



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 dedicated to advancing leadership, practice and industry knowledge in market research and insights worldwide. We provide a wide range of valuable and accessible resources covering core knowledge, best practices and industry trends to enhance the expertise of insights professionals and anyone looking to better understand practice of market research.

MRII provides expert-led webinars, podcasts, short-form video learning, global and regional awards programs, original research on key industry topics, and more. Our market-leading educational courses from industry experts, offered in partnership with the University of Georgia, are continually updated and endorsed by leading national and international organizations. These courses have impacted the career trajectories of more than **10,000** research and insights professionals from more than **111 countries**.

Partnering with MRII as a sponsor elevates your brand's commitment to insights, provides co-marketing perks, complimentary courses for your team, and direct access to target audiences. Plus, as MRII is a 501(c)3, your sponsorship is mostly tax-deductible in the United States.

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**

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 MRII Diversity Award, the Emerging Markets Award and, new this year, the Data Analysis Award. 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 participate in integrated curriculum via the Principles of Market Research, covering 13 topics of the Market Research Core Body of Knowledge (MRCBOK). Courses are also 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.

NEW DIGITAL INITIATIVES

To supplement course-based learning, MRII has launched a reimagined [YouTube Channel](#), with short-form videos by the world's leading authorities. And, we have launched [a new podcast series](#), Insights & Innovators, where leading authorities share their perspective about key topics and issues of importance to our industry.

Please support one or both of these two new and exciting learning initiatives.

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. 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 opportunity to further the impact they have on our industry. Time and again, Full Circle is proud to sponsor 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 to the next level, setting new industry standards. 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 Ilishaev, 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