

mFAEX
effectiveness expo

mFA
awards

media for all

2019
sponsorship
proposal

about the 2019 program

For the past two decades, the MFA Awards have been celebrating the most innovative and inspiring media thinking in Australia. In today's landscape, however, with the speed and scale of disruption accelerating, there's a need for the MFA Awards to give our industry a voice and provide even greater value to our clients, partners and people.

“A great opportunity for our industry to collectively recognise the contributions we make to our clients and their businesses.”

Mark Coad, CEO, PHD Australia

To deliver on this ambition, we're expanding the scope of the MFA Awards with a new, all-day event leading into the evening awards ceremony: MFA EX (Effectiveness Expo). Both events will be held at Carriageworks on Thursday 17th October.

Both MFA EX and the MFA Awards will provide the platform to push our industry – and the work we produce together – to even greater heights: with the MFA Awards celebrating effectiveness and rewarding 'work that works'; and MFA EX educating and inspiring people to create the next piece of world-class 'work'.

We will deliver:

1. A focus on client outcomes driven by innovation in media
2. Unprecedented rigour and transparency in the judging process
3. A new daytime event to showcase effective work and thought leadership
4. A showcase gallery to inspire industry professionals across Australia

mfaEX

mfa
awards

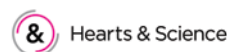
industry support

“The MFA board is excited to be supporting the revamped MFA Awards and introducing, MFA EX: Media For All. We’ve agreed on an agency shutdown to ensure everyone is there to learn from best practice and to celebrate the most creative, effective media thinking in Australia.”

Peter Horgan, CEO of Omnicom MediaGroup & MFA Chair



The MFA member base represents over 90% of all media billings placed by media agencies in Australia.



“Along with the re-envisioned Awards program, the new industry forum will see peers coming together for the first time, to learn, to be inspired and celebrate ‘Media For All.’

Toby Barbour, CEO, Starcom Australia



MFA EX: media for all

In a ground breaking first, Sydney agencies will be ‘shutting their doors’ on Thursday 17th October, in support of educating and inspiring the industry and beyond.

“This move is a great demonstration of agencies’ investment in their people, benefiting marketers and employees alike...”

Megan Brownlow, MFA Independent Director

Everyone in the industry will have the opportunity to attend the event - for a nominal fee – with our interstate agencies having the option to access the event via live-stream.

“We’re so excited to be part of this industry initiative and celebrate great work together.”

Virginia Hyland, CEO, Hyland

Fifteen hundred media professionals will be in attendance at this full day thought leadership event. MFA EX will kick off at 9am with an MFA panel discussion. Leaders within the industry will get together to discuss effective work and address the hot topics in the industry. The majority of the day will comprise of a series of agency best practice case studies, sponsor insights and MFA Inspiration X pitches.

The MFA Inspiration X pitches provide Inspirational young talent in the industry a platform to share their creativity and ideas. Successful candidates will take to the Carriageworks stage, engaging over one thousand of their peers, mentors and leaders.

“What a way to recognise excellence in our industry as an investment in our most important assets, our people, and showcasing and celebrating their great work! Looking forward to sharing this day with my team”

Melissa Fein, CEO, Initiative

Speakers and content will be carefully curated and selected by the independent MFA review committee, ensuring a diverse, engaging and broad scope of sessions and pitches. A number of networking/catering breaks will be in place throughout the day to encourage attendees to interact with each other, our sponsors and the finalist showcase exhibition.

MFA EX will positively impact the entire industry, not just the senior ranks who typically attend awards and events. MFA EX will be accessible for everyone, at every level; every function; and in every market.

MFA EX has the full support of the industry and truly is Media For All.

MFA awards

The MFA Awards are the pre-eminent Awards program in the advertising media communications industry in Australia. They attract 700 of the most influential players in the media community.

The core objectives of the MFA Awards are:

- To identify and reward individual excellence in the craft skills of media
- To recognise the importance of partnerships and collaboration to deliver the best results
- To showcase the effectiveness of industry best practice in media
- To demonstrate the value of effective media planning and buying
- To enthuse and inspire young talent toward even higher standards of achievement and professionalism in the industry
- To promote further understanding within the marketing and advertising industries of how media works and its role in the marketing mix
- To ensure the evolution of great media work recognises the need to deliver results

“MFA awards are the pinnacle of achievement in our client based work. All agencies and clients should crave them as the best of the best...”

Leigh Terry, IPG Mediabrands APAC



award categories

Featuring streamlined and more focused categories, the 2019 awards have been revamped, to ensure the most effective work and processes in the industry are being celebrated.

