



Marketing<sup>®</sup>  
in Maritime

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## Supporting organisations prospectus

Invest in skills, strengthen the sector,  
elevate your brand

[www.mimcrowd.com](http://www.mimcrowd.com)



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# About Marketing in Maritime

## Our vision

Marketing in Maritime (MiM) will be recognised as the leading professional development community for maritime marketers and a strategic force for growth, innovation and commercial success in the global maritime industry.

## Our mission

Maritime in Marketing exists to accelerate the evolution, growth and success of ambitious businesses and individuals in the maritime industry.

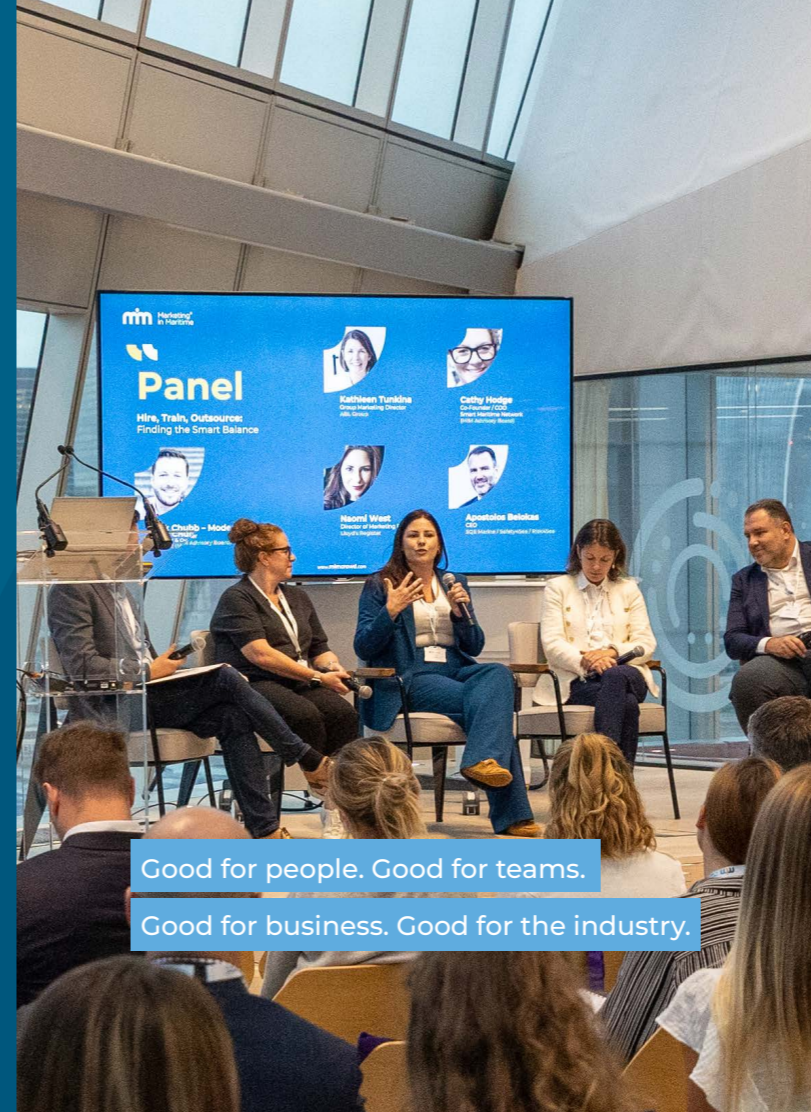
## Network

Our network introduces maritime marketers to leading practitioners from the wider business-to-business and consumer sectors, creating a platform for first-class thinking and delivery that aims to drive up the standards of marketing in maritime.



Your support powers programmes that marketing teams rely on:

- Professional upskilling
- Career mentorship
- Peer collaboration and knowledge sharing
- Free access to tools and insights
- Recognition of outstanding talent



Good for people. Good for teams.

Good for business. Good for the industry.

