

2025



Sponsorship Pack

Sponsorship Pack 2025



The Real Media Awards celebrates efficacy and excellence across real media campaigns in both Australia and New Zealand.

From strategically developed campaign strategies to excellence in craft, creatively engineered packaging to omni-channel campaigns across all market sectors. From Supermarket Retail to Specialty boutiques, Property to Education and Tourism, Pharmacy to Fashion, the Real Media Awards has all sectors represented.

The original heritage of the Awards came from catalogue and letterbox with strong retailer and brand presence, the colloquially badged 'Catalogies', has evolved into one of the largest media marketing efficacy Awards programs in the country now celebrating and recognising all aspects of Retail Marketing and Consumer Branding.

Welcome to the premium industry awards that is the Real Media Awards. With participants from all of industry from

producers to creatives, agencies to retailers, brands to publications. With some 400+ attendees in the 2022 Awards event and over 650 in the pre-COVID era, we are back and continuing our growth attracting insights and recognition from our top retailers and brands.

Entries are judged by a panel of 65 experts from across the industry and are announced at our prestigious annual awards gala – a formal gala event embracing the 'value' and 'timelessness' of our industry's marketing minds and creativity.

Join the sponsorship list and be part of the Real Media Awards 2025.

The very best brands and retailers are proud participants:



NOURISH	LOVATTS MEDIA	TOTAL TOOLS	WORKWEAR GROUP	NUTRIMETICS	KMART
SJD GROUP	THE BRAND AGENCY	FREEDOM	TBWA	BUREAU OF METEOROLOGY	DAVID JONES
GREAT AUSTRALIAN OUTDOORS	JWT	DAN MURPHY'S	MYER	KATHMANDU	TARGET
CHEMIST WAREHOUSE	BMF	COLES	MUSEUM VICTORIA	DIRECT CHEMIST OUTLET	R.M. WILLIAMS
MITRE10	THE SALVATION ARMY	REPCO	FOODWORKS	PRICELINE	VINTAGE CELLARS
CLEMENGER	OFFICEWORKS	METCARTH	SUPERCHEAP AUTO	WOOLWORTHS	ADAIRS RETAIL GROUP
PETER SHEPPARD	YAMAHA MUSIC	BEACON LIGHTING	AUTOBARN	DARRELL LEA	BUNNINGS
AUSTRALIA POST	ALDI	ARB 4X4 ACCESSORIES	JANOME	OUR AGENCY	NARTA
			CHE PROXIMITY	BIG W	ALLIED

Award Categories



MAJOR AWARDS

BOY	Brand of the Year
POY	Publisher of the Year
ROY	Retailer of the Year
AOY	Agency of the Year
JC	Judge's Choice
BED	Best Emerging Designer
BET	Best Emerging Talent
LPY	Loyalty Program of the Year

HOME

H1	Kitchenware & Home Interiors
H2	Furniture, Bedding & Manchester
H3	Whitegoods, Electricals, Electronics & Entertainment
H4	Home Improvement/Repairs/Hardware

FASHION

F1	Women & Men's Apparel
F2	General – Shoes, Swimwear, Mixed Apparel
F3	Children's Toys & Apparel

COSMETICS AND PHARMACY

C1	Cosmetics/Skincare
C2	General Pharmacy/Health & Wellbeing

RECREATION AND LEISURE

REC1	Sports and Fitness
REC2	Camping, Outdoor Goods & Miscellaneous

B2C

B1	Real Estate & Property
B2	Automotive Vehicles & Parts
B3	Tourism/Education/Government/ Utilities/Telecommunications
B4	Office Supplies & Product Guides

RETAIL

R1	Supermarkets
R2	Liquor
R3	Chain/Department Stores/Centres
R4	Specialty Retailers – Jewellery, Books, Fabrics, Eyewear, Cuisine
R5	Online Retailers

DATA-DRIVEN CAMPAIGNS

DD1	Under 100,000 recipients – All Sectors
DD2	Over 100,000 recipients – All Sectors
DD3	Charity & Fundraising Campaigns

PUBLISHING

P1	Magazines
P2	Books

DIGITAL

D1	Publications
D2	Campaigns

EXCELLENCE IN CRAFT

E1	Creative Design & Execution
E2	Best in Class
E3	Environmental Social Governance – Diversity, Environment, Community
E4	Campaign Series - Multi-channel

PACKAGING AND INSTORE

PI1	Packaging
PI2	Brand Activation
PI3	Labels

The crunchy data doesn't lie...



Entrants, Finalists and Winners is received as a significant gong and credit to the retailers and brands success to their representation and marketing of their brands and campaigns. The Real Media Awards is highly esteemed, sought after and celebrated by all involved.

