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Partnership Package Overview

DIGITAL MEDIA AWARDS

Overview

Now in its 23rd Year, the Digital Media Awards are the most prestigious digital awards in Ireland. With over 400 entries, Ireland's top agencies and digital-focused businesses will compete to take home one of our coveted awards.

Categories range from Best Agency, and Best Brand through to the Best Use of Data Analytics and Best Use of SEO. There has been over 200% growth in the last 4 years in entry levels with over 600 attendees at the event.

DIGITAL MEDIA AWARDS

Key Dates

23th of February	Event Launch
3rd of July	Closing Entries
4th July to the 8th of August	Judging
15th of August	Finalist announced

Event Venue & Attendance

Date	**9 October 2026**
Location	Radisson Blu Royal
Estimated Attendees	600

DIGITAL MEDIA AWARDS

2025 Event Overview

History: 22 years
Audience: Agencies, Business, Media
Attendees: 600
Entries: 428
Event Host: Anton Savage

Media Coverage 2025 Breakdown:

2 Radio Stations
11 National and Regional Press
13 Irish Media Accredited News Sites

*Media reports for web, press and broadcast are independently verified by Kantar Media and reports available in detail on request

Summary of our Media Coverage 2025

	Value €	Views/Impressions
Web	€11.2K	19.3M
Broadcast	€60	250K
Press	€21K	604K
Facebook		8.3K
Instagram		208K
Twitter		13.3K
LinkedIn		36.5K
send.ie		55K
Google Analytics		143K
Total	€32,200	20.6M

Award Categories 2026

The awards are open to any Digital Agency or any Digital Focused Business based on the island of Ireland. We would receive entries from Agencies, Corporate, Marketeers, Digital Search, Education, Government, Councils & Charities.

Best in Class

(PEOPLE & TALENT LED)

- Best Brand
- Best in Government & Not for Profit
- Best in Retail and Consumer Goods
- Best Agency
- Best Small Agency (< 15)
- Best Sales Team
- Best Creative
- Best Collaboration (Owner/Brand/Agency)
- Best Specialist Agency
- Best Newcomer
- Best Student

Best use of Technology, Platform & Strategy

(PLATFORM, TECH & STRATEGY LED)

- Best App
- Best Website
- Best Conversion Strategy
- Best Brand Strategy
- Best Use of Data & Insights
- Best Use of AI
- Best Tech & Innovation
- Best Integrated Campaign

Best use of Media

(MEDIA CHANNEL LED)

- Best Search Campaign
- Best Use of Social
- Best Use of SEO
- Best Use of Display
- Best Use of Content/Native
- Best Use of Video
- Best Use of Digital OOH
- Best Use of Digital Audio

DIGITAL MEDIA AWARDS

Judges

We have the leading experts on the digital space on our panel:

- **Adam Taylor,** Deputy Managing Director at Havas Media Ireland
- **Aine Lucas,** Business Director at dentsu
- **Ali Donnelly,** Head of Digital at Spark Foundry, part of Core
- **Amy Doody,** Head of Paid Search and Social at dentsu
- **Caoimhe Nugent,** Senior New Business Strategist UKI at Google
- **Chris Cashen,** Group Head Of Strategy at WPP Media
- **Colin Baker,** CEO at Back from the Future IT
- **Darina Sexton,** Head of Communications at Microsoft Ireland
- **Dusty Rhodes,** Founder & CEO of DustPod
- **Edel Walsh,** Head of Digital Marketing at EY Ireland
- **Emmet Ryan,** Journalist at Sunday Business Post
- **Dr. Fardus Sultan,** Lecturer at Technological University Dublin
- **Fergal O'Connor,** CEO & Founder at Buymedia
- **Gareth Dunlop,** Speaker, Writer and Consultant on Experience Design, Strategy, Innovation and Leadership
- **Gavin McKenna,** Head of Marketing, Digital and Communications at Visit Belfast
- **Grace Crowley,** Head of Marketing & Communications at Royal Dublin Society
- **Greg Canty, Managing Partner of Fuzion**
- **Ian Campbell,** Digital Board Director at Zenith, part of Core
- **Dr. John Carty,** Lecturer and Researcher at Atlantic Technological University (ATU) Galway
- **John Coleman,** Head of SEO at iProspect
- **Keith McLoughlin,** Director at Connexus Recruit
- **Dr. Lana Repar,** Lecturer in Food Business at University College Cork
- **Mark O'Brien,** Director of Product (Content, Date & AI) at Shutterstock
- **Niall Kitson,** Head of Digital (Technology Division) at Mediateam
- **Orlaith McIvor,** Senior Brand Manager at Keelings Retail
- **Dr. Paraic Kerrigan,** Assistant Professor at University College Dublin
- **Dr. Patricia McHugh,** Programme Director for the MSc Digital Marketing Programme, University of Galway
- **Paula Cerruti,** Director at Reputation Inc
- **Dr. Pierangelo Rosati,** Professor in Management and Director of Industry Engagement at DCU Business School
- **Tara Moran,** Head of Sales at Virgin Media Television
- **Timothy Hubbard,** Professor of Management at DCU Business School
- **Viv Maher,** Founder & Connector at ThinkDifferently.ie Recruitment

