

Kent Branch Sponsorship Opportunities

What is the Chartered Institute of Marketing?

As the world's largest organisation for professional marketers, the Chartered Institute of Marketing (CIM) plays a key role in training, developing and representing the profession. It has approximately 55,000 members worldwide, a third of which live, work or study in the South-East of England.

It is the only marketing professional body who can award 'chartered' status on its members, with around 5,000 individuals qualifying for this globally, approximately one-fifth of these live or work in the South-East. Chartered status is the mark of an up to date, experienced and qualified marketing professional. It means that they take their professional development seriously and are in the best position to help their company grow profitably.

Introducing the Kent Branch of the CIM

Branches are the local point of focus and contact for CIM members, enabling them to meet, share information and exchange views and opinions on current developments with fellow marketing professionals at all stages of their careers.

Kent is home to approximately 1,000 CIM members, of which around 10% possess chartered status. Throughout the year the branch organises a range of events all of which have the aim of giving members, and non-members with an interest in marketing, the opportunity to exchange ideas and network with likeminded professionals.

If you would like to raise your profile with this key audience, grow your business or make new connections, supporting the CIM Kent Branch may be an ideal route.

The different types of support

1. Speaking

If you have an interesting case-study, a new take on an existing practice or can help our members' professional development in any way we would be interested to hear from you. We run events throughout the year which are promoted through dedicated e-mails and inclusion in a members' events directory. Speaking at one of these could be exactly what your business needs.

2. Advertising

The branch has a number of media outlets which your company can make use of, including a website (www.cimkent.co.uk) and a quarterly members' newsletter which is e-mailed in PDF format to all Kent CIM members. Some opportunities include:

Banner advertisement on www.cimkent.co.uk (eight week period)	£	50.00
Advert in CIM Kent Branch newsletter (¼ page, one insertion)	£	250.00
Advert in CIM Kent Branch newsletter (10mm column, one insertion)	£	100.00
Company showcase on www.cimkent.co.uk (quarterly)	£	250.00

The above examples can be tailored to provide a bespoke package, should this be of interest. Please e-mail sponsorship@cimkent.co.uk for more details

3. Marketing Services Partner

As a marketing services partner you would be able to align your company with the CIM brand. Each company receives:

- A free place at all CIM Kent Branch events.
- 250 words on the CIM Kent Branch website about your company/organisation, including your logo and website address.
- A banner advert on Kent CIM website
- A logo on all printed material.
- Opportunity to display company marketing materials at each event.
- 250 words editorial in the CIM Kent Branch newsletter, including your logo and website address.

Current marketing services partner opportunities include:

Mailing house sponsor: The sponsor covers the cost of inserting and distributing (including second class postage) the mailing contents (usually an A5 event leaflet, letter and inserts) relating to the current events programme. This would be to approximately 1,000 Kent Branch members.

4. Venue Partner

Showcase your venue to the South-East region's marketing professionals. Each venue partner would receive:

- 250 words on the CIM Kent Branch website about your company/organisation, including your logo and website address.
- A banner advert on Kent CIM website
- A logo on all printed material.
- Opportunity to display company marketing materials at each event.
- 250 words editorial in the CIM Kent Branch newsletter, including your logo and website address.

In return, the partner would provide a venue suitable for approximately 50 delegates laid out in cabaret style (excluding the Kent Annual Marketing Lecture and informal networking events), with audio-visual equipment on hand, water/refreshments on the table and have catering on-site.

Venue partnerships for the Kent Annual Marketing Lecture and networking events can be individually discussed. Register your interest by e-mailing sponsorship@cimkent.co.uk

Something we've not considered?

If there is something we've not considered, please e-mail sponsorship@cimkent.co.uk and let us know how we can help. Packages can be designed upon request.