40-45

Categories across
Australia and New Zealand

650

Attendees Pre Covid –
rebuilding target
to growth

65

Judges from across the industry.
From producers to retailers,
agencies, to brands.
Designers to CMOs, Markets
to Creative Directors

412

Entries Post Covid

400

Attendees Post Covid

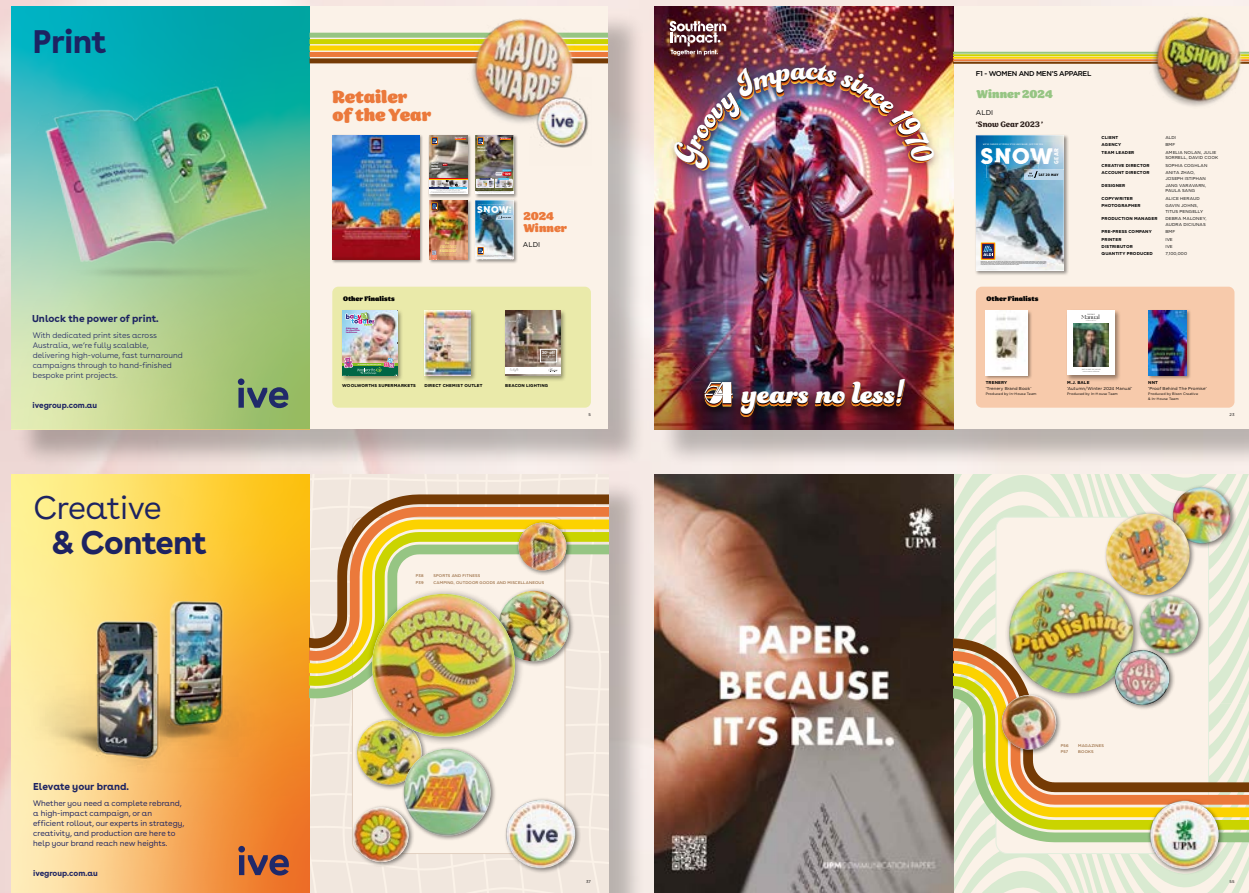
678

Entries Pre Covid –
rebuilding target
to growth

RMA Winners Book



The Real Media Awards Winner's Book highlight's various adverts. The booklet is kept on record by audiences as well as held in the State Library Archives dating to each issue over thirty (30) years ago.



Sponsorship Packages



REAL
MEDIA
AWARDS

2025

Sponsorship Packages offer entry-level all the way to a strategic partner with amplified messaging to your brand. Consider joining the celebration and be part of something your clients and prospects are proud of.

BENEFITS

- Sponsor logo throughout group collateral
- Sponsor logo throughout socials/EDM
- Category hero sponsorship
- Category call-out on night in AV
- Category or/MAJOR Award
- 1 x full page advert
- Social & EDM callout
- Priority Seating at event
- Category and Major Award

PLATINUM
BY NEGOTIATION

BENEFITS

- Sponsor logo throughout group collateral
- Sponsor logo throughout socials/EDM
- Category hero sponsorship
- Category call-out on night in AV
- Category or/MAJOR Award
- 1 x full page advert

GOLD
\$15,000

BENEFITS

- Sponsor logo throughout group collateral
- Sponsor logo throughout socials/EDM
- Category hero sponsorship
- Category call-out on night in AV

SILVER
\$10,000

BENEFITS

- Sponsor logo throughout group collateral
- Sponsor logo throughout socials/EDM

BRONZE
\$5,000



REAL
MEDIA
AWARDS

2025

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