DIGITAL MEDIA AWARDS

Highlight Reel

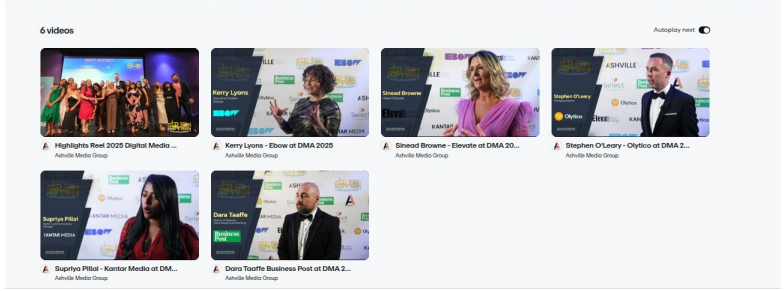
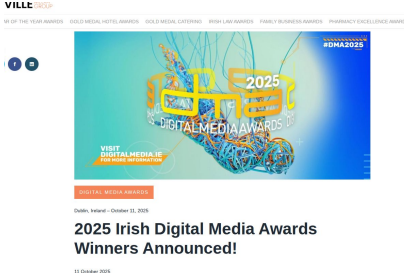
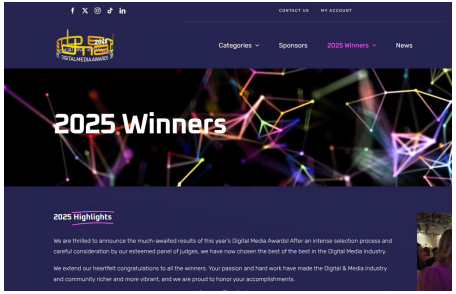


Photo Gallery

Press Releases



2025 Winners Page



Event Brochure

DIGITAL MEDIA AWARDS

2025 Winners

Headline Partner Benefits

- Naming rights for the Digital Media Awards- all communications and reference of the event to include your brand inclusive of Custom Hashtag EXAMPLE - Imagine Group Digital Media Awards, #imagineDMA2025
- A re-designed Event logo with your co-operation
- Joint event branding across all mediums
- Opportunity for a senior member of your team to join judging panel
- Photo call \ Event to launch the Headline Partnership Company
- Exclusive Ezine to announce partnership and include company message with links.
- Exclusive Finalists Announced Activation
- Opportunity to do keynote address at Digital Media Awards Ceremony (3 minutes)
- Your message as headline sponsor included in mailing with all tickets
- Activation Space at drinks reception
- Access to entire list of companies that entered Digital Media Awards
- Branding and comment included on all press release (Launch, Finalists, Winners)
- All citations & Trophies presented to finalists branded as headline sponsor
- Opportunity to present Agency of the Year

Sponsorship Value

1. **Exposure:** Unrivalled Brand Exposure - Reach beyond your Database
2. **Stand Out:** As a leader in the Industry
3. **Expand**: Expanded Reach and Generate leads - we bring them right to you
4. **Activate:** Deliver the WOW - Create Engaging Activation
5. **Engage:** Benefit from our success at driving key decision makers to the event
6. **Visibility:** Showcase your brand as an industry influencer
7. **Ignite:** Drive Awareness, Create Positive Perception and build brand recognition
8. **Targeted:** Exposure to national brands and agencies

Total Cost: €45,000 ex vat

Category Partner Benefits

- Branded table of ten in prime position at awards dinner and one at the top table.
- Opportunity to present recipient of chosen category with award on stage
- Company name on awards piece.
- Branding throughout the event on stage, banners, and video elements of awards presentation, all of which identifying you as category sponsor.
- Full page advert in event brochure aligned to your category.
- Branding on production loop during the award evening.
- Photo opportunity for senior representative and winner.
- Opportunity to do a Video “piece to camera” for post event Social media posting.
- Logo on backdrop for all photos at the event.
- All menus & pop ups branded with your company name and logo.
- Recognition from awards host for sponsorship.
- Social Media promotion of winner of your category, includes your company Twitter handle, including LinkedIn, Facebook and Instagram
- Branding on the chosen category page in the awards brochure.
- Cameraman on hand during the evening to photograph your group for use in your own post-event marketing.

Sponsorship Value

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5. **Engage:** Benefit from our success at driving key decision makers to the event
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7. **Ignite:** Drive Awareness, Create Positive Perception and build brand recognition
8. **Targeted:** Exposure to national brands and agencies

Total Cost: €8,500 ex vat

Post event Deliverables

The Irish Digital Media Awards Events Team will send you a full Sponsors Report including the following information :

- PR Activity
- Kantar Media Coverage detail
- Social Media Coverage report
- Examples of Branding delivered
- Piece to Camera
- Award presentation images
- Lists of Press/Web and Broadcast Media
- Testimonials
- Examples of Posts and Sponsor Relevant Images

dma
DIGITAL MEDIA AWARDS
Strength.
Depth.
Engagement.
Ashville are the event experts with a proven track record of matching sponsors and advertisers with highly engaged audiences. We love what we do, and you'll enjoy working with us.
ASHVILLE MEDIA GROUP
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