Outcomes

Brand impact
Business impact
Behaviour change
Long-term results

Execution

Content
Partnerships
Real-time marketing
Data & analytics
Innovation in media
Technology
Bravery

People & Community

Agency talent & culture
Media partner
Pro-bono/Cause marketing incentive
(In recognition of Pam Lane)
NGEN
Inspiration X
Industry contribution

Grand Prix

The Grand Prix is selected from the 'Outcomes' and 'Execution' category winners.
The recipient represents a case study the industry would be proud to be associated with as 'Best of Breed'.

“The Bohemians are in and look forward to celebrating the best of this great industry with you.”

Brett Dawson, CEO, Bohemia

major sponsor

**\$30,000
ex GST**

Sponsorship Package

Full Program

Logo to be included on MFA website
Logo included on screens at Launch events (in-house agency briefings nationwide)
Major Sponsor recognition in all pre-event marketing communication
Opportunity to enter awards at the reduced member-rate
Significant visual recognition on live judging day(s)
Representative to participate in judging panel (online/live)
Opportunity to provide branded/promotional material(s) at live judging day(s)
Significant branding at day and evening events
Opportunity to purchase additional tickets at member-rate for day and evening events
Logo on nominated display for finalist showcase at day and evening events
30 second promotional TVC to be played in the networking space (no sound)
Oral citation during welcome address at day and evening events
30 Second TVC to be hosted on the MFA website post event (2-week duration)
Logo included in post-event 'Snapshot' event pictures on Media i screens (nationwide)
Sponsor acknowledgement and logo inclusion in MFA AGM presentation and annual report
Ongoing rights to same sponsorship in 2020

MFA EX

2 tickets to MFA EX (valued at \$1,078)
Logo on printed program
Half page advert in event day program
Opportunity to purchase additional tickets at the reduced member rate
Opportunity to network with 1500+ guests

MFA Awards

10 tickets to the awards evening (valued at \$4,000)
Logo on awards program for evening event
Category sponsor alignment (first come first serve basis)
Sponsor alignment on all materials containing preferred category
Logo on preferred category trophy
Senior Executive to present preferred category award
30 Second video to be featured before presenting preferred category award
Oral citation during Chairman's Address at evening event
Desirable position on seating plan/floor plan

major sponsor

Optional Add-Ons

10 Minute Session Sponsor – ADD ON (Only 3 available)

*All entitlements include those listed in Major Sponsorship PLUS the below

Full Program

Creation and installation of event activation (max. 3m x 3m footprint)

**installation to be approved by independent MFA review committee*

MFA EX

Additional 2 tickets (4 total) to MFA EX

10 minute on stage session
**content to be approved by MFA Committee*

30 second intro video to be featured before on stage session

Raw footage of session (full 10 minutes) provided post event

Please note:

Session sponsors will be provided with a content brief and must present a full synopsis to the independent MFA review committee prior to content being approved. Session content will focus on effectiveness. No sales pitches will be accepted. Independent MFA review committee reserve the right to release the session should the brief not be met.

\$14,000
ex GST
ADD ON

5 Minute Session Sponsor – ADD ON (Only 4 available)

*All entitlements include those listed in Major Sponsorship PLUS the below

MFA EX

Additional 1 ticket (3 total) to MFA EX

5 minute on stage session
**content to be approved by independent MFA review committee*

Raw footage of session (full 5 minutes) provided post event

Please note:

Session sponsors will be provided with a content brief and must present a full synopsis to the independent MFA review committee prior to content being approved. Session content will focus on effectiveness. No sales pitches will be accepted. Independent MFA review committee reserve the right to release the session should the brief not be met.

\$9,000
ex GST
ADD ON

Inspiration X Sponsor: 8 presentations – ADD ON (Only 1 available)

*All entitlements include those listed in Major Sponsorship PLUS the below

Full Program

Logo to be included on MFA Website

MFA Award

5 second sponsor transition to be featured before each on stage pitch

Oral citation prior to each Inspiration X presentation

Raw footage of Inspiration X presentations provided post event

\$10,000
ex GST
ADD ON

stand alone sponsorship options

\$15,000
ex GST

Activation Sponsor

Full Program

Logo to be included on MFA Website
Logo included on screens at Launch event
Recognition in all pre-event marketing communication (digital & print)
Opportunity to enter awards at reduced members rate
Visual recognition on live judging day(s)
Branding at day and evening events
Opportunity to purchase additional tickets at member-rate for day and evening event

