- A significant package for example:
A joint report, or a series of webinars, or consulting time, or training and advice.

Attendee/Registration Lists from NewMR Webinars

Note, in the past these lists have been included in the standard packages. However, with the advent of GDPR our costs in processing these have risen and we have moved the option to receive these lists to the individual items listed below.

The A La Carte Menu

The following items are available to sponsors.

- **Registration lists from NewMR's topic webinars – \$2,000**
These lists relate to all webinars except those conducted for an individual sponsor. The lists include those who agree to have their details shared with sponsors (typically about 30% of attendees).
- **Bespoke Webinar, client presenting \$2000**
You create the webinar, we host and promote it. Although this is a commercial webinar, it can't be too salesy.
- **Bespoke Webinar, Ray presenting \$3000**
We jointly create the webinar and Ray presents or co-presents. We can host the webinar or you can host it. Although this is a commercial webinar, it can't be too salesy.
- **EBook \$5000**
We write (or co-write) the text (between 2,000 and 4,000 words), after discussing the brief with you. You are responsible for the artwork and layout of the book.
- **EBook and Webinar \$6000**
As well as creating an eBook we also host a webinar on the same topic.
- **White Paper \$2000**
We write or co-write the paper with you. The format will be suitable for an article, blog post, or downloadable white paper.
- **Consultancy Hour \$800**
One hour discussing any topic of your choice.
- **Guest blog \$400**
Subject to the post not being too salesy, you write the post, we will host and promote it.
- **Review Conference Synopsis \$700**
Send us your draft synopsis and we'll review it and make suggestions to improve it.
- **Review Conference Presentation \$2000**
Send us your draft presentation and we'll review it and make suggestions to improve it.
- **Review your conference paper \$4000**
Send us your draft paper and we'll review it and make suggestions to improve it.
- **Review your social media brand \$3000**
Let us review your existing profile and activities and we will suggest a plan of action for improving your impact.

Want to Book a Sponsorship Package?

To book a package, to chat or ask questions contact sue.york@newmr.org.

Terms and Conditions

- NewMR is owned and operated by The Future Place, 38 South View Road, Nottingham, NG4 3QL, UK.
- All prices are quoted in US Dollars.
- The sponsorship runs for a 12-month period from commencement.
- If you are a UK company, VAT will be added to the bill. If you are in the EU but outside the UK VAT will be added to your bill UNLESS you provide us with your VAT number. If you are outside the EU VAT region there will be NO VAT added.
- Unless otherwise agreed, we would appreciate prompt payment.