<p>Discover</p>	<p>Learn</p>
<p>Connect</p>	<p>Grow</p>



# Welcome to Marketing in Maritime



16K +  
Strong global network of maritime marketers

8  
Expert-led streams across PR, digital, brand, strategy & more

Flexible memberships for individuals, teams, and corporates

Year-round programme of live events, webinars, podcasts & more

On-demand tools & reports via the #MiMCrowd members' portal

Real thought leadership through speaking, publishing & sponsorship

Supported by industry voices from across the globe

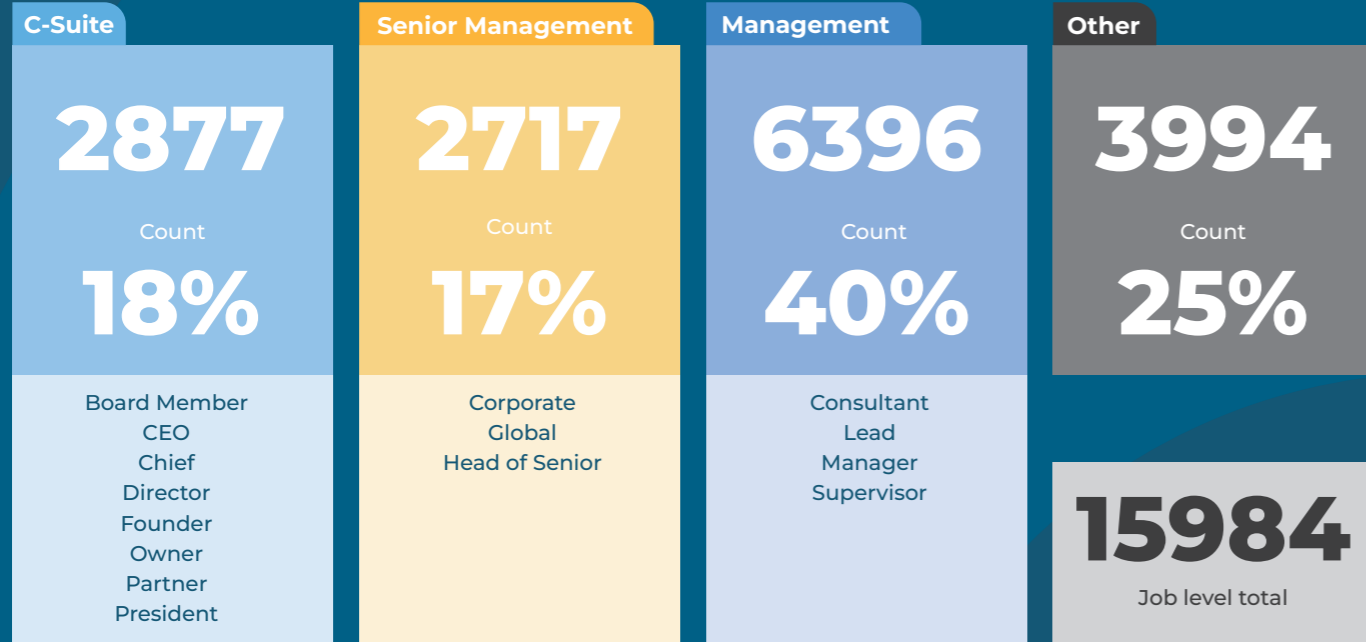
Expert Advisory Board ensures credibility and relevance



