

2026 – 2027 ANNUAL PARTNERSHIPS & BRAND OPPORTUNITIES

Providing Brand Visibility from July 1, 2026 – June 30, 2027

Deadline to become a 2026–2027 Partner is May 15, 2026



INCREASE YOUR BRAND EXPOSURE AND HELP THE IMA PROVIDE THE LATEST EDUCATION, INDUSTRY RESEARCH & CORPORATE OUTREACH.

Incentive Marketing Association (IMA) Annual Partners play an important role in helping the IMA provide events, publications and research that keep industry trends and new ideas at the forefront of incentive business.

As an Annual Partner you receive valuable brand visibility and a cost-effective opportunity to position your organization as an industry leader and advocate. This brochure contains a full list of partnership opportunities and benefits.

In recent years, support by Strategic Partners has helped IMA fund research studies, a website SEO audit, education, tradeshow visibility, advertising and corporate outreach to bring customers to our members, Summit education initiatives and more!

We appreciate your support! Your partnership helps the IMA provide research and innovation to advance incentive industry growth.

— INCENTIVE MARKETING ASSOCIATION SNAPSHOT —

- ✓ Over 700 members from 432 companies located in more than 30 countries
- ✓ All incentive industry segments
- ✓ Gift cards, merchandise, travel and solution providers
- ✓ North American, European, LATAM and MEAPAC chapters

COMPLETE THE ONLINE APPLICATION [HERE](#).

Contact info@incentivemarketing.org with any questions.



ANNUAL PARTNERSHIPS

Annual Partner commitments must be received by **May 15, 2026**.
All partner deliverables, logos, URLs, ad artwork, must be received by **May 29, 2026**.

	PREMIER \$7,500 (Value \$15,000)	CONTRIBUTING \$5,000 (Value \$7,750)	SUPPORTING \$3,000 (Value \$3,750)
IMA WEBSITE			
Rotating banner on IMA homepage Company logo with link to company website with recognition of IMA Annual Partner level.	✓	✓	
Web ad (excluding home page) Advertisement on rotating banner web ads will link to your website and show in full color. Web ads rotate on the right rail of the IMA website, appear on all pages (not including homepage), and run from July 1, 2026 - June 30, 2027.	✓	✓	
Annual Partner Logo Your logo displayed as Annual Partner in rotation on IMA website home page, with a hyperlink link to your designated company website page.	✓	✓	✓
SHARE YOUR SUPPORT OF IMA			
An IMA Annual Partner recognition logo for you to display on your website.	✓	✓	✓
IMA NEWSLETTER – FAST TAKE			
Your logo displayed as an IMA Annual Partner at your level in the bi-monthly IMA Fast Take newsletter. (Logo click through to their site).	✓	✓	
THE INCENTIVE RESOURCE GUIDE			
Four-color 1/4-page ad (linked to your website on digital version).	✓	50% off purchase of an Incentive Resource Guide ad	
Recognition page of Annual Partners in resource guide.	✓	✓	✓
VIRTUAL EDUCATION			
Recognition slide of Annual Partners included in virtual webinars held throughout the year. (Does not apply to Company Showcases).	✓	✓	✓
IMA SOCIAL MEDIA			
Thank you shout-out on IMA social media through out the partnership term from July 1, 2026 - June 30, 2027.	5	3	2
IMA SUMMIT			
Company logo on rotating PPT slide of Annual Partners. This slide is displayed during all general session events throughout the conference.	✓	✓	✓
Company logo on Annual Partners sign near registration desk throughout the conference.	✓	✓	✓
Verbal recognition from the podium during the IMA Annual Meeting.	✓	✓	✓



A LA CARTE OPPORTUNITIES

If an IMA Annual Partnership is not the right fit for your company, IMA is excited to offer a la carte options to support the IMA and increase your Brand's awareness among IMA members and within the greater incentive industry. These options provide brand visibility from July 1, 2026 – June 30, 2027.

- **WEBSITE AD | \$600**

Advertisement on rotating banner web ads will link to your website and show in full color. Web ads rotate on the right rail of the IMA website, appear on all pages (not including homepage), and run July 1, 2026 – June 30, 2027. Ad artwork and company URL due by May 29, 2026.

- **INCENTIVE RESOURCE GUIDE 1/4-PAGE AD | \$1,500**

Quarter-page four-color advertisement (linked to your website on digital version); PDF will be hard copy. Distributed to IMA members and to potential customers at industry shows. (Limited to 1 per company, 8 available total). Ad artwork and company URL due by May 29, 2026.

- **COMPANY SHOWCASE | \$3,000**

30 minute webinar to IMA membership to show a demo, present new products, conduct a live Q&A, or whatever you like!

IMA will provide 2 promos and one social media post promoting your showcase and it will also be featured in the IMA Fast Take Newsletter. We provide a registration link you can send to your contacts to attend.

Recording will be provided and shared on IMA website.

- **SUPPORT THE IMA SUMMIT!**

Learn more about event sponsorships available at the 2026 IMA Summit by visiting the IMA website [here](#).



COMPLETE THE ONLINE APPLICATION [HERE](#).

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