

OFFICIAL SPONSORSHIP OPPORTUNITIES 2026

SXMA

26.6.26

BERLIN

SEX MARKETING AWARDS

by **sxtecheu**

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

SXMA

by **sxtecheu**

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

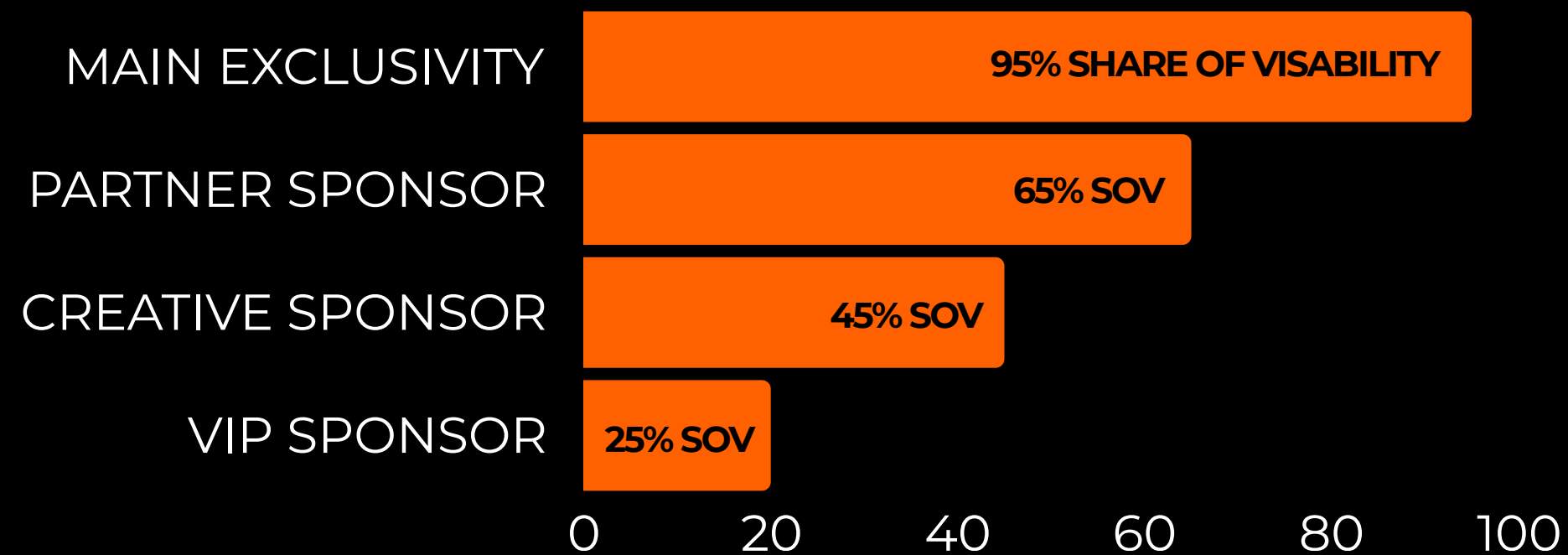
1K+

Industry Leaders



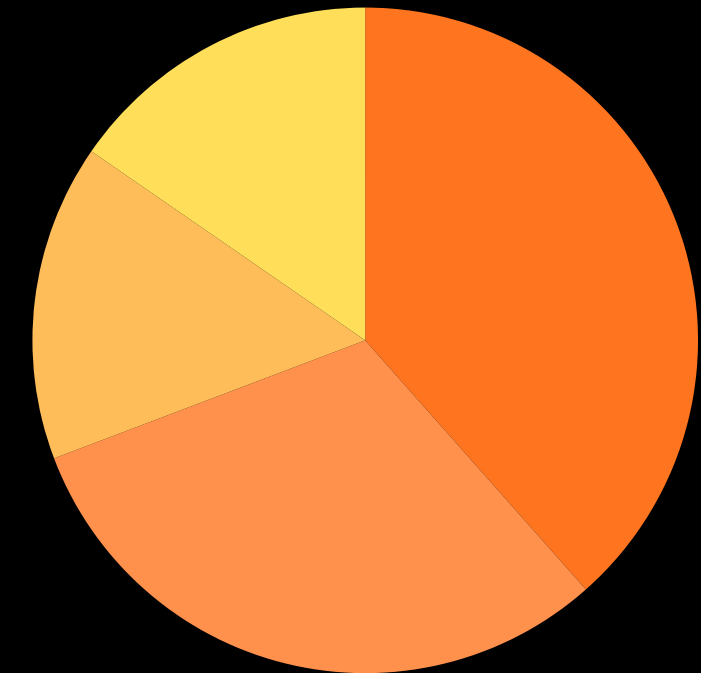
PERCENTAGE OF EXPOSURE AND PR & MEDIA ECOSYSTEM

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



10 VIP PASSES



BRANDED LOUNGE (10)



PR INTERVIEWS



PHOTO + VIDEO CONTENT RECAP



UNLIMITED SERVICE

€35,000

EXCLUSIVITY
(1 BRAND ONLY)

Call Now

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

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

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

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

VIP SPONSOR PACKAGE

pPriority 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



2 VIP PASSES



BRANDED LOUNGE (2)



UNLIMITED SERVICE

€4,500

8 SPOTS
AVAILABLE

Call Now

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

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

CHOOSE YOUR LEVEL

Download Full Deliverables (PDF)

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

5K+
Projected Attendees

250+
Creators Involved

50+
Global Media Outlets

SKMA

by **sxtech**.eu

**CALL NOW,
BOOK YOUR SPOT.**

LIMITED SLOTS REMAINING.

LOCK CATEGORY EXCLUSIVITY.

GET THE DEFINITIVE MEDIA MOMENT.

Call Now

Full Deliverables (PDF)

sxtech.eu
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