#MiMCrowd



# Tap into our extensive and growing network



# You'll be in good company

AALMAR SURVEYS | ABL GROUP | ABU DHABI PORTS | ADVANTEC GLOBAL | ALANDIAFÖRSÄKRING ABP | ALFA LAVAL | ANEMOI MARINE TECHNOLOGIES | ANSCHUETZ GMBH | AP MOELLER MAERSK | AQUALIS BRAEMAR LOC ASA | ASSOCIATED BRITISH PORTS | ATLANTIC INSURANCE & REINSURANCE BROKERS | ATLAS COPCO | AXSMARINE | B2B MARKETING | BLUE-C | BMT SMART | BOLL & KIRCH FILTERBAU GMBH | BOUND4BLUE | BRAY LEINO LTD | BREEZESHIP DESIGN | BRITANNIA P&I | BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY | BROOKES BELL | BRS SHIPBROKERS | BULLUGO | BUREAU VERITAS | CAPITALSHIP MANAGEMENT CORP. | CAPTAINS TABLE | CARRUTHERS TANNER LTD | CATERPILLAR | CETO | CHARTCO | CLOSELINK | CMA CGM | CONTAINER TRADES STATISTICS | CORVUS ENERGY | CSM | CUMMINS INC | CYBEROWL | CVGNUS INSTRUMENTS LTD | DAMEN SHIPYARDS | DANIAMANT | DATAMAR | DIGITAL SHIP | DIGITALIQ | DIMAR-TEC PTE LTD | DNV | DUALOG | DYNEEMA | EARNEST | ECMT-EMERGENCY CONTROL MARITIME TRAINING BV | ELCOOME EUROPE | ELCOOME INTERNATIONAL LLC | ENIRAM | ERMA FIRST GROUP | ESTONIAN TRANSPORT ADMINISTRATION | FIRSTBASE | FLOATEL INTERNATIONAL AB | FORESHIP LTD. | FRAMO | G&O MARITIME GROUP | GEARBULK | GELATO | GF PIPING SYSTEMS | GROWTHTREE GROUP | GT MARITIME | GTS | GUIDANCE MARINE | HAMANN AG | HAMBURG MESSE UND CONGRESS | HANSA INTERNATIONAL MARITIME JOURNAL | HAPAG-LLOYD AG | HARTSWOOD MEDIA | HEADS GROUP | HEROSE | HILO MARITIME RISK MANAGEMENT | HUB OCEAN | I CARE-HOME HEALTH | I-TECH (DEVELOPERS OF SELEKTOPE) | IDWAL | IHS FAIRPLAY | IMAREST | IMPA | IMPACT XM | INCHCAPE SHIPPING SERVICES | INFINEUM | INFORMA | INMARSAT | INNOV8 SOCIAL | INTEGR8 FUELS | INTER MARINE SURVEY D.R.C | INTERNATIONAL CHAMBER OF SHIPPING | ION | IRI (THE MARSHALL ISLANDS REGISTRY) | ITIC | IWSA | JUST SAYING SOLUTIONS | KNIGHTS MEDIA & PR | KONGSBERG MARITIME | KUJENGA TECHNOLOGY SOLUTIONS | KVH INDUSTRIES | LEAP CREATE | LINKEDIN | LLOYD'S LIST | LLOYD'S REGISTER | LLOYD'S REGISTER ADVISORY | LONDON INTERNATIONAL SHIPPING WEEK | LOPOLIGHT | LUBRIZOL LTD | MAERSK FLUID | MARFIN MANAGEMENT SAM | MARILINK | MARIPUER | MARITECH COMMERCIAL INC | MARKETING IN MARITIME | MARLINK | MERCHANT NAVY WELFARE BOARD | MERCY SHIPS | MERSEY MARITIME | MISSION TO SEAFARERS | MLA COLLEGE | MOTORSHIP | MTM AGENCY | NAFTIKA CHRONIKA | NAPA | NAUTIC.FILM | NAVIG8 GROUP | NEWTEC CY NV | NJORD | NOR-SHIPPIING | NORTHSTANDARD | NOTTING HILL MEDIA | OAKWOOD AGENCY | OCEANCASTER | ONEOCEAN | OSM | OSM THOME | P.P.U. NAVA SP. Z O.O. | PARTFINDER LTD | PENINSULA | PENMAEN MEDIA | PETROSPOT | PODIUM4 | POLE STAR | POLISH REGISTER OF SHIPPING | PORT OF MILFORD HAVEN | PORT SKILLS AND SAFETY | PORT TECHNOLOGY INTERNATIONAL | PORT-IT | PORTSMOUTH INTERNATIONAL PORT | QVSR | REFERENCE POINT | REXNAVI SRL | RICHULF | RIGHTSHIP | RIVERTRACE LTD. | RIVIERA MARITIME MEDIA | ROLLS-ROYCE | ROYAL INSTITUTE OF NAVAL ARCHITECTS | ROYAL VAN DER LEUN | ROYSTON | RS COMPONENTS | SAFE BRIDGE | SAFETY MOTIVATOR LTD | SAFETY4SEA | SB | SBN TECHNOLOGICS PVT LTD | SCANJET | SCANJET-PART OF ALFA LAVAL | SCHOTTTEL GMBH | SCHULTE GROUP | SEAFARERS HAPPINESS INDEX | SEAJACKS | SEARCHSTAR | SEASEARCH | SEATRADE | SEATRADE MARITIME NEWS | SH ADVISORY | SHIP & ENERGY | SHIP & OFFSHORE | SHIP MANAGEMENT INTERNATIONAL | SHIPIN SYSTEMS | SHIPINSIGHT | SHIPMONEY | SHIPTECH GLOBAL | SIEMENS DIGITAL INDUSTRIES SOF | SIGTTO | SILVERSTREAM TECHNOLOGIES | SMART FREIGHT CENTRE | SMART MARITIME NETWORK | SMST DESIGNERS & CONSTRUCTORS BV | SOHAR PORT & FREEZONE | SOLARIS MARITIME LTD. | SOUTHERN CARGO HANDLING | SPECIAL MEDIA | SPECTEC | SPINNAKER | SQE GROUP | STEERPROP LTD. | STORMGEO | SURVITEC | TALLINN SHIPYARD (BLRT REPAIR YARDS) | TELEGRAPH COMMUNICATIONS | TELEMAR | TELENOR SATELLITE | THE MARITIME EXECUTIVE | THE SWEDISH CLUB | THE SWITCH ENGINEERING OY | THETIUS | THOMAS MILLER | TRADEWINDS | TRELLEBORG OFFSHORE | TT CLUB | TURNKEY VACATION RENTALS | UBM EMEA | UK CHAMBER OF SHIPPING | UK DEFENCE CLUB | UK HYDROGRAPHIC OFFICE | UK P&I CLUB | UTTERLY MARKETING | V.GROUP | VALUE MARITIME BV | VENTURE IN A BOX | VESSELSense | WAKE MEDIA | WAVES GROUP | WINDWARD | WINGD | WITHERBY PUBLISHING GROUP | WOLTTI GROUP | WORLD FUEL SERVICES | WÄRTSILÄ | XINXIANG (SAINT-GOBAIN BYGGVARER AS) | ZAPNITO | ZAZZLE MEDIA | ZENITEL MARITIME & ENERGY

