



Motion Design Awards



**Motion Design
Awards**

Sponsordeck

2020 / 2021



About the Motion Design Awards

The Motion Design Awards is an inspirational award platform where cutting-edge designers and studios from all over the world can deserve recognition by competing for daily awards. Because their hard work deserves to be seen and their talent and innovation needs to be rewarded.

The awards are judged by an international panel of expert judges and a public vote. When a studio wins an award, the studio receives an official certificate to show off their skills. As a sponsor you also have the option to add a reward to this certificate.

With the MDA, we hope to inspire our colleagues in the motion design field. That is why we build platforms for motion design studios and we will continue building on our community.

Our Awards





Audience

When you think about it, it's amazing how fast we've grown our audience and continue to do so. We've only been around since 2020 and we already made name for ourselves with thousands of motion design professionals. Most of them are in the age group of 18 to 34 years old.

A big part of our audience development is our jury. About 90 professionals from around the world invest their precious time in the Motion Design Awards. Including people from Already Been Chewed, Lumbre, MediaMonks, Plenty, Golden Wolf, Ordinary Folk and a lot more. How awesome is that?

540K

**Social media
followers**

7.3M

**Social media
impressions
(monthly)**

74%

**Between 18 & 34
years old**

35K

**pageviews
per month**

1000

Voters

Data from Juli 2020



Video of the Year - Awardshow

Of course we love our online platform and it's great for awarding outstanding work. But we sure like to make this into a yearly offline award show as well. The Video of the Year awards for 2020 will be sent out in February 2021. Due to covid-19 an award show (including talks of our jury, sponsors and members) will most probably be held in the second year of our existence (2022). We hope to see you all in good health by then.

Meanwhile, we will organize our award show online. The VOTY awards will be picked from the following categories:

ADVERTISING

- Campaigns
- Commercials
- Social Media ads

BROADCAST DESIGN

- Channel Branding
- Film titles
- Series titles
- Program titles

EVENTS

- Event titles
- Installation / projection / experience
- On-stage events

OTHER

- Experimental
- Explanatory Videos
- Film Graphics
- Game titles
- Music videos
- Self branding / personal
- Short films
- Sound Design
- Title sequences
- UI / UX

Sponsor benefits

Major
Sponsor

Platinum
Sponsor

Gold
Sponsor

Silver
Sponsor

Costs (Per year)

\$10K

\$5K

\$2.5K

\$0

Sponsor limit

3

25

∞

∞

Lead generation

Target your audience with a large banner space in our newsletters leading to an article / offer of your choice

24
newsletters

12
newsletters

6
newsletters

Categories

- Display of your logo in a bar below videos
- Learn who's using your software / service for reposts + priority for logo display (Main, Platinum & Gold sponsors)

20
categories

10
categories

5
categories

3
categories

Rewards

Add your reward to award winners and connect with them by email



VOTD winners
Video of the Day



VOTM winners
Video of the Month



VOTY winners
Video of the Year



Both DOTY & SOTY winners
Designer of the Year & Studio of the Year

5
award types

VOTD
VOTM
VOTY
DOTY
SOTY

3
award types

VOTD
VOTM
VOTY

2
award types

VOTD
VOTM

2
award types

VOTD
VOTM

Connect with nominees & voters

We will email every user an overview of all their uploads and votes of the month. Along with your article or offer of your choice.

100%
of our
nominees
& voters

50%
of our
nominees
& voters

25%
of our
nominees
& voters

Social media

Posts published on our social media channels

24
posts

12
posts

6
posts

3
posts

Advertising

Add your logo / marketing material to the following locations.

- logo on bar above the footer
- logo on sponsors page
- logo in a weekly activity email to members
- fullscreen on our login page
- logo in bar below video
- XL banner in footer.

6
locations

Logo footer bar
Sponsors page
Weekly mail
Fullscreen login
Bar below video
XL footer banner

5
locations

Logo footer bar
Sponsors page
Weekly mail
Fullscreen login
Bar below video

4
locations

Logo footer bar
Sponsors page
Weekly mail
Bar below video

4
locations

Logo footer bar
Sponsors page
Weekly mail
Bar below video



Adding a reward to an award

**MANDATORY FOR THE (FREE) SILVER TIER.
OPTIONAL FOR THE MAIN, PLATINUM AND GOLD TIER.**



Reward the winners

For our free tier, the silver sponsorship, we've prepared a couple of options for you to choose from. The general idea is that every award can be rewarded with your product / course or service. Sponsors in our other tiers can also present rewards to winners. It's an excellent way to profit from our social media shares and to connect with our users.

For example, every Video of the Day winner in week 42 will receive a license of your product(s). Or the Video of the Month winners of January till March will gain free access to your courses. Feel free to surprise us with your creativity! We are happy to discuss the possibilities with you.

Your rewards can be added to:



VOTD winners
Video of the Day



VOTM winners
Video of the Month



