



# MRII SPONSORSHIP

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**BECOME AN  
MRII SPONSOR**

# **BE A LEADER** in Driving **Market Research and Insights Excellence**

## **JOIN THE MRII MISSION!**

Because of support from industry leaders like you, we can work together to provide the foundational excellence for market research and insights success by building the skills needed today and for the future.

MRII is the leading provider of professional development courses designed *by* the insights industry *for* the insights industry, in conjunction with the University of Georgia. Our Principles Express and Principles of Marketing Research [courses](#) have impacted the career trajectories of more than **10,000 research** and insights professionals from more than **111 countries**.

When you partner with MRII as a sponsor, you not only highlight your company's commitment to insights and enhance your industry leadership role—you also tap into co-marketing opportunities, free courses for your employees, and different ways to connect with your target audiences.

Your sponsorship is largely tax deductible in the United States, as MRII is a not-for-profit 501(c)3 organization stewarded by a volunteer board of directors comprised of thought leaders from leading research companies, brands and academia.

**Ready to join the elite group of MRII sponsors?** Let's find a time to discuss MRII, how sponsorship can fit with your priorities, and outline the benefits to your company and employees. **Contact Ed Keller, Executive Director:** [ed@mrii.org](mailto:ed@mrii.org)

# SPONSORSHIP OPPORTUNITIES

## to meet your company goals

### LEADERSHIP CIRCLE

Join MRII at the highest tier of sponsorship! Partners in our Leadership Circle get topmost visibility and benefits. You will meet regularly with MRII leadership to learn what's new, give your input and guidance, and identify goals consistent with MRII's mission.

### AWARDS SPONSORSHIP

MRII runs award programs in a variety of categories—[view the awards here](#). Currently, MRII offers the Reg Baker Award, the Female Founders Award, the MRII Diversity Award, and, new this year, the Emerging Markets Award. As an award sponsor, your support helps us raise the visibility of these important awards to ensure applicant pools are as vast and diverse as possible and the winner's stories are actively promoted.

### FRIENDS OF MRII & SUPPORTERS

Ask us about the Friends of MRII program! This program was developed for companies who cannot currently invest in a financial commitment to sponsorship. Support for our mission at any level is always welcomed.

### COURSE SPONSORS

There are lots of online [courses](#) to choose from for sponsorship! Through MRII | UGA, learners can participate in integrated curriculum via the Principles of Market Research, covering 13 topics of the Market Research Core Body of Knowledge (MRCBOK). Or each course is available individually via Principles Express. Each course sponsor's name is featured prominently on course access, and your support enables us to keep the course fresh and up-to-date as the industry evolves.

### CURRICULUM DEVELOPMENT

MRII's mission is to educate the market research industry on research fundamentals. Today's rapidly changing marketplace requires continuous attention to a changing definition of what is fundamental and how to inform practitioners best. The Curriculum Development Sponsors provide funding to help MRII keep our curriculum current, create new content areas, and help ensure we are always at the leading edge of excellence.

### SPONSORED WEBINARS

Reach a global audience of engaged insights professionals through our sponsored webinars in which your experts share their knowledge and provide education about a topic, theme, and methodology. Forty-five minutes, including Q&A. Promotion of webinar through email and social media. On demand access for one year.

# SPONSORSHIP BENEFITS

As an MRII sponsor, you will receive broad industry exposure through a variety of channels—including highlighting your brand on the website, in our emails to our more than 19,000 subscribers, during our popular webinars, across our social media channels and at the trade shows where we exhibit, and more.



Educate the next generation of market research practitioners



Discount on MRII-UGA courses for all sponsor employees



Expose your brand at leading global conferences each year



Cross-promote your webinars, appearances, white papers, and blogs



Feature your brand in conjunction with ESOMAR and CRIC webinars ~10/year



Continuous visibility across all MRII social media channels



One email/year showcasing your company to our 19,000+ subscribers



Your description and logo on MRII's site, plus highlight MRII on yours!



A tax-deductible contribution

*And more!*

# MRII SPONSORS

## LEADERSHIP CIRCLE



## SPONSOR TESTIMONIALS

“Sawtooth Software is proud to be an MRII sponsor since 2010! We strongly support MRII’s mission of educating the market research and insights community in the core fundamental skills of our profession to create a solid foundation for success. As the growing demand for market research insights creates a rapid influx of new people into our profession, the need for MRII’s training and education curriculum has never been greater.

Additionally, we believe the visibility we get within the industry as an MRII sponsor is a major benefit to us. This includes brand awareness as each learner who takes the Advanced Analytical Techniques course sees our name as the course sponsor, participating in a very well-attended global webinar convened by MRII and ESOMAR earlier this year (that I was invited to lead!), the visibility we receive at trade shows where MRII exhibits, and more.

We are proud of our association with MRII and look forward to continuing to support their mission.”

**Brian K. Orme, CEO & President**  
Sawtooth Software

“MRII offers market research and insights professionals the unique opportunity to further the impact they have on our industry. Time and again, Full Circle is proud to sponsor their efforts because enriched talent benefits us all. MRII’s inclusive and innovative approach aligns with our values and cultivates the educated, proactive experts necessary for our industry to thrive.”

**Adam Weinstein, Co-CEO**  
Full Circle Research

“Suzy is proud to partner with MRII. This collaboration allows us to take our educational offerings, specifically Suzy Academy, to the next level, setting new industry standards for qualitative research and beyond. We believe that our shared expertise will help researchers across industries conduct more effective and impactful research, ultimately leading to stronger connections with their customers.”

**Marina Ilishev, SVP, Product Marketing**  
Suzy



# SPONSOR TESTIMONIALS

“MRII is an important organization in our industry that has trained MR professionals for years and is dedicated to maintaining excellence in our industry. MRII has partnered with the UGA to offer a Principles of Market Research that has helped train and develop several young market research professionals at Adelphi. Further, MRII offers several webinars to further upskill and share knowledge among market research professionals in the industry. Adelphi Research is committed to the growth of talent in our organization and is grateful to the work MRII has done to broaden and deepen the talent pool. Adelphi Research is a proud sponsor of MRII for over 10 years due to their commitment to the education of market research professionals.”

**Ratna Wynn, *President, US***  
Adelphi Research

“I've been involved with MRII as a Board member, President and Committee Chair for a long time, and I continue to be energized by the cutting-edge thinking, innovation and collaboration that emanates from the group. It's a source of pride to be at the center of developing and evolving the content and delivery systems that are educating the next generation of leaders in the insights industry.

As my company has grown it's fitting that we now extend our commitment to this future as a sponsor. These continue to be fluid times of seismic change within our industry, and supporting MRII ensures that the program can advance the thinking that enables us to navigate through change by providing the foundational skills necessary for success.”

**Jon Last, *President***  
Sports and Leisure Research Group

“Sponsoring MRII is the most selfish thing that we do at YPulse.

Our entire research team has taken the Principles of Market Research (POMR) course. We find that our researchers are more confident in their understanding of our art and trade after taking the POMR course, ensuring that the research that we produce is of the highest quality and value. This in turn results in satisfied and loyal clients who more than cover the cost of the courses and salary increases.

We're always looking for new team members. Also, our MRII sponsorship has resulted in some current and potential clients knowing how dedicated we are to quality.”

**Dan Coates, *President and Co-founder***  
Ypulse

“MMR Research is thrilled to assist the next generation of market researchers in moving this industry forward. We feel that our sponsorship of the “Emerging Methods and the Future of Market Research” module is a great way to share something of great value to us with others. ”

**Shelly Ray, *VP – Client Relationships***  
MMR Research Associates