Companies represented at MiM events = 250+ and growing



# The topic streams



## Strategy & insights



## Trends & transformation



## PR & communications



## Content & brand



## Channel & campaigns



## Media & advertising



## Community & people



## Digital & martech



### Strategy & insights

- Setting the marketing plan
- ROI modelling
- Commercial alignment with sales
- Market segmentation
- Benchmarking & competitor mapping
- Product marketing in technical B2B
- Maritime-specific research utilisation
- Brand Vs performance



### Trends & transformation

- Sustainability storytelling
- Decarbonisation messaging
- AI & automation futures
- Behavioural economics in marketing
- Future skills for maritime marketing
- Innovation in customer experience
- Regulation & comms alignment



### PR & communications

- Thought leadership positioning
- Media relations & tier 1 media
- Crisis comms in maritime
- Internal comms & change management
- Executive visibility
- Press release best practice
- Media training for maritime leaders



### Content & brand

- Content strategy & repurposing
- Technical content simplification
- Brand positioning & messaging
- Visual storytelling
- Video marketing in maritime
- Podcasting for niche markets
- Creating compelling case studies



### Channel & campaigns

- LinkedIn for maritime growth
- Email marketing best practices
- Influencer marketing (inc. internal advocates)
- Event marketing (live, hybrid, virtual)
- Partnerships & co-creation
- Trade show engagement strategies
- Multi-channel campaign execution



### Media & advertising

- Maritime media landscape
- Trade media buying strategies
- Programmatic & ABM
- Campaign effectiveness & ROI
- Co-branded campaigns & sponsorship
- Metrics that matter in maritime advertising



### Community & people

- Career development in maritime marketing
- Building a marketing team
- Upskilling in new tools & trends
- Mentoring, recognition & awards
- Inclusion & representation in marine media
- Personal branding for marketers
- Talent retention strategies



### Digital & martech

- Marketing automation platforms (MAPs)
- CRM for maritime sales & marketing
- Analytics & attribution models
- Digital experience tools
- AI in maritime marketing
- Integration of martech stack
- Tracking & lead scoring in niche B2B

# Why get involved?

## Strengthening employer brand

Supporting MiM positions your organisation as one that invests in people, skills, and professional growth. It demonstrates visible commitment to developing marketing capability across the sector, helping you attract and retain the talent that will shape the future of maritime.

