

# 2024-2025 ANNUAL PARTNERSHIPS & BRAND OPPORTUNITIES

Providing Brand Visibility from July 1, 2024 - June 30, 2025

— DEADLINE TO BECOME A 2024-2025 PARTNER IS JUNE 5, 2024 —



**INCREASE YOUR BRAND EXPOSURE AND HELP THE IMA PROVIDE THE LATEST EDUCATION, INDUSTRY RESEARCH & CORPORATE OUTREACH.**

Incentive Marketing Association (IMA) Annual Partners play an important role in helping the IMA provide events, publications and research that keep industry trends and new ideas at the forefront of incentive business.

As an Annual Partner you receive valuable brand visibility and a cost-effective opportunity to position your organization as an industry leader and advocate. See below for a full list of partnership opportunities and benefits.

In recent years, support by Strategic Partners has helped IMA fund research studies, a website SEO audit, education, tradeshow visibility, advertising and corporate outreach to bring customers to our members, Summit education initiatives and more!

We appreciate your support! Your partnership helps the IMA provide research and innovation to advance incentive industry growth.

## INCENTIVE MARKETING ASSOCIATION SNAPSHOT:

- ✓ Over 600 members located in more than 30 countries
- ✓ More than 390 companies
- ✓ All incentive industry segments
- ✓ Gift cards, merchandise, travel and solution providers
- ✓ U.S. & international chapters



# ANNUAL PARTNERSHIPS

	<b>PREMIER</b> <b>\$10,000</b> (Value \$15,000)	<b>NEW! RESEARCH PARTNER</b> <b>\$8,000</b> (Value \$10,000)	<b>CONTRIBUTING</b> <b>\$5,000</b> (Value \$7,750)	<b>SUPPORTING</b> <b>\$3,000</b> (Value \$3,750)
<b>IMA WEBSITE</b>				
<b>Rotating banner on IMA homepage</b> Company logo with link to company website with recognition of IMA Annual Partner level.	✓	✓	✓	
<b>Web ad (excluding home page)</b> Advertisement on rotating banner web ads will link to your website and show in full color. Web ads rotate on the right rail of the IMA website, appear on all pages (not including homepage), and run from July 1, 2024 - June 30, 2025.	✓	✓	✓	
<b>Annual Partner Logo</b> Your logo displayed as Annual Partner in rotation on IMA website home page, with a hyperlink link to your designated company website page.	✓	✓	✓	✓
<b>SHARE YOUR SUPPORT OF IMA</b>				
An IMA Annual Partner recognition logo for you to display on your website.	✓	✓	✓	✓
<b>IMA NEWSLETTER - FAST TAKE</b>				
Your logo displayed as an IMA Annual Partner at your level in the bi-monthly IMA Fast Take newsletter. (logo click through to their site)	✓	✓	✓	
<b>THE INCENTIVE RESOURCE GUIDE</b>				
Four-color advertisement (linked to your website on digital version); PDF will be hard copy. Distributed to IMA members and to potential customers at industry shows. (8 total)	1/2 Page*	50% off purchase of Incentive Resource Guide Ad*	1/4 Page*	
*Ads must be received by June 5 to be included in the Incentive Resource Guide				
Recognition page of Annual Partners and Research Supporters in resource guide. Commitment & logo must be received by June 5, 2024.	✓	✓	✓	✓
Recognition in the Research Supporter write-up included in the Incentive Resource guide (digital version).		✓		
<b>COMPANY SHOWCASE</b>				
30 minute webinar to IMA membership to show a demo, present new products, conduct a live Q&A, or whatever you like! IMA will provide 2 promos and one social media post promoting your showcase and will also be featured in the IMA Fast Take Newsletter. We provide a registration link you can send to your contacts to attend. Recording will be provided and shared on IMA website.	✓			
<b>VIRTUAL EDUCATION</b>				
Recognition slide of Annual Partners & Research Supporters included in virtual webinars held throughout the year. (does not apply to Company Showcases)	✓	✓	✓	✓
<b>IMA SOCIAL MEDIA</b>				
Thank you shout-out on IMA social media through out the partnership term of July 1, 2024 - June 30, 2025.	6	4	3	2
<b>IMA SUMMIT</b>				
Company logo on rotating PPT slide of Annual Partners. This slide is displayed during all general session events throughout the conference. Company logo on Annual Partners sign near registration desk throughout the conference. Verbal recognition from the podium during the IMA Annual Meeting.	✓	✓	✓	✓



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<b>INDUSTRY RESEARCH*</b>				
Company logo included on promotion of published research results via social posts, email communications, newsletter and press releases distributed by IMA, SIGs and Chapters.		✓		
Recognition in IMA news release for the published research results.		✓		
Inclusion in the Research Supporter write-up highlighting supporting companies. The write-up will include supporter companies' logos, descriptions and URL provided. Additionally, the write-up will include an abstract of the research project and terms of Research Supporter funds. It will be included on IMA, SIG, and Chapter website pages featuring the research results, related email communications and research promotions.		✓		
Company will receive early access to results prior to publication to the IMA membership.		✓		
Company will receive access to the full research results for their full organization (regardless of the individual's membership status) and can share with organization's clients.		✓		
Recognition as Research Supporter on a homepage banner ad promoting Research Results included on IMA, SIGs and Chapters homepages.		✓		



# A LA CARTE OPPORTUNITIES

If an IMA Annual Partnership is not the right fit for your company, IMA is excited to offer a la carte options to support the IMA and increase your Brand's awareness among IMA members and within the greater incentive industry. These options provide brand visibility from July 1, 2024 - June 30, 2025.

- **WEBSITE AD | \$500**

Advertisement on rotating banner web ads will link to your website and show in full color. Web ads rotate on the right rail of the IMA website, appear on all pages (not including homepage), and run from July 1, 2024 - June 30, 2025. Ad artwork and company URL due by June 24, 2024.

- **THE INCENTIVE RESOURCE GUIDE | \$1,000**

Quarter-page four-color advertisement (linked to your website on digital version); PDF will be hard copy. Distributed to IMA members and to potential customers at industry shows. (Limited to 1 per company, 8 available total). Ad artwork and company URL due by June 5, 2024.

- **COMPANY SHOWCASE | \$3,000**

30 minute webinar to IMA membership to show a demo, present new products, conduct a live Q&A, or whatever you like!

IMA will provide 2 promos and one social media post promoting your showcase and it will also be featured in the IMA Fast Take Newsletter. We provide a registration link you can send to your contacts to attend.

Recording will be provided and shared on IMA website.

- **NEW! - RESEARCH SUPPORTER | \$1,500**

Company logo included on promotion of published research results via social posts, email communications, newsletter and press releases distributed by IMA, SIGs and Chapters.

Inclusion in the Research Supporter write-up highlighting supporting companies. The write-up will include supporter companies' logos, descriptions and URL provided. Additionally, the write-up will include an abstract of the research project and terms of Research Supporter funds. It will be included on IMA, SIG, and Chapter website pages featuring the research results, related email communications and research promotions.

Recognition page of Annual Partners and Research Supporters in resource guide. (Commitment & logo must be received by June 5, 2024)

- **SUPPORT THE IMA SUMMIT!**

Learn more about event sponsorships available at the 2024 IMA Summit by visiting the IMA website [here](#).

SPONSORSHIP DEADLINE FOR PREMIER, CONTRIBUTING AND SUPPORTING LEVELS:

**JUNE 5, 2024**



**COMPLETE THE ONLINE APPLICATION [HERE](#).**

Contact [info@incentivemarketing.org](mailto:info@incentivemarketing.org) with any questions.