



# MRII SPONSORSHIP

[www.mrii.org](http://www.mrii.org)



# BECOME AN MRII SPONSOR

## BE A LEADER IN DRIVING MARKET RESEARCH AND INSIGHTS EXCELLENCE

At MRII, we have but one mission: to provide the foundational excellence for market research and insights success by building the skills needed today and for the future.

Be part of that mission. Join our lineup of industry leaders who help support us as a sponsor.

MRII, in conjunction with The University of Georgia, is the leading provider of professional development courses designed *by* the insights industry *for* the insights industry.

Our Principles Express and Principles of Marketing Research courses have impacted the career trajectories of more than **10,000 research** and insights professionals from more than **111 countries**.

As a sponsor, you can highlight your company's commitment to insights excellence among the practitioners and users we serve. In doing so, you will become part of a select group of existing MRII sponsors, representing market research and insights industry leaders.

We offer a range of ways in which you can connect with our audience and enhance your equity as an industry leader.

MRII is a not-for-profit 501 (c) 3 organization funded partly through sponsor companies at the apex of the insights industry and stewarded by a volunteer board of directors comprised of thought leaders from leading research companies, brands, and academia.

Let us set a time to discuss MRII, how sponsorship can fit with your priorities, and outline the benefits you can realize.

Contact Ed Keller, Executive Director: [ed@mrii.org](mailto:ed@mrii.org)

# SPONSORSHIP OPPORTUNITIES

MRII offers multiple sponsorship opportunities to best meet your individual needs.

## LEADERSHIP CIRCLE

Our highest tier of sponsorship, introduced in 2023, members of our Leadership Circle get the topmost visibility. Meet regularly with MRII leadership to learn what is new and emerging for MRII and give input and guidance to bring new ideas and surface needs consistent with the MRII mission.

## AWARDS SPONSORSHIP

We have two awards, the MRII Diversity Award, and the Reg Baker MRII Award.

The MRII Diversity Award is for US-based individuals from under-represented groups who want to enhance their market research and insights skill set. The Reg Baker MRII Award is for candidates who contribute positively to the profession of insights, analytics, and market research, plus a financial need with limited or no employer financial support.

Awards sponsors help us raise the visibility of these awards to ensure our applicant pools are as vast and diverse as possible and the winner's stories are actively promoted.

## COURSE SPONSORS

MRII | UGA offers online courses that learners can take as part of an integrated curriculum via the Principles of Market Research, covering 13 topics of the Market Research Core Body of Knowledge (MRCBOK), or by signing up for any of these 13 courses individually via Principles Express. Each of the 13 courses has a sponsor whose name is featured prominently when learners access the curriculum. Sponsor support enables us to keep the course fresh and up-to-date as the industry evolves.

## CURRICULUM DEVELOPMENT

MRII's mission is to educate the market research industry on research fundamentals. Today's rapidly changing marketplace requires continuous attention to a changing definition of what is fundamental and how to inform practitioners best. The Curriculum Development Sponsors, introduced in 2023, provide funding to help MRII keep our curriculum current and always at the leading edge of excellence.

## FRIENDS OF MRII & SUPPORTERS

New in 2023, Friends of MRII is for companies that wish to support the mission of MRII without the financial investment of other tiers of sponsorship. Support for our mission at any level is always welcomed.

# SPONSORSHIP BENEFITS

As a sponsor, you will receive broad exposure among the industry through a variety of MRII channels and communications, including highlighting your brand on the website, promotion via email to our more than 19,000 subscribers, during our highly attended webinars with ESOMAR, visibility across our social media channels and at the trade shows where we exhibit, and more. Benefits include:



**Educate the next generation of market research practitioners**



**Highlight company branding on promotional websites**



**Expose your brand at leading global conferences each year**



**Cross-promote your webinars, white papers, appearances, and blog posts**



**Feature your brand in conjunction with ESOMAR and CRIC webinars ~10/year**



**Continuous visibility across all MRII social media channels**



**One email/year showcasing your company to a mailing list of 19,000+ subscribers**



**Your logo and company description will appear on MRII website**



**A tax-deductible contribution**

***And more!***

Images: Flaticon.com

# MRII SPONSORS



## SPONSOR TESTIMONIALS

"Sawtooth Software is proud to be an MRII sponsor since 2010! We strongly support MRII's mission of educating the market research and insights community in the core fundamental skills of our profession to create a solid foundation for success. As the growing demand for market research insights creates a rapid influx of new people into our profession, the need for MRII's training and education curriculum has never been greater.

Additionally, we believe the visibility we get within the industry as an MRII sponsor is a major benefit to us. This includes brand awareness as each learner who takes the Advanced Analytical Techniques course sees our name as the course sponsor, participating in a very well-attended global webinar convened by MRII and ESOMAR earlier this year (that I was invited to lead!), the visibility we receive at trade shows where MRII exhibits, and more.

We are proud of our association with MRII and look forward to continuing to support their mission."

**Brian K. Orme, CEO & President**  
Sawtooth Software

"MRII offers market research and insights professionals the unique opportunity to further the impact they have on our industry. Time and again, Full Circle is proud to sponsor their efforts because enriched talent benefits us all. MRII's inclusive and innovative approach aligns with our values and cultivates the educated, proactive experts necessary for our industry to thrive."

**Adam Weinstein, Co-CEO**  
Full Circle Research

"Suzy is proud to partner with MRII. This collaboration allows us to take our educational offerings, specifically Suzy Academy, to the next level, setting new industry standards for qualitative research and beyond. We believe that our shared expertise will help researchers across industries conduct more effective and impactful research, ultimately leading to stronger connections with their customers."

**Marina Ilishev, SVP, Product Marketing**  
Suzy

# SPONSOR TESTIMONIALS

"MRII is an important organization in our industry that has trained MR professionals for years and is dedicated to maintaining excellence in our industry. MRII has partnered with the UGA to offer a Principles of Market Research that has helped train and develop several young market research professionals at Adelphi. Further, MRII offers several webinars to further upskill and share knowledge among market research professionals in the industry. Adelphi Research is committed to the growth of talent in our organization and is grateful to the work MRII has done to broaden and deepen the talent pool. Adelphi Research is a proud sponsor of MRII for over 10 years due to their commitment to the education of market research professionals."

**Ratna Wynn, President, US**  
Adelphi Research

"I've been involved with MRII as a Board member, President and Committee Chair for a long time, and I continue to be energized by the cutting edge thinking, innovation and collaboration that emanates from the group. It's a source of pride to be at the center of developing and evolving the content and delivery systems that are educating the next generation of leaders in the insights industry.

As my company has grown it's only fitting that we now extend our commitment to this future as a sponsor. These continue to be fluid times of seismic change within our industry, and supporting MRII insures that the program can advance the thinking that enables us to navigate through this change by providing the foundational skills necessary for success."

**Jon Last, President**  
Sports and Leisure Research Group

"Sponsoring MRII is the most selfish thing that we do at Ypulse.

Our entire research team has taken the Principles of Market Research (POMR) course. We find that our researchers are more confident in their understanding of our art and trade after taking the POMR course, ensuring that the research that we produce is of the highest quality and value. This in turn results in satisfied and loyal clients who more than cover the cost of the courses and salary increases.

We're always looking for new team members. Also, our MRII sponsorship has resulted in some current and potential clients knowing how dedicated we are to quality."

**Dan Coates, President and Co-founder**  
Ypulse

"MMR Research is thrilled to assist the next generation of market researchers in moving this industry forward. We feel that our sponsorship of the "Emerging Methods and the Future of Market Research" module is a great way to share something of great value to us with others."

**Shelly Ray, VP – Client Relationships**  
MMR Research Associates