## Meaningful industry visibility and thought leadership

Your support gives your company purposeful presence across a global community of marketing and communications practitioners. These professionals shape perception, digital engagement, and brand storytelling across maritime. Participation allows your organisation to contribute insight, share experience, and take part in meaningful conversations that strengthen the community.

## Influencing industry standards

Backing MiM places your company at the heart of efforts to raise clarity, consistency, and professionalism in maritime marketing. Your involvement supports stronger narratives, better engagement, and more effective communication across the industry.

## Gaining market insight and real-world feedback

Engaging with MiM gives your organisation proximity to the conversations, challenges, and evolving behaviours of maritime marketing professionals. Listening to practitioners driving digital transformation and brand evolution helps refine thinking, strengthen propositions, and keep your organisation aligned with industry needs.

## Building trust and supporting a stronger industry

Supporting an independent, community-led platform demonstrates long-term commitment to industry progress. Your involvement helps keep learning accessible to organisations of every size, strengthening the wider ecosystem that the maritime sector depends on.

## Benefiting from real-world feedback

Your support creates opportunities to listen, learn, and engage with practitioners driving digital transformation, brand evolution, and customer engagement. This feedback helps you make better decisions, refine propositions, and stay relevant.

## Supporting a more equitable industry

Your involvement helps keep learning accessible for businesses of every size, not just the largest players. This strengthens the overall ecosystem your organisation depends on by ensuring more teams have the skills required to communicate effectively and contribute to industry progress.

## Unlocking paths for thought leadership

As a supporting organisation, you can contribute insight, share practice, and take part in meaningful conversations that help the community grow. This positions your organisation as a contributor to genuine industry development, not only a commercial voice.



## Who we work with

### Industry anchor organisations

Large maritime players lead by investing in skills and sector consistency to strengthen long-term industry capability.

### Marketing and communications support

Agencies and consultants build trust and long-term relationships by giving back to the maritime marketing community.

### Industry enabling organisations

Technology and data services providers support capability building while establishing commercial relevance in the maritime sector.

## Impact of organisational support

Marketing in Maritime is a first-of-its-kind initiative focused on delivering exceptional experiences and unrivalled content for our community. But we can't achieve this without your support. As an industry we're stronger together, which is why we're building a trusted ecosystem of partners to drive growth and champion excellence.

### Enabling professional development:

Organisational support drives events, mentoring, and digital learning to enhance maritime marketing skills and knowledge.

### Recognition and industry visibility:

Recognition programmes highlight outstanding work, inspiring best practices and elevating organisational visibility.

### Fostering collaboration and peer learning:

Support sustains peer-to-peer environments, encouraging cross-company collaboration and shared industry insights.

### Creating a growth cycle for the industry:

Contributions enrich resources, empowering marketing teams and strengthening communication within the maritime sector.

## How we can work together

### Flexible pathways for support

Organisations have different priorities and budgets, which is why Marketing in Maritime offers a range of support pathways aligned with different strategic goals and levels of engagement.

Organisations can demonstrate leadership through Global Innovation or Maritime Growth Partner roles, while programme-specific options provide targeted involvement across live events, networking receptions, and exhibition presence. For those seeking flexible year-round visibility, digital learning pathways and bespoke packages offer tailored, integrated opportunities to contribute meaningfully to the community and strengthen the industry's marketing capability.

Explore which option  
best suits your goals

### Shared values and long-term commitment

Supporting organisations strengthen marketing capability across the sector by helping practitioners build sharper skills, communicate more clearly, and elevate the quality of engagement across maritime. Your backing fuels continuous learning and greater industry consistency, building the long-term capability the sector needs to compete, grow, and modernise. It aligns your organisation with a community committed to practical progress and positions you as an active force in shaping how maritime tells its story.

Sponsor highlights:

- Your support powers the skills and standards the maritime industry relies on every day.
- You gain visible alignment with a community driving capability, credibility, and future growth.



1

### Global innovation partner sponsorship

Premium partnership placing your organisation at the forefront of the maritime marketing community.

- Headline branding across MiM platforms
- Speaking & innovation leadership opportunities
- Premium event and community visibility

**£45,000 per year**

2

### Maritime growth partner sponsorship

A partnership for organisations supporting careers, skills, and collaboration across maritime.

