



2024 SPONSORSHIP PACK



Sponsorship Pack 2024

The Real Media Awards celebrates efficacy and excellence across real media campaigns in both Australia and New Zealand.

From strategically developed campaign strategies to excellence in craft, creatively engineered packaging to omni-channel campaigns across all market sectors. From Supermarket Retail to Specialty boutiques, Property to Education and Tourism, Pharmacy to Fashion, the Real Media Awards has all sectors represented.

The original heritage of the Awards came from catalogue and letterbox with strong retailer and brand presence, the colloquially badged 'Catalogues', has evolved into one of the largest media marketing efficacy Awards programs in the country now celebrating and recognising all aspects of Retail Marketing and Consumer Branding.

Welcome to the premium industry awards that is the Real Media Awards. With participants from all of industry from producers to creatives, agencies to retailers, brands to publications. With some 400+ attendees in the 2022 Awards event and over 650 in the pre-COVID era, we are back and continuing our growth attracting insights and recognition from our top retailers and brands.

Entries are judged by a panel of 65 experts from across the industry and are announced at our prestigious annual awards gala - a formal gala event embracing the 'value' and 'timelessness' of our industry's marketing minds and creativity.

Join the sponsorship list and be part of the Real Media Awards 2024.

The very best brands
and retailers are
proud participants:

NOURISH // LOVATTS MEDIA TOTAL TOOLS
WORKWEAR GROUP NUTRIMETICS
KMART SJD GROUP THE BRAND AGENCY
FREEDOM SUPERCHEAP AUTO TBWA
BUREAU OF METEOROLOGY DAVID JONES
WOOLWORTHS ADAIRS RETAIL GROUP
GREAT AUSTRALIAN OUTDOORS JWT
DAN MURPHY'S PETER SHEPPARD
YAMAHA MUSIC AUSTRALIA MYER
KATHMANDU TARGET BEACON LIGHTING
AUTOBARN CHEMIST WAREHOUSE BMF
COLES DARRELL LEA MUSEUM VICTORIA
DIRECT CHEMIST OUTLET R.M. WILLIAMS
BUNNINGS AUSTRALIA POST MITRE10
THE SALVATION ARMY REPCO
ALDI ARB 4X4 ACCESSORIES FOODWORKS
PRICELINE VINTAGE CELLARS JANOME
OUR AGENCY CLEMENGER OFFICEWORKS
METCARH NARTA CHE PROXIMITY BIG W

Entrants, Finalists and Winners is received as a significant gong and credit to the retailers and brands success to their representation and marketing of their brands and campaigns. The Real Media Awards is highly esteemed, sought after and celebrated by all involved.

The crunchy data doesn't lie...

40-45

Categories across Australia and New Zealand

650

Attendees Pre Covid - rebuilding target to growth

65

Judges from across the industry. From producers to retailers, agencies, to brands. Designers to CMOs, Markets to Creative Directors

412

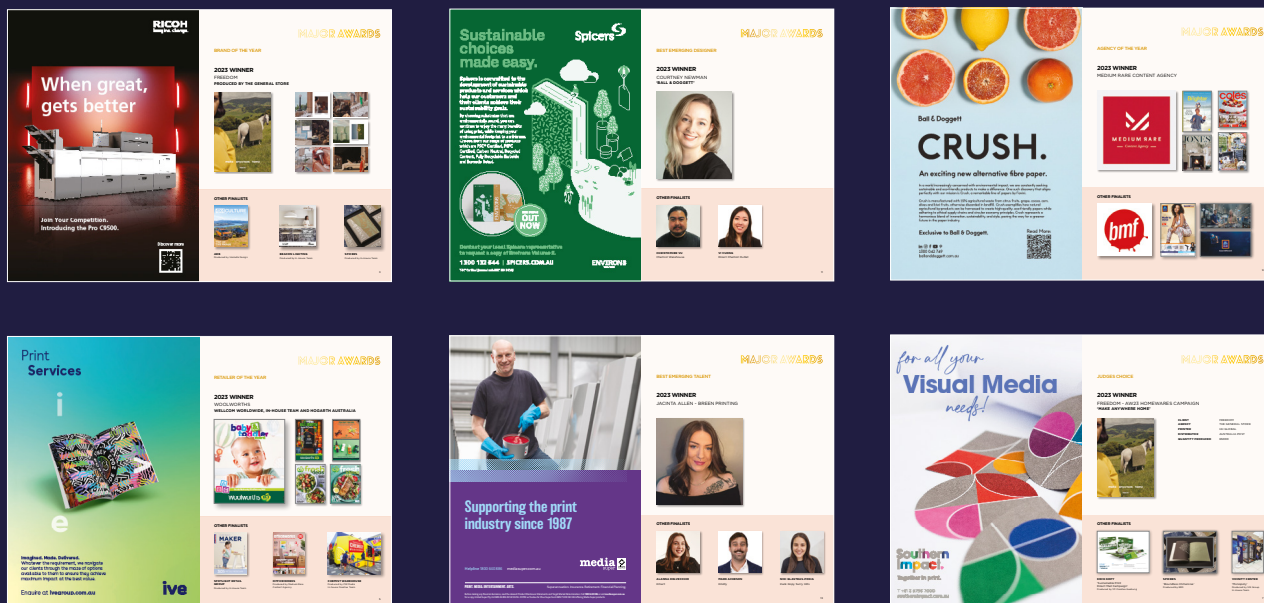
Entries Post Covid

400

Attendees Post Covid

678

Entries Pre Covid - rebuilding target to growth



RMA Winners Book

The Real Media Awards Winner's Book highlight's various adverts. The booklet is kept on record by audiences as well as held in the State Library Archives dating to each issue over thirty (30) years ago.

Sponsorship Packages

Sponsorship Packages offer entry-level all the way to a strategic partner with amplified messaging to your brand. Consider joining the celebration and be part of something your clients and prospects are proud of.

la REAL
MEDIA
AWARDS

2024





BRONZE

\$5,000

BENEFITS

- Sponsor logo throughout group collateral
- 1x advert (1/4 page) in Winners Book
- Sponsor logo throughout socials/EDM



SILVER

\$10,000

BENEFITS

- Sponsor logo throughout group collateral
- Sponsor logo throughout socials/EDM
- Category hero sponsorship
- 1x advert half page.
- Category call-out on night in AV



GOLD

\$15,000

BENEFITS

- Sponsor logo throughout group collateral
- Sponsor logo throughout socials/EDM
- Category hero sponsorship
- Category call-out on night in AV
- Category or/ MAJOR Award
- 1x full page advert



PLATINUM

BY NEGOTIATION

BENEFITS

- Sponsor logo throughout group collateral
- Sponsor logo throughout socials/EDM
- Category hero sponsorship
- Category call-out on night in AV
- Category or/ MAJOR Award
- 1x full page advert
- Social & EDM callout
- Priority Seating at event
- Category and Major Award



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