



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](#), the [Insights & Innovators podcast](#), a [YouTube channel](#) with 35k subscribers who benefit from 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

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INSIGHTS & INNOVATORS PODCAST

[Insights & Innovators](#) is MRII's weekly podcast exploring the future of market research. Each episode features conversations with industry leaders and disruptors on emerging methods, evolving skill sets, and the growing strategic role of insights professionals.

Whether you're driving growth or shaping business strategy, this podcast helps you stay ahead of the curve in a rapidly changing research landscape.

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 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.

MRII YOUTUBE CHANNEL

Discover a rich library of market research videos designed to equip research professionals with the skills and knowledge needed to generate business-relevant insights, advance your career, and expand your professional learning.

The [MRII YouTube channel](#) is your go-to for continuing education in market research, ensuring you're always at the forefront of the industry with actionable insights and practical skills. New videos are published weekly.

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.

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.

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



Continuous visibility across all MRII social media channels



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



Discount on MRII-UGA courses for all sponsor employees



Monthly newsletters showcasing your company to our 20,000+ subscribers



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



A tax-deductible contribution

And more!

LEADERSHIP CIRCLE



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Anonymous | Brand Riffs | Gazelle Global | RONIN International

MEDIA SPONSOR

Greenbook

SPONSOR TESTIMONIALS

“At OvationMR, we’ve built our business on one belief: stories drive decisions. Sponsoring MRII is our way of fueling more of those stories.

MRII makes real-world experiences like that possible—professional conversations, rigorous standards, and fresh methods that connect data to human truth. By backing MRII, we’re championing a community that values curiosity over complexity.

Our sponsorship isn’t just a logo on a page, it’s a shared commitment to make every insight matter, every voice heard, and every outcome more truly human. We’re excited to walk alongside MRII, nurturing the next generation of leaders and storytellers.”

Jim Whaley, CEO, OvationMR

“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

“MRII plays a vital role in shaping tomorrow’s insights leaders, & Suzy is honored to support that mission. As a company built to amplify the power of human voice and emotion—especially in an era of rapid digital transformation—we value MRII’s leadership in advancing the future of insights, we’re proud to partner on initiatives that inspire learning and drive innovation.”

Melissa Dunn, EVP, 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

“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, Sawtooth Software

“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