- Year-round MiM visibility
- Speaking, mentoring & content opportunities
- Event presence across MiM programmes

**£25,000 per year**

3

### Live event sponsor

Align your brand with a flagship Marketing in Maritime live event.

- Event branding and promotion
- Optional speaking opportunity
- High-level industry networking

**£4,500 per event**

4

### Networking reception sponsor

Position your brand at the centre of exclusive MiM networking events.

- Reception branding and visibility
- Optional welcome remarks
- Direct engagement with industry leaders

**£3,000 per event**

5

### Stand sponsor

Gain a branded presence within the MiM-Lounge at major maritime exhibitions.

- Lounge branding and visibility
- Digital content display opportunity
- Exhibition networking access

**£4,000-£6,000 per event**

6

### Webinar sponsor

Engage the global #MiMCrowd audience through a hosted Online session.

- Webinar branding and promotion
- Speaking opportunity
- Audience insights and analytics

**£3,000-£6,000 per webinar**

7

### Podcast sponsor (monthly)

Align your brand with industry conversations through the MiM podcast.

- Sponsor mentions and logo placement
- Guest participation opportunity
- Promotion across MiM channels

**£1,500 per podcast**

8

### MiM newsletter

Reach the #MiMCrowd audience through MiM's quarterly newsletter.

- Headline banner placement
- Sponsored content opportunities
- Distribution to 16,000+ professionals

**£2,000 per edition**

9

### Digital package sponsorship

An integrated package combining MiM's most effective digital channels.

- Webinar, podcast & newsletter exposure
- Speaking and content opportunities
- Multi-channel brand visibility

**£8,950**

Content slots from £1,500

# Global Innovation Partner sponsorship



## Event access

- Invitations for sponsor's team to attend to attend Marketing in Maritime events, including access to exclusive networking receptions and community activities



## Branding & visibility

- Headline branding across all MiM platforms
- Prominent placement on event materials, signage, and digital campaigns



## Speaking & thought leadership

- 1 flagship keynote address and 1 webinar speaking slot
- Sponsor-led innovation session, promoted via MiM channels



## PR & media exposure

- Dedicated EDM campaign to 16,000+ maritime professionals
- Social media spotlight across MiM channels
- Inclusion in targeted PR activity as an innovation leader



## Post-event insights

- Full access to analytics and insights from all sponsored events



## MiM-Lounge (exhibition)

- 2 exhibitor passes plus use of the MiM Lounge stand
- Opportunity to display content on screen within the Lounge



## Newsletter

- 2 sponsored articles featured in MiM communications



## Memberships

- 8 full MiMberships, providing year-round community access, tools, and benefits

# Global innovation partner sponsorship

**Suited to global corporates and major platforms seeking premium access to the maritime marketing and communications community. Designed for brands outside the core maritime sector who want to establish influence, showcase innovation, and reach a highly niche audience.**

As a Global Innovation Partner, your brand will gain headline visibility and exclusive positioning across Marketing in Maritime's flagship events, platforms, and communications. This premium sponsorship tier ensures your organisation stands out as an industry innovator while accessing one of the most tightly focused B2B marketing communities.

**Investment**  
**£45,000 +VAT per year**



#### Event access

- Invitations for up to 6 people across all MiM events
- Access for 6 people to networking receptions



#### Branding & visibility

- Growth Partner branding across all MiM platforms
- Logo featured on event signage, invites, and promotional campaigns



#### Speaking & thought leadership

- 1 event speaking slot.
- Mentoring opportunity within MiM programmes
- Contribution to co-branded content (e.g. guides, toolkits, event summaries)
- Invited as a guest and contributor to the advisory board meetings throughout the year



#### PR & media exposure

- Dedicated EDM campaign to 16,000+ maritime professionals
- Social media spotlight across MiM channels
- Inclusion in targeted PR activity as an innovation leader



#### Post-event insights

- Full access to analytics and insights from all sponsored events



#### MiM-Lounge (Exhibition)

- 2 exhibitor passes and use of the MiM-Lounge stand (dependent on final size and take up)
- Opportunity to display content on screen within the Lounge



#### Newsletter

- 1 sponsored article featured in MiM communications



#### Memberships

- 6 full MiMberships, providing year-round community access, tools, and benefits

## Maritime growth partner sponsorship

**Suited to maritime companies, service providers, and organisations committed to supporting the growth of people, careers, and the wider maritime marketing community. Designed for those who want to invest back into the industry while gaining year-round visibility.**

As a Maritime Growth Partner, your brand will be positioned as a champion of the MiM community, recognised not only for sponsorship but for actively supporting professional development, collaboration, and career pathways within maritime marketing.

