



Nigerian Marketing Awards®



# SPONSORSHIP PROPOSAL 2026

REIMAGINE MARKETING

THE JEWEL AEIDA, LEKKI, LAGOS  
21 NOVEMBER 2026

APRIL  
2026



This is to certify that the:

**NIGERIAN MARKETING  
AWARDS®**

Have met the criteria necessary to earn the:

**AWARDS  
TRUST MARK  
ADVANCED**

Awarded by

**THE INDEPENDENT AWARDS  
STANDARDS COUNCIL**

Valid from: 18/09/2025

Until: 17/09/2026

**CHRIS ROBINSON**

Co-Founder, The Independent Awards  
Standards Council  
Managing Director, Boost Awards

## FIVE YEARS AGO, WE SET OUT TO REDEFINE MARKETING EXCELLENCE

In 2022, the **Nigerian Marketing Awards®**  
was founded on a simple but powerful  
idea:

That marketing excellence in Nigeria  
deserves a platform defined by  
credibility, transparency, and global  
standards.

Five years later, that vision has evolved  
into a national benchmark for marketing  
recognition.

# A LANDMARK. A LEGACY. A MOVEMENT.

In 2026, the Nigerian Marketing Awards® celebrates five remarkable years of redefining excellence in marketing.

What began as a bold vision has become:

- Nigeria's most credible marketing awards platform
- Internationally accredited (UK Independent Awards Standards Council Trust Mark)
- Endorsed by ARCON, NIMN, AAAN, EXMAN, OAAN and NIPR.
- A gathering of the industry's most powerful decision-makers

The 5th Anniversary is not merely another awards night.





## THE 5TH ANNIVERSARY IS MORE THAN A CELEBRATION.

It represents:

- Five years of industry transformation
- A growing community of leading brands and professionals
- A platform that continues to shape the future of marketing in Nigeria

This is a moment the industry will pay attention to.

# A STRATEGIC OPPORTUNITY FOR CATEGORY LEADERS

This is more than visibility.  
It is an opportunity to:

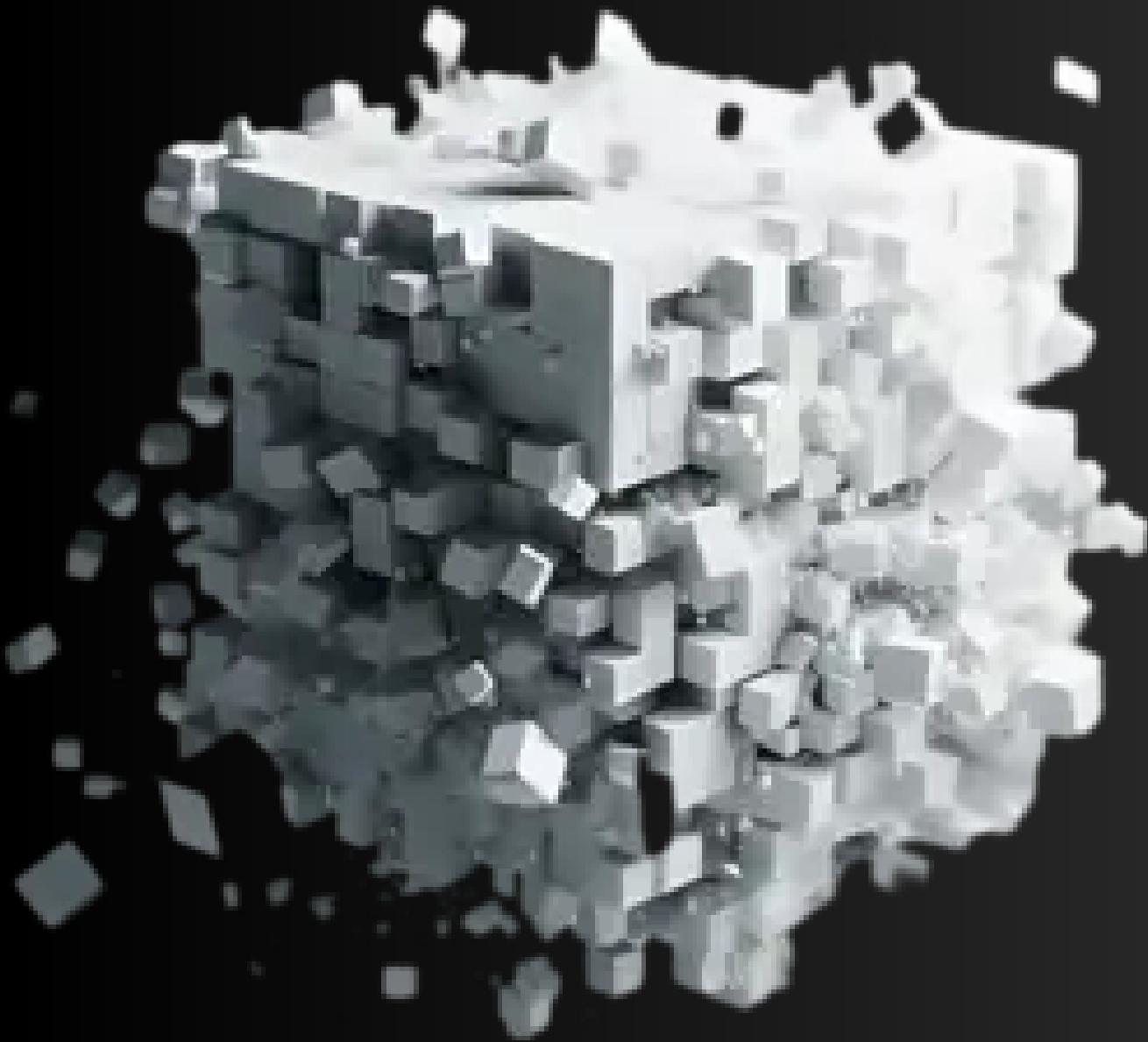
- Position your brand at the center of marketing excellence
- Engage directly with decision-makers who shape markets
- Strengthen your leadership position in your category
- Align with a platform defined by credibility and prestige



## THEME 2026: REIMAGINE MARKETING

As technology, data, and consumer behaviour continue to reshape the landscape, marketing must evolve. This theme challenges brands and leaders to:

- Rethink how they connect
- Reinvent how they engage
- Lead with innovation and relevance



## AMPLIFIED VISIBILITY ACROSS MULTIPLE PLATFORMS



Sponsors will benefit from:

- High-impact event and stage branding
- Extensive digital and social media amplification
- Strong PR and media coverage
- Direct engagement with industry stakeholders

Ensuring both reach and relevance

# Benefits of Partnering with NMA

## Unlocking Strategic Opportunities



### Unparalleled Exposure

Align your brand with excellence and innovation in marketing, gaining exposure to a targeted audience of industry leaders, professionals, and potential clients.

### Brand Association

Associate your brand with one of the most prestigious events in the marketing industry, enhancing your credibility and reputation

### Extensive Media Coverage

Benefit from extensive media coverage before, during, and after the event, with coverage across print, online, and social media platforms.

### Customised Brand Activation

Showcase your products and services through customized brand activations, ensuring maximum visibility and engagement.

