



Sponsorship Opportunities

2026-2027

Partner with the UK's leading forum for
Media Research, Insight, and Innovation.



About the MRG

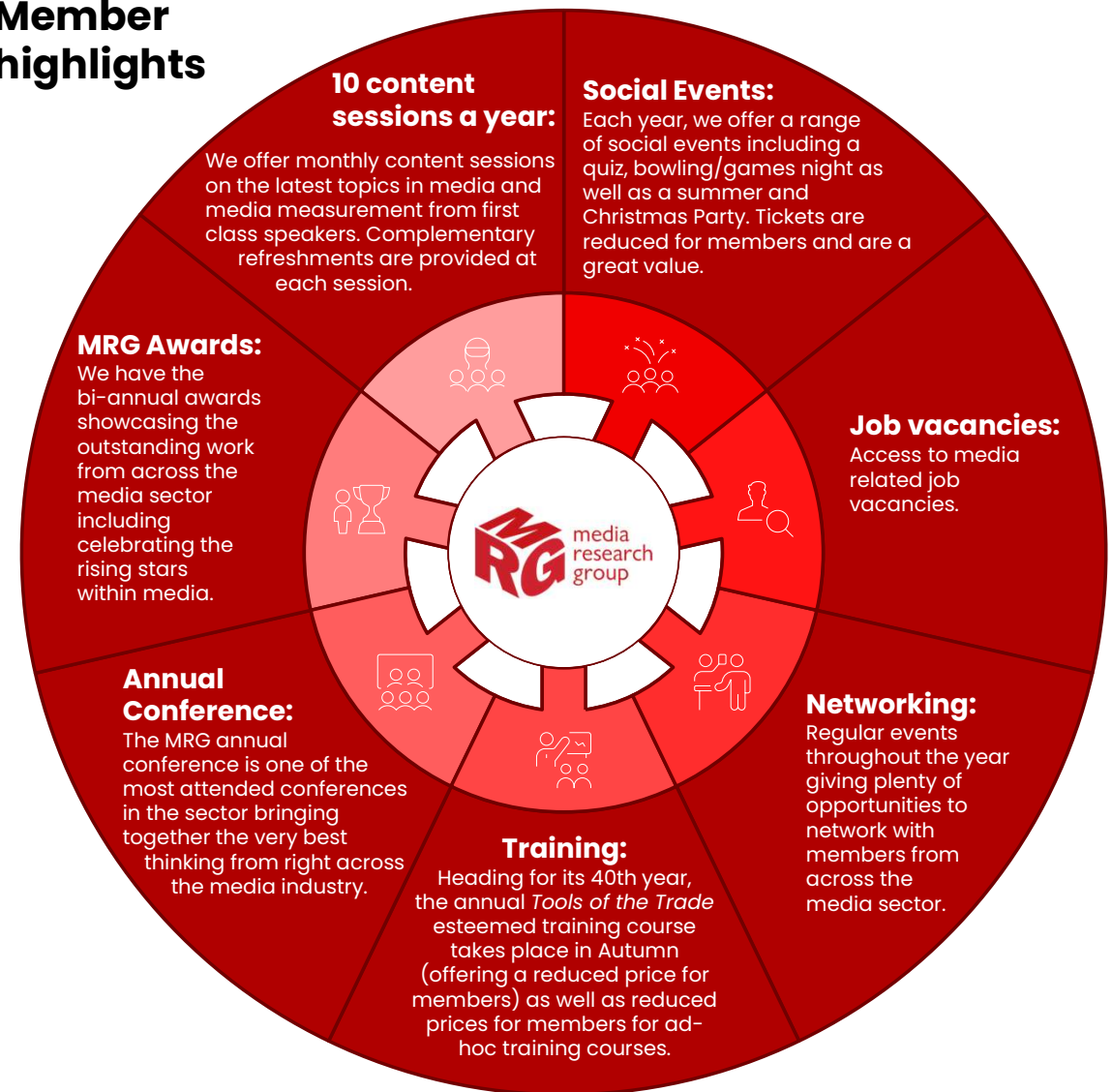
The Friendly Face of Media Research

Established in 1964 (originally as a wine club!), the MRG is a non-profit community of over 500+ media research specialists.

We support everyone from media owners and agencies to independent researchers, consultancies and data experts.