**Investment**  
**£25,000 +VAT per year**





#### Event access

- Invitations for up to 5 people to the sponsored live event



#### Branding & visibility

- Event sponsor branding on signage, invites, and digital promotions
- Video or banner placement featured at the venue



#### Speaking & thought leadership

- Optional speaking slot at the event (or podcast participation as an alternative)



#### PR & media exposure

- Dedicated EDM promotion for the event
- Pre-event social media spotlight across MiM channels



#### Post-event insights

- Full access to analytics and insights from the sponsored event only

## Live event sponsorship

**Suited to any maritime company or service provider looking to engage with industry professionals while gaining brand exposure at a premium networking event.**

As a live event sponsor, your brand will be aligned with the Marketing in Maritime live event, providing direct access to a high-profile audience in an engaging and social setting.

**Investment**  
**£4,500 +VAT per year**





#### Event access

- Invitations for up to 8 passes for you or additional guests to the sponsored reception



#### Branding & visibility

- Reception sponsor branding on invites and digital promotional materials



#### Speaking & thought leadership

- Optional welcome speech at the reception (or Podcast participation as an alternative)



#### PR & media exposure

- Dedicated EDM promotion for the event
- Pre-event social media spotlight across MIM channels



#### Post-event insights

- Full access to analytics and insights from the sponsored reception only

## Networking reception sponsorship

**Suited to any maritime company or service provider looking to enhance brand presence and engage directly with key industry professionals in a relaxed networking setting.**

As a networking reception sponsor, you will be at the heart of the exclusive Marketing in Maritime Networking Reception, ensuring your brand gains prime exposure and direct access to influential professionals within the maritime marketing and communications industry.

**Investment**  
**£3000 +VAT per year**

(Price depends on exhibition location)

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## Stand (MiM-Lounge) sponsorship



### Event access

- Full access for 2 people to the MiM-Lounge
- Includes networking reception invitations (where applicable)



### Branding & visibility

- Stand sponsor branding within the MiM-Lounge
- Digital video content displayed on lounge screens
- Logo featured on invitations and digital promotion



### PR & media exposure

- Dedicated EDM promotion for the event.
- Pre-event social media spotlight across MiM channels



### MiM lounge (exhibition)

- Full use of the MiM-Lounge stand throughout the event



### Post-event insights

- Full access to analytics and insights from all sponsored events.

## Stand (MiM-Lounge) sponsorship

**Ideal for maritime companies or service providers seeking a presence at the exhibition, enhancing visibility at a major show while gaining valuable opportunities to connect with key industry professionals.**

As a stand sponsor, you'll benefit from utilising a physical presence at one of the major maritime shows, ensuring prime brand exposure, direct networking opportunities, and industry recognition.



**Investment**  
**£4,000-£6,000 +VAT per year**



#### Event access

- Invitations for up to 5 team members to the sponsored webinar



#### Branding & visibility

- Webinar sponsor branding on the platform, invitations, and digital promotions
- Video placement featured within the webinar platform



#### Speaking & thought leadership

- Webinar speaking slot (or podcast participation as an alternative)



#### PR & media exposure

- Dedicated EDM promotion for the webinar
- Pre-event social media spotlight across MiM channels



#### Post-event insights

- Full access to analytics and insights from the sponsored webinar only

## Webinar sponsorship

**Suited to any maritime company or service provider looking to engage with industry professionals while gaining brand exposure at a premium online event.**

As a Webinar Sponsor, your brand will be aligned with the Marketing in Maritime Session, providing direct access to a high-profile audience in an engaging and social setting.