## **STRATEGIC PARTNERSHIP OPPORTUNITIES**

**A RANGE OF PARTNERSHIP OPTIONS  
DESIGNED TO SUIT DIFFERENT STRATEGIC  
OBJECTIVES:**

Title Sponsor (Exclusive)  
Platinum Sponsor  
Gold Sponsor  
Category Sponsor  
Live Stream Sponsor  
After Party Sponsor  
Advert in Programme Booklet

Each offering a unique level of visibility  
and engagement

## TITLE SPONSOR (N100M)

# A UNIQUE OPPORTUNITY FOR ONE CATEGORY- LEADING BRAND TO OWN THE 5TH ANNIVERSARY EDITION OF THE NIGERIAN MARKETING AWARDS®

### *What Your Brand Gains:*

- *Naming rights: “Nigerian Marketing Awards® 2026 in association with [Brand]”*
- *Top-tier logo placement across all event, media, and digital platforms*
- *Opening or keynote speaking opportunity at the Awards*
- *Premium visibility across PR and media coverage, including interviews and features*
- *Full brand integration across the event experience*
- *Maximum stage and venue branding presence*
- *Feature in 5th Anniversary documentary and official content*
- *3 VIP tables with premium guest access*

### **STRATEGIC VALUE:**

This partnership positions your brand at the center of marketing excellence in Nigeria, aligning you with a platform defined by credibility, influence, and industry leadership.

## **PLATINUM SPONSOR (N80m)**

- Prominent logo placement across key event and media platforms
- Opportunity to present a major award category
- Inclusion in PR, media coverage, and digital campaigns
- Strong brand presence across event venue and assets
- Participation in selected industry engagements
- 2 VIP tables with premium guest access

## **GOLD SPONSOR (N50m)**

- Strong logo visibility across event materials and digital platforms
- Opportunity to present an award category
- Inclusion in publicity, media mentions, and event communications
- Brand presence within the event environment
- 1 VIP table with networking access

## **CATEGORY SPONSOR (N20m)**

- Exclusive association with a specific award category
- Opportunity to present the category award on stage
- Brand mention in category-related publicity and digital content
- Category-linked branding at the event
- 1 table with access to targeted audience

**LIVESTREAM PARTNER**  
**N10m**

**AFTER PARTY SPONSOR**  
**(N10m)**

- Branding across digital broadcast and online platforms
  - Visibility to extended virtual audience
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- Exclusive branding of post-event experience
  - High engagement with premium audience

## **BESPOKE PARTNERSHIP**

**DEFINED IN COLLABORATION WITH PARTNERS,  
WITH SCOPE AND INVESTMENT TAILORED TO  
STRATEGIC OBJECTIVES**

- Official Creative Partner
- Official Events Partner
- Guest Goody Bags Partner
- Official Bank
- Official Hotel
- Official Drink
- Official TV Station
- Official Radio Station
- Official Newspaper

# **AWARDS NIGHT PROGRAMME BOOKLET**

## **ADVERTISEMENT RATES**

|                   |   |               |
|-------------------|---|---------------|
| Double Spread     | - | N2,500,000.00 |
| Back Cover        | - | N2,500,000.00 |
| Inner Front Cover | - | N2,000,000.00 |
| Inner Back Cover  | - | N2,000,000.00 |
| Opposite IBC      | - | N1,500,000.00 |
| Opposite IFC      | - | N1,500,000.00 |
| Full Page (ROP)   | - | N1,000,000.00 |

## **VIDEO PLAYBACK DURING AWARDS**

|                    |   |               |
|--------------------|---|---------------|
| 30 Secs Commercial | - | N750,000.00   |
| 60 Secs Commercial | - | N1,500,000.00 |

# BE PART OF A DEFINING MOMENT

The 5th Anniversary of the Nigerian Marketing Awards®  
is not just a milestone.  
It is a statement about the future of marketing in Nigeria.

We invite you to partner with us to:  
Reimagine Marketing  
Lead the conversation  
Shape the future

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## Contact

|         |                                                           |
|---------|-----------------------------------------------------------|
| Phone   | +234 8034020883, +234 9150729593                          |
| Website | <a href="http://www.nma-ng.com">www.nma-ng.com</a>        |
| Email   | <a href="mailto:awards@nma-ng.com">awards@nma-ng.com</a>  |
| Address | Suite 201, AHCN Towers, CIPM Avenue, Alausa<br>CBD, Ikeja |