

#NewMR

Sponsorship Opportunities – 2016

We have two great sponsorship opportunities for you and your organisation in 2016. Both packages cover the whole of 2016 and include a variety of benefits:

- The Gold Package \$1,000
- The Platinum Package ~~\$12,000~~ **SOLD**

Here is an example of the current front page of NewMR.org showing some of our 2015 sponsors.

The screenshot shows the NewMR.org website front page. At the top, there is a navigation bar with the #NewMR logo, a 'Home' link, and menu items for 'Blog', 'Events', 'Play Again', 'exhibition', and 'Experts'. There are 'Donate' and 'Sign Up' buttons in the top right corner. The main content area features a featured article titled 'Finding the Story in the Data' with a sub-headline 'NewMR Webinar with Ray Poynter' and a registration link. Below this is another article 'Embracing the Future' with a 'Play Again' button. To the right, there are several sponsor logos: 'dub' (Research Community Software Supremos), 'SAROS' (Recruitment for all UK research fieldwork), and 'KINESIS | PANEL' (The most intuitive, comprehensive and device-responsive panel management platform in the industry). At the bottom, there are three more content blocks: 'What does it cost?' with a 'DONATE' button, a video player titled 'Why build a Social Media Brand?', and an advertisement for 'L&E research' with the text 'Your First Choice for Recruiting and Facilities'.

The Gold Package

The core elements the package are:

- An advert across the [NewMR website](#).
- Logos on all NewMR events and shout-outs at events.
- Attendance data and email addresses from NewMR events from those who agree (typically 35-40% per event).
- The chance to be involved in at least one NewMR activity during 2016.

We are happy to discussing other initiatives/ideas.

The price for this package is \$1,000 USD.

The Platinum Package **SOLD**

The core elements the package includes are:

- Everything in the Gold Package
- First and loudest mentions on all content
- In addition we will create a specific webinar/event designed to promote your brand/services.

The price for this package is \$12,000.

Note, there is only ONE Platinum package available and we are open to innovative ideas to maximise your return on the package.

Want to Book a Package?

To book a package, to chat or ask questions contact Ray Poynter on ray.poynter@thefutureplace.com or ring +44 (0)7540 725 925.

Some background information

The main event in 2016 will be the Festival of NewMR, February 1-5. The Festival of NewMR is a virtual event and consists of 5 webinars held during the week with big name speakers including Lenny Murphy, Kristin Luck, John Kearon, and Annie Pettit.

Who is our audience?

Here are some details about the NewMR audience over the last 12 months.

Webinars

During the last 12 months we have held 14 webinars, including 4 during the last Festival of NewMR. Key stats include:

- Average webinar registration 189
- Willing to share email address ratio 39%
- Live attendance ratio 31%
- Role
 - Researchers 64%
 - Buyers of Research 13%
 - Suppliers to the Research industry 11%
 - Other including academic 12%
- Location
 - USA 31%
 - UK 25%
 - Australia 9%
 - Canada 6%
 - Netherlands 3%
 - India 3%
 - Other 23%

Website

Using Google Analytics the data for 2015 visitors to NewMR.org are:

- Unique visitors per month approximately 3,000
- Location:

USA	25%
UK	20%
Russia	7%
India	5%
Australia	5%
Canada	4%
Japan	4%
German	3%
Netherlands	2%

Play Again

The slides and recordings of our webinars are very popular and are accessed via our [Play Again page](#). Key statistics include:

- Top recent slide downloads from SlideShare are:

'Mobile Market Research' by Ray Poynter	1,215 views
'What is Innovation' by Lenny Murphy	523 views
'Copy Copy Copy' by Mark Earls	505 views
- Top webinar recordings on YouTube are:

Ray Poynter & Mobile Market Research	246 views
Kristin Luck & Growth Hacking	214 views

Mailings

We send out a mailing most weeks to about 4,500 opted-in followers of NewMR. Each mailing lists our sponsors and provides links to URLs specified by the sponsors.

Terms and Conditions

- NewMR is owned and operated by The Future Place, 38 South View Road, Nottingham, NG4 3QL, UK.
- All prices are quoted in US Dollars.
- If you are a UK company VAT will be added to the bill. If you are in the EU but outside the UK VAT will be added to your bill UNLESS you provide us with your VAT number. If you are outside the EU VAT region there will be NO VAT added.
- Unless otherwise agreed, we will invoice the sponsorship amount in early January and would appreciate prompt payment.