**Investment**  
**£3,000–£6,000 +VAT**

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#### Content provision

- Content shared digitally for sponsor's own use and promotion



#### Branding & visibility

- Podcast sponsor branding across the episode
- Intro mention / video included at the start of the episode
- Logo featured in podcast artwork and descriptions



#### Speaking & thought leadership

- Opportunity to act as a host or contributor within the sponsored episode



#### PR & media exposure

- Dedicated EDM promotion highlighting the sponsored podcast
- Pre-event social media spotlight across MiM channels
- Inclusion in MiM blog content linked to the episode



#### Post-event insights

- Full access to analytics and insights from the sponsored podcast episode



#### Newsletter

- Podcast feature position promoted through MiM communications

## Podcast sponsorship

Suited to any maritime company or service provider looking to build thought leadership, elevate brand visibility, and speak directly to the maritime marketing and communications community.

As a podcast sponsor, your brand will be featured in one of Marketing in Maritime's monthly episodes — providing consistent exposure to our highly engaged professional audience, with added digital visibility across our channels.

Investment  
£1,500 +VAT

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#### Branding & visibility

- Headline banner position in the MiM quarterly newsletter
- Content placement within the body of the newsletter



#### Speaking & thought leadership

- Sponsored content or case study slot, showcasing your company's expertise



#### PR & media exposure

- Newsletter distributed to 16,000+ maritime professionals worldwide



#### Post-event insights

- Full access to analytics and insights from the sponsored newsletter edition



#### Newsletter

- 1 sponsor headline banner & content slot (depending on final choice)

## Quarterly newsletter sponsorship

Suited to any maritime company or service provider looking to increase brand visibility, promote services, and connect directly with the MiM community through a high-impact, regular touchpoint.

As a podcast sponsor, your brand will be featured in one of Marketing in Maritime's quarterly newsletters — providing consistent exposure to our highly engaged professional audience, with added digital visibility across our channels.



### Investment

Headline banner sponsor

**£2,000**

per edition (1 available per quarter)

Sponsored content slots

**£1,500 each**

(4 available per quarter)



#### Event access

- Invitations for unlimited team members to sponsored MiM webinars



#### Content provision

- Option to repurpose webinar or podcast material as on-demand content



#### Branding & visibility

- Consistent sponsor branding across webinars, podcasts, and newsletters
- Inclusion on event invitations, platform branding, and MiM digital promotions
- Logo or video placement within MiM channels and newsletter editions



#### Speaking & thought leadership

- Guaranteed webinar speaking slot or podcast contribution
- Sponsored content or case-study feature within the MiM newsletter



#### PR & media exposure

- Dedicated EDM promotions highlighting each sponsored activity
- Pre-event and pre-release social-media spotlights across MiM channels
- Inclusion in MiM blog and newsletter content linked to the sponsorship
- Newsletter distribution reaching 16,000 + maritime professionals worldwide



#### Post-event insights

- Full access to analytics and engagement data from all sponsored activities
- Consolidated performance summary across the full digital package



#### Newsletter

- Headline banner position and sponsored content slot within the MiM newsletter

## Digital package sponsorship

**Suited to any maritime company or service provider looking for year-round brand visibility, industry thought leadership, and direct engagement with the MiM community through a combination of premium digital channels.**

As a digital package sponsor, your brand will gain continuous presence across MiM's online ecosystem — including 1 webinar, 3 podcasts, and 1 quarterly newsletter (6,7 & 8 combined) — providing a powerful, multi-touchpoint approach to connect with maritime marketing and communications professionals worldwide.



**Investment**  
**£8,950 +VAT**



## A partnership built on shared values

Marketing in Maritime exists to support people, skills, and progress across maritime marketing. Your investment makes that possible.

We connect you with the people, insight, and capability shaping how the industry communicates and competes. Supporting organisations gain meaningful visibility, stronger positioning, and closer ties to the decision-makers influencing brand, engagement, and perception across the maritime sector.

We'd be happy to explore how your organisation can become a supporting organisation and help shape what comes next for the community.

### If your organisation believes in:

- Developing talent
- Strengthening teams
- Raising industry standards
- Supporting long-term capability



### And you're also looking for ways to:

- Strengthen your market position
- Build credible industry connections
- Amplify your brand with purpose
- Be seen as a champion of skills and progress
- Align with the future of maritime marketing



**... you're already aligned with  
the #MiMCrowd**

# Interested in working with us? Request a meeting

Register your interest in MiMbership or Sponsorship  
here and be among the first to receive updates.



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