Oral citation during MC welcome at day and evening events
Logo included in post-event 'snapshot' event pictures on Media i screens (nationwide)
Sponsor acknowledgement and logo inclusion in MFA AGM presentation and annual report
Branded area at day and evening events (1.5m x 1.5m footprint)

** Sponsor to provide elements for activation*

MFA EX

1 ticket to MFA EX (valued at \$539)

MFA Awards

1 ticket to the awards evening (valued at \$400)

\$15,000
ex GST

Live Stream Sponsor

Full Program

Logo to be included on MFA Website
Logo included on screens at Launch event
Recognition in all pre-event marketing communication (digital & print)
Opportunity to enter awards at reduced members rate
Visual recognition on live judging day(s)
Branding at day and evening events
Opportunity to purchase additional tickets at member-rate for day and evening event

Oral citation during MC welcome at day and evening events
Logo included in post-event 'snapshot' event pictures on Media i screens (nationwide)
Sponsor acknowledgement and logo inclusion in MFA AGM presentation and annual report
Live stream and sponsorship to be promoted by MFA to members pre-and post-event

MFA EX

1 ticket to MFA EX (valued at \$539)
Opportunity to facilitate, host and stream event to those unable to attend

MFA Awards

1 ticket to the awards evening (valued at \$400)
Opportunity to facilitate, host and stream event to those unable to attend
Opportunity to host interstate event(s)
** Sponsor to cover cost*

stand alone sponsorship options

\$12,000
ex GST

Supporting Sponsor

Full Program

Logo to be included on MFA Website
Logo included on screens at Launch event
Recognition in all pre-event marketing communication (digital & print)
Opportunity to enter awards at reduced members rate
Visual recognition on live judging day(s)
Branding at day and evening events

Opportunity to purchase additional tickets at member-rate for day and evening event

Oral citation during MC welcome at day and evening events

Logo included in post-event 'snapshot' event pictures on Media i screens (nationwide)

Sponsor acknowledgement and logo inclusion in MFA AGM presentation and annual report

MFA EX

1 ticket to MFA EX (valued at \$539)

MFA Awards

1 ticket to the awards evening (valued at \$400)

\$10,000
ex GST

Registration Sponsor

Full Program

Logo to be included on MFA Website
Logo included on screens at Launch event
Recognition in all pre-event marketing communication (digital & print)
Opportunity to enter awards at reduced members rate
Visual recognition on live judging day(s)
Branding at day and evening events

Opportunity to purchase additional tickets at member-rate for day and evening event

Oral citation during MC welcome at day and evening events

Logo included in post-event 'snapshot' event pictures on Media i screens (nationwide)

Sponsor acknowledgement and logo inclusion in MFA AGM presentation and annual report

MFA EX

Logo recognition at day event
Logo on registration desk panels (exclusive)
**Sponsor to provide artwork/logo*
Registration staff dressed in branded sponsor attire
**Sponsor to provide*

stand alone sponsorship options

Talent Sponsor

Logo recognition at day and evening events
Special mention to sponsor for provision of talent
Sponsor to provide Awards MC/talent
**To be approved by MFA committee*

contra

Lanyard Sponsor

Full Program

Logo to be included on MFA Website
Logo included on screens at Launch event
Recognition in all pre-event marketing communication (digital & print)
Opportunity to enter awards at reduced members rate
Visual recognition on live judging day(s)
Branding at day and evening events

Opportunity to purchase additional tickets at member-rate for day and evening event

Oral citation during MC welcome at day and evening events

Logo included in post-event 'snapshot' event pictures on Media i screens (nationwide)

Sponsor acknowledgement and logo inclusion in MFA AGM presentation and annual report

\$10,000
ex GST

MFA EX

Logo recognition at day event
Lanyards branded to match sponsorship (exclusive)
**Sponsor to provide artwork/logo*

sponsorship agreement



We, _____
pledge our support for the **2019 MFA program**.

Please click to select:

Allocated	Grand Prix
	Major Sponsor
	10 Minute Session Please note all session content will be subject to a thorough review process and must be approved by curators. Session sponsor only eligible to those taking a Major Sponsorship.
	5 Minute Session Please note all session content will be subject to a thorough review process and must be approved by curators. Session sponsor only eligible to those taking a Major Sponsorship.
	Inspiration X Sponsorship
	Activation Sponsor
	Supporting Sponsor
	Registration Sponsor
	Lanyard Sponsor

Name

Company

Position

Signed

Dated

A tax invoice will be issued once a signed agreement has been received.

If there are additional opportunities you would like to discuss please contact **Two de Force** on **02 9281 8788** or email **Nicole@twodeforce.com.au** | **Jessica@twodeforce.com.au**