



# SPONSORSHIP OPPORTUNITIES WITH BIMA





# WHO IS BIMA?

## THE VOICE OF DIGITAL AND TECH

Our 6,000+ strong community of leaders, strategists, creatives and technologists is at the forefront of digital thinking and capability. So when you become a BIMA sponsor you align yourself with some of the UK's most exciting innovators.

[HOLLYHALL@BIMA.CO.UK](mailto:HOLLYHALL@BIMA.CO.UK)

**WEBINARS**  
**ROUNDTABLES**



## 'BIMA HANGOUT' ROUNDTABLES/WEBINARS

BIMA Hangouts are curated by our numerous councils, with contributions from acknowledged experts who provide the authoritative content, thought leadership and practical advice our community needs.

They attract up to 100 decision makers and senior influencers, with most events recorded and available online to continue generating many more views over time.

As a Hangouts sponsor, your brand and speaker can align themselves with a trusted source of expertise and be positioned as experts on the topic of choice. It's also a fantastic lead generation tool.

# £3-5,000

## THE SPONSORSHIP PACKAGE INCLUDES:

- Co-creating the event topic with a relevant BIMA Council
- The opportunity for a company representative to speak or present
- Co-branding of the event
- Your branding on all pre-marketing and communications
- Links to your website and relevant company information/offering in follow-up communications
- Contact information of registrants who have agreed for their data to be shared

# BEST PRACTICE GUIDES



We are trusted experts on topics ranging from inclusion & diversity and sustainability to immersive tech, data and agency growth. When our councils produce content, best practice guides and toolkits in these important areas, our members use them to inform their strategy.

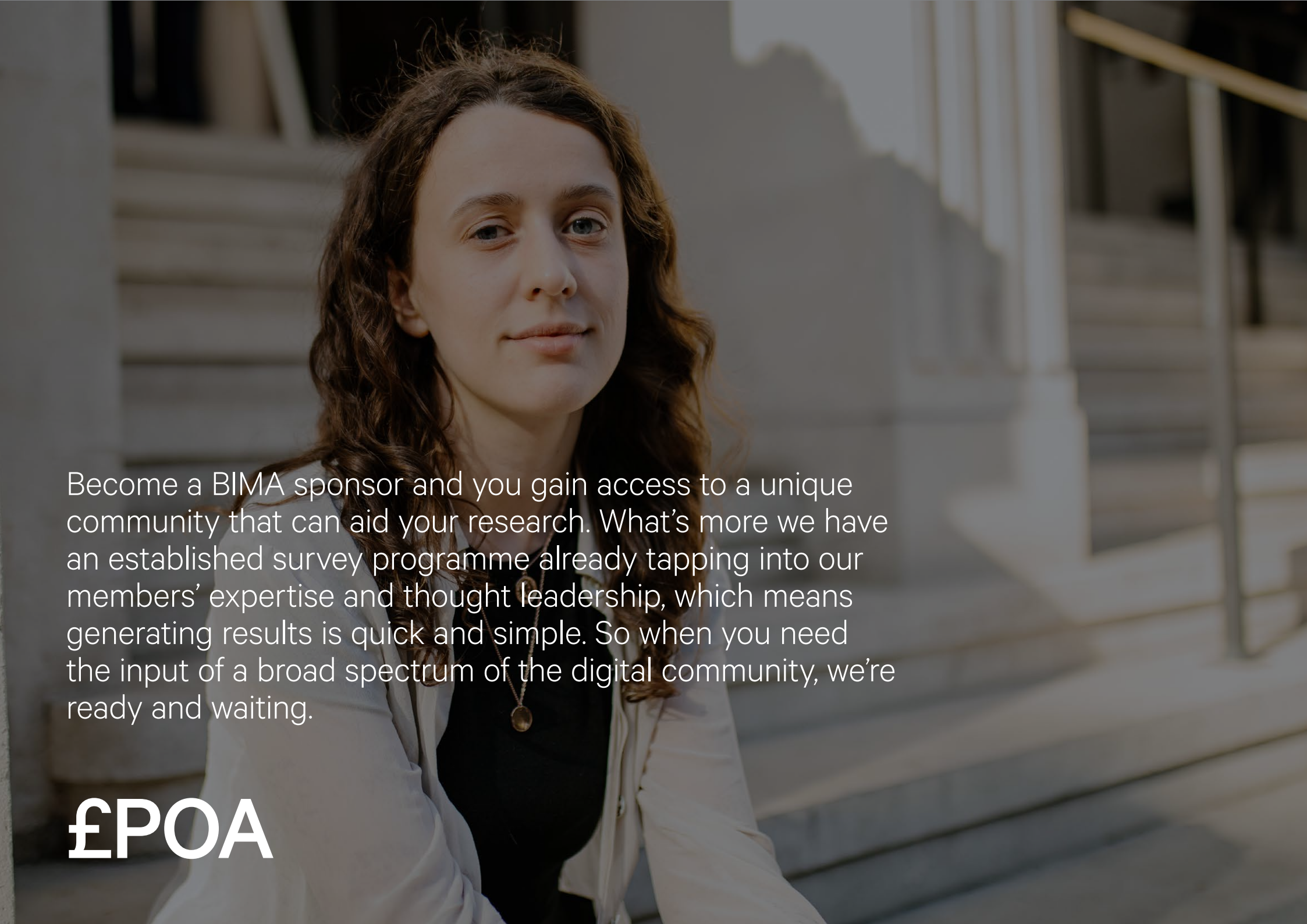
As a sponsor you have the opportunity to co-create these guides with our councils and associate your brand with authoritative insight and support.

**£7,000**

### THE SPONSORSHIP PACKAGE INCLUDES:

- Input into the content of the guide
- A foreword at the start of the guide alongside the Council Chair
- Co-branding of the guide
- Your branding on all marketing and communications
- Links to your website and relevant company information/offering included in the guide
- Contact information of those who have downloaded the guide and agreed for their data to be shared

**RESEARCH**



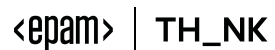
Become a BIMA sponsor and you gain access to a unique community that can aid your research. What's more we have an established survey programme already tapping into our members' expertise and thought leadership, which means generating results is quick and simple. So when you need the input of a broad spectrum of the digital community, we're ready and waiting.

£POA



# STRONGER TOGETHER

Just some of the companies involved.







To explore opportunities  
for your organisation,  
please contact:

[hollyhall@bima.co.uk](mailto:hollyhall@bima.co.uk)