

OFFICIAL SPONSORSHIP OPPORTUNITIES 2026



SEX MARKETING AWARDS

by **sxticheu**

Own the category.  
Be the brand that defines the industry standard.

# THE ECOSYSTEM

## **SX FESTIVAL**

The community engine. Shows, creators, top brands, and community with a 2,000-PAX audience shaping modern contemporary kink culture.

**AUDIENCE → B2C & B2B**

## **SX EXPO**

Most innovative and trend driven pleasure and kink expo, featuring top brands, technology, fashion, and sex products.

**EXPERIENCE → B2C & B2B**

## **SXMA**

The industry gala awards. Focused on the most innovative and trend setting solutions across the entire industry.

**PR SPIKE**

# WHAT IS SXMA

**SEX MARKETING AWARDS** honor the visionaries redefining pleasure and shaping the future of the modern adult industry. Celebrating the brands, creators, and innovators setting new standards in storytelling, marketing, and product innovation, SXMA stands as the definitive recognition for excellence across the pleasure and adult industries.

**12**

Awards Category

**1K+**

Industry Leaders



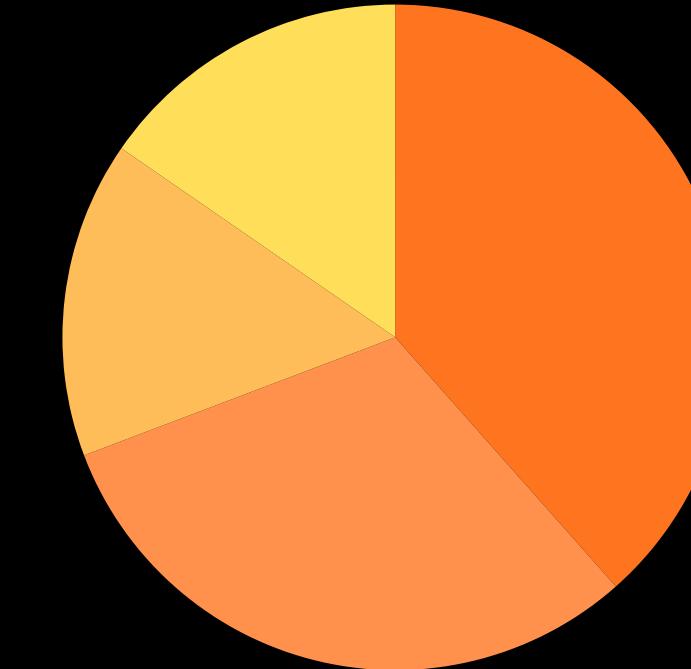
# PERCENTAGE OF EXPOSURE AND PR & MEDIA ECOSYSTEM

Share of visibility across touchpoints by sponsorship tier (Owned / Event / Creator / PR).



**Visibility Mix:** High-tier packages offer exponential growth in on-site domination and video highlight integration.

**Stage Ownership:** Only the Main Sponsor receives full "Presented By" status across all categories.



## Pr engine mix:

**EARNED** Press releases, interviews, media pickups

**CREATOR** Collab content, tagged mentions

**OWNED** Newsletters, emails, websites

**PARTNER** Distribution channels

# 12 AWARD CATEGORIES.

**BEST SOCIAL MEDIA CAMPAIGN**

**BEST CREATOR PLATFORM COLLABORATION**

**BEST BRAND & PRODUCT**

**MARKETING AGENCY OF THE YEAR**

**PR AGENCY OF THE YEAR**

**BEST GROWTH MARKETING TOOL**

**BEST AUDIO CONTENT PRODUCT**

**BEST MEDIA OUTLET**

**LAUNCH OF THE YEAR**

**BEST COMMUNITY ENGAGEMENT PRODUCT**

**BEST INFLUENCER / AMBASSADOR CAMPAIGN**

**SPECIAL AWARD – NOMINATE THE CHANGEMAKER**

# MAIN SPONSOR PACKAGE

Maximum visibility across SXMA ecosystem + full digital PR engine.

## HEADLINE GALA SPONSORSHIP

- "Presented by [Your Brand]"
- **Opening remarks (2 min)**
- Present **1 key** award on stage
- Visibility in highlight video + red carpet + digital agenda

## SOCIAL MEDIA & DIGITAL VISIBILITY

- 6 dedicated posts (IG + LinkedIn)
- 2 newsletter inclusions + backlinks
- 2 welcome emails + backlinks
- 4 partner carousels/highlights
- 6 tagged mentions via creators
- Branded sponsor pages (SXMA + Festival + Expo)

## ON-SITE BRANDING

- Premium stage banner
- **LED rotation + 1-min spot**
- Exclusive promo wall + red carpet branding
- Branded wristbands
- Gift bag items
- Optional activation supported by team

**€35,000**

EXCLUSIVITY  
(1 BRAND ONLY)

**Call Now**

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10 VIP PASSES



BRANDED LOUNGE (10)



PR INTERVIEWS



PHOTO + VIDEO CONTENT RECAP



UNLIMITED SERVICE

**Unique Value:** The only package combining exclusivity, stage ownership, and a full PR engine.

# PARTNER SPONSOR PACKAGE

Strong gala presence + media comms + VIP + stage moment.

## HEADLINE GALA SPONSORSHIP

- “Partner [Brand]”
- Present **1 award**
- Logo in program/ agenda/ website

## SOCIAL MEDIA & DIGITAL VISIBILITY

- 2 dedicated posts (IG + LinkedIn)
- 1 newsletter mention + backlink
- 1 welcome email (partner-only) + backlink
- 2 partner carousels/highlights
- 2 tagged creator mentions
- Sponsor pages (SXMA + Festival + Expo)

## ON-SITE BRANDING

- Premium stage banner
- LED rotation + 30-sec partner spot + opening/end logo



4 VIP PASSES



BRANDED LOUNGE (4)



PRESS RELEASE LINK



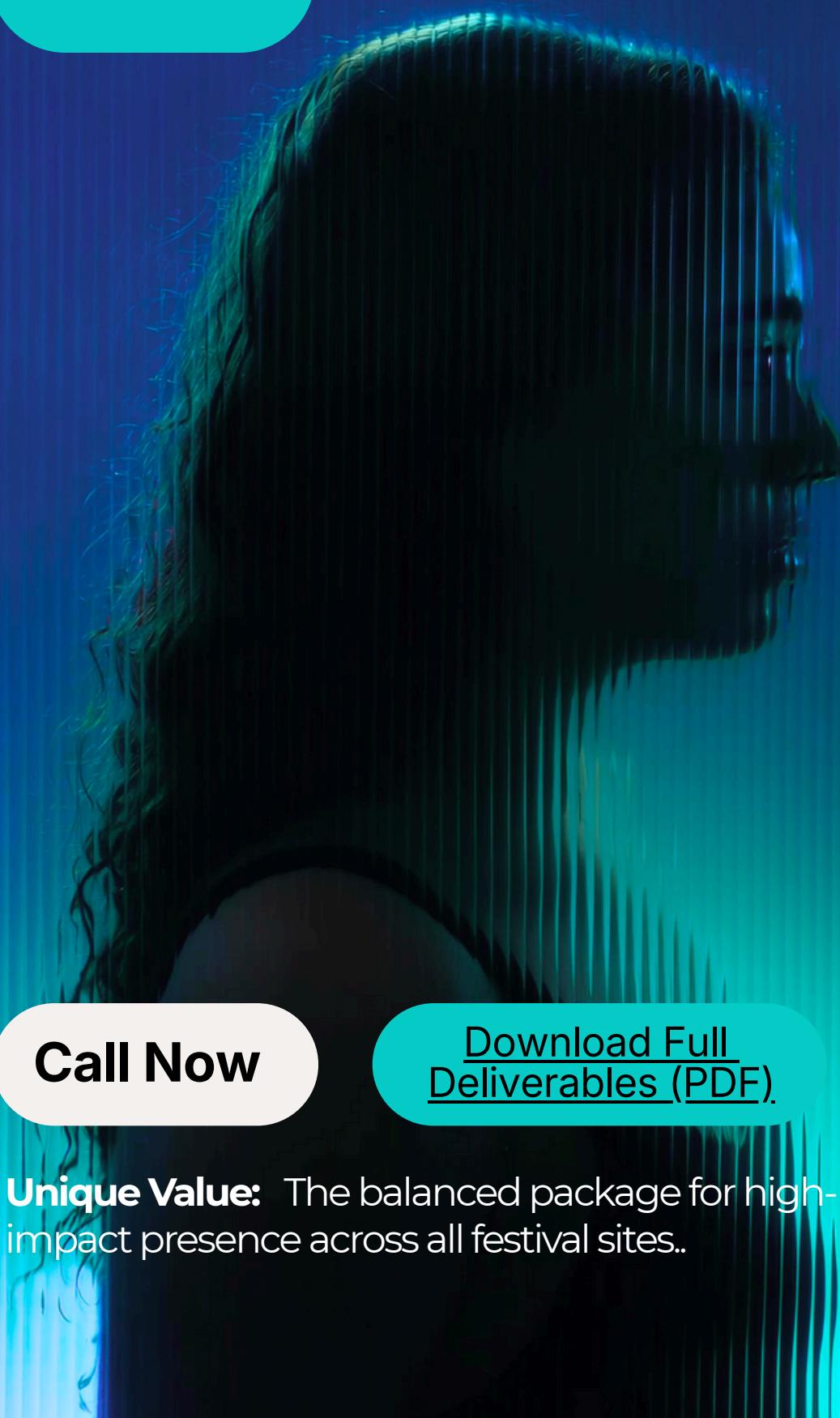
VIDEO RECAP LOGO



UNLIMITED SERVICE

**€14,500**

**4 SPOTS  
AVAILABLE**



**Call Now**

[Download Full Deliverables \(PDF\)](#)

**Unique Value:** The balanced package for high-impact presence across all festival sites..

# CREATIVE SPONSOR PACKAGE

Artistic and visual integration as a signature moment.

## HEADLINE GALA SPONSORSHIP

- "Creative Sponsor [Brand]"
- **Present 1 award**
- Logo in program/ agenda/ website

## SOCIAL MEDIA & DIGITAL VISIBILITY

- 1 dedicated post (IG + LinkedIn)
- 1 newsletter mention + backlink
- 2 tagged mentions via creators
- Sponsor page (logo + backlink)

## ON-SITE BRANDING

- Creative integration into stage visuals/motion/performance/art show
- Logo on agenda + LED end-of-ceremony



4 VIP PASSES



BRANDED LOUNGE (4)



UNLIMITED SERVICE

**€10,000**

ONLY 2 SPOTS  
AVAILABLE



**Call Now**

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**Unique Value:** Your brand becomes part of the show—not just a logo.

# VIP SPONSOR PACKAGE

Priority VIP-area visibility + on-stage participation.

## HEADLINE GALA SPONSORSHIP

- “VIP [Brand]”
- **Present 1 award**
- Logo in program/agenda/website

## SOCIAL MEDIA & DIGITAL VISIBILITY

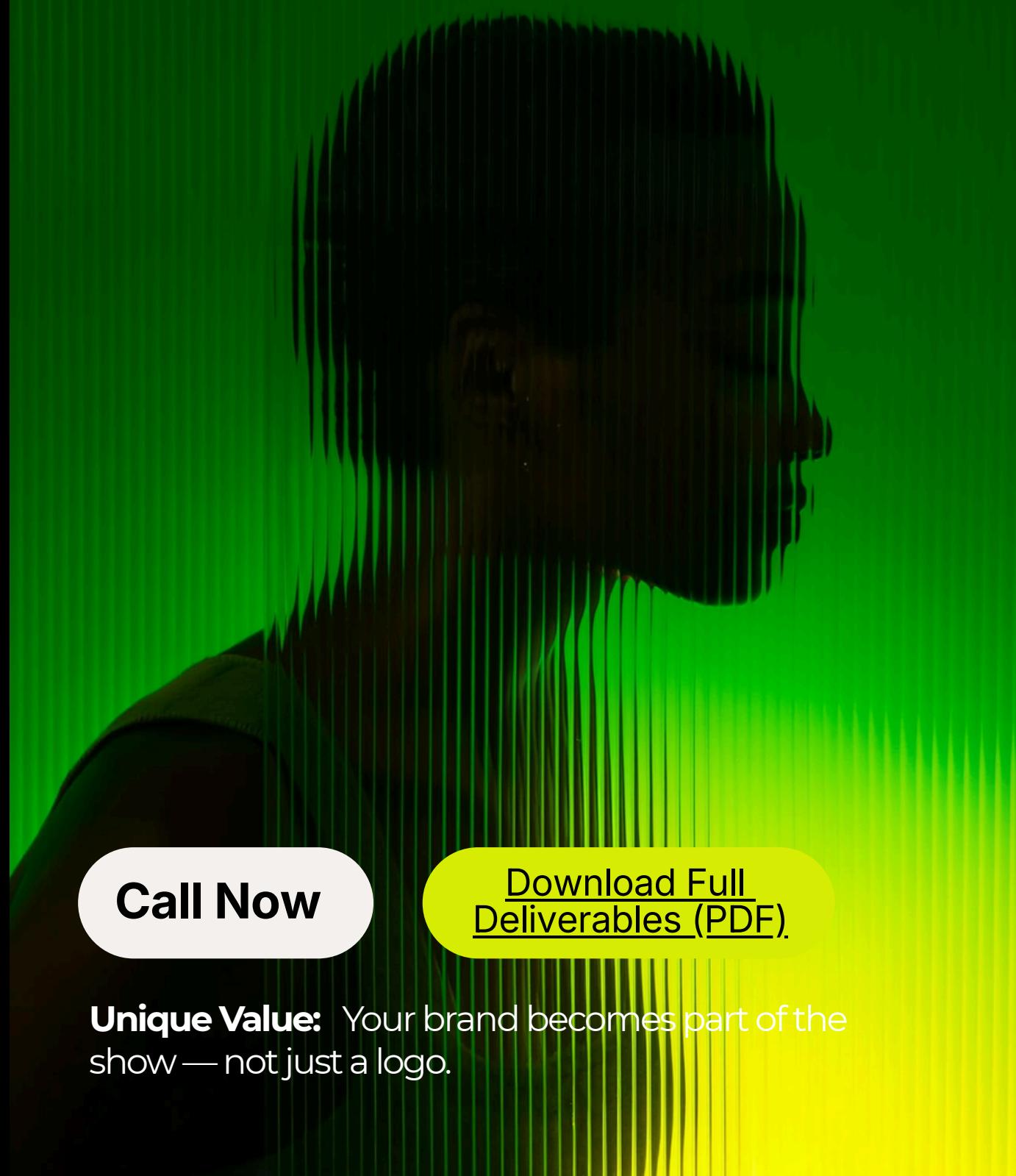
- 1 dedicated post (IG + LinkedIn)
- 1 newsletter mention + backlink
- 2 tagged creator mentions
- Sponsor page (SXMA main sponsor block)

## ON-SITE BRANDING

- Logo on agenda + LED end-of-ceremony

**€4,500**

**8 SPOTS  
AVAILABLE**



**Call Now**

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**Unique Value:** Your brand becomes part of the show—not just a logo.



2 VIP PASSES



BRANDED LOUNGE (2)



UNLIMITED SERVICE

# CHOOSE YOUR LEVEL

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TIER	STAGE OWNERSHIP	DIGITAL REACH	ON-SITE DOMINATION	PR ENGINE	BEST FOR
<b>MAIN</b>	Full (2-min opening)	Maximum (6+ posts over channels)	Wristbands / Banners	Interviews + Video + Photo	<b>Brand Domination</b>
<b>PARTNER</b>	Award Presenter	High (2+ posts over channels)	Premium Banners	Press Release + Video Logo	<b>Networking / Media</b>
<b>CREATIVE</b>	Performance Moment	Targeted	Visual/Art Integration	Video Integration	<b>Emotional Branding</b>
<b>VIP</b>	Award Presenter	Basic	Logo wall	Social mention	<b>Influencer access</b>

**5K+**

Projected Atendees

**250+**

Creators Involved

**50+**

Global Media Outlets

# CALL NOW, BOOK YOUR SPOT.

LIMITED SLOTS REMAINING.

LOCK CATEGORY EXCLUSIVITY.

GET THE DEFINITIVE MEDIA MOMENT.

**Call Now**

[Full Deliverables \(PDF\)](#)