Member highlights





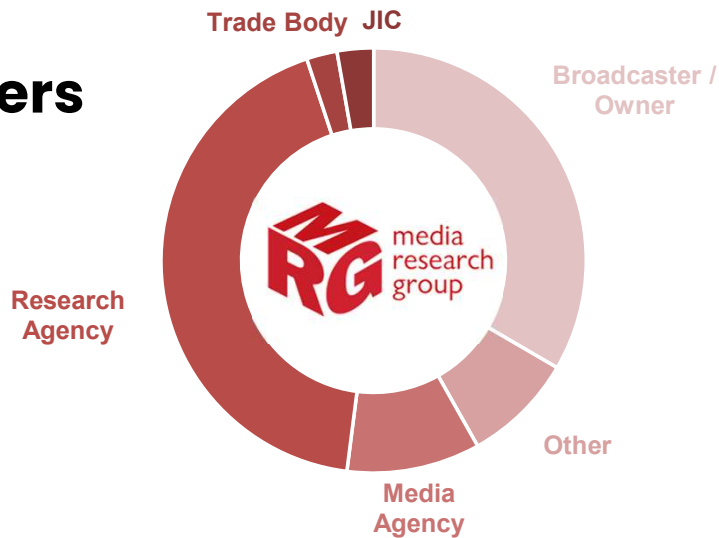
Why Partner With Us?

The MRG connects the industry's brightest minds. By partnering with us, you are championing industry innovation and best-in-class thinking, while gaining exposure to the friendliest bunch of media professionals in the UK!

- ✓ Direct access to 500+ senior media research professionals.
- ✓ Alignment with a trusted, long-standing non-profit.
- ✓ High engagement through niche, high-value events.

Our member profile

500+ members



Trusted by the Industry's Biggest Names:

KANTAR

Wavemaker



ondevice research



BBC

thinkbox

tapestry

Savanta



UKOM



Google

The Guardian

JCDecaux

NETFLIX



Standard Partnership Inclusions



Baseline visibility and engagement across our 500+ member network, included with every tier.



Brand Exposure

Logo placement on the MRG website, all event-specific collateral, and digital member newsletters.



Social & Digital

Dedicated acknowledgement across MRG LinkedIn and social channels to our niche industry followers.



On-Site Presence

Verbal recognition from the MRG Chair and prominent placement on digital screens.



Community Impact

Official recognition as a patron of industry innovation, supporting our mission as a non-profit.



Our Partnership Opportunities



Monthly MRG Insights Exchange

Our regular platform for sharing work and case studies. These sessions reach a highly engaged audience of 50-80 people per session, providing a great environment for sharing thinking and ideas!



Socials & Networking

From our legendary Summer and Christmas parties, to our highly competitive pub quiz, this is where the industry connects! Ideal for getting maximum friendly visibility across our network!



Annual Conference

The MRG's flagship annual event. Alternating between London and international locations, this offers maximum reach to 100-200 senior delegates, featuring keynote sessions and high-level networking.



Biennial Awards

Every two years, we honor the best in the business! Sponsor an individual category or the gala dinner, offering a prestigious credibility boost and alignment with the gold standard of media research!

2026/2027 Calendar



Q1

Jan
MRG IE

Feb
MRG IE

March
MRG IE

Bowling social

Q2

April
MRG IE

May
MRG IE

June
MRG IE

Summer party

Q3

July
MRG IE

Aug
MRG IE

Sept
MRG IE

**Tools of the Trade
Training**

Pub Quiz

**Biennial awards
launch campaign
(2027)**

Q4

Oct
MRG IE

Nov
MRG IE

Dec
MRG IE

**Annual
Conference**

Christmas party

**Biennial
Awards Gala (2027)**

MRG Insight Exchange

Sponsor Opportunities:

Sponsor our monthly insights exchange session! You'll be prominent in the lead up to and during the session itself, visible to an engaged audience.

- Company mentioned on all comms and collateral
- Opportunity to host the session – introduce the speakers on the night plus a 5 minute 'pitch' session at the beginning
- Contact list of all attendees
- Any branding at the event (at own cost)
- Opportunity to provide merchandise to attendees (at own cost)

Why not host at your own venue? We're always on the lookout for new and exciting event spaces to host our events!

Starting from £500

Please note, our sponsorship prices are kept accessible to support the industry; fees exclude event entry tickets. Partners are welcome to provide their own branded collateral or gifts for guest goodie bags at their own cost.





Please note, our sponsorship prices are kept accessible to support the industry; fees exclude event entry tickets. Partners are welcome to provide their own branded collateral or gifts for guest goodie bags at their own cost.

Socials & Networking

From our legendary Summer and Christmas parties, to our highly competitive pub quiz, this is where the industry connects! Ideal for getting maximum friendly visibility across our network!

Sponsor Opportunities:

GOLD



Headline Event Partner

Headline logo dominance across all event communications, premium signage placement at the venue, and the opportunity to give an introductory toast to kick off the night.

Starting from £1,500

SILVER



Feature Partner

Sponsor the first round of drinks, the canapes or the entertainment/DJ. Brand placement on marketing collateral and at the event.

Starting from £1,000

BRONZE



Supporting Partner

Sponsor the event photobooth, an individual quiz round or the winner's trophy!

Logo on all event comms, and post event wrap-up comms.

Starting from £500

Annual Conference – London 2026

The MRG's flagship annual gathering, taking place in London in November 2026 (date and venue tbc!). This high-reach event offers deep-dive industry sessions and unmatched access to UK media research leaders.

Sponsor Opportunities:

GOLD



Session/ drinks partner

Sponsor a session at the annual conference OR the drinks reception. Includes a 5–10-minute speaking slot to introduce a session, plus the opportunity for a stand in the foyer. Branding on all conference comms and contact list of all opted-in attendees.

Starting from £1,500

SILVER



Stand/ break partner

Sponsor the tea/ coffee break, or have an exhibition stand in the main foyer. Branding on all comms and contact list of all opted-in attendees.

Starting from £1,250

BRONZE



Supporting Partner

Targeted brand visibility through conference booklet / app sponsorship, agenda branding or a prize draw for delegates.

Starting from £750



We love working with partners to create memorable experiences. Talk to us about custom activations, including branded digital display screens, branded popcorn or refreshment stations or more! Please note, our sponsorship prices are kept accessible to support the industry; fees exclude event entry tickets. Partners are welcome to provide their own branded collateral or gifts for guest goodie bags at their own cost.



We love working with partners to create memorable experiences. Talk to us about custom activations, including branded digital display screens, branded popcorn or refreshment stations or more! Please note, our sponsorship prices are kept accessible to support the industry; fees exclude event entry tickets. Partners are welcome to provide their own branded collateral or gifts for guest goodie bags at their own cost.

Annual Conference – Abroad 2027

Our premier event abroad, taking place every two years. The exact dates and location for 2027 are still TBC, but in 2025 we had 3 days in Utrecht. High-value sponsorship offering deep engagement with delegates during a multi-day, residential experience.

Sponsor Opportunities:

GOLD



Session/ drinks partner

Sponsor a session at the annual conference. Includes a 5–10-minute speaking slot to introduce a session, plus the opportunity for a stand in the foyer. Branding on all conference comms and contact list of all opted-in attendees.

Starting from £2,500

SILVER



Stand/ break partner

Sponsor the tea/ coffee break, or have an exhibition stand in the main foyer. Branding on all comms and contact list of all opted-in attendees.

Starting from £2,000

BRONZE



Supporting Partner

Targeted brand visibility through conference booklet / app sponsorship, agenda branding or a prize draw for delegates.

Starting from £1,000

The MRG Awards 2027

Every two years, we gather to honour the best in class and celebrate the work defining the future of media research. The Awards Gala brings together the industry for a prestigious black-tie evening of recognition, at the end of our international conference.

Sponsor Opportunities:

GOLD



Headline Event Partner

Headline brand associated with the entire event. Branding on all event comms. Opportunity for a welcome address, and to present an award on stage.

Starting from £2,500

SILVER



Feature Partner

Sponsor the welcome drinks reception! Branding on all comms. Prominent signage, custom drink naming opportunities and the privilege of handing out an award during the ceremony.

Starting from £1,500

BRONZE



Category Sponsor

Direct alignment with industry excellence. Your logo attached to your chosen category across all shortlists, screens etc. Company rep can hand out award during the ceremony.

Starting from £750



Please note, our sponsorship prices are kept accessible to support the industry; fees exclude event entry tickets. Partners are welcome to provide their own branded collateral or gifts for guest goodie bags at their own cost.



Get in touch!

For bespoke sponsorship packages or
to discuss current opportunities:

Jemma Ralton

www.mrg.org.uk

jemmar@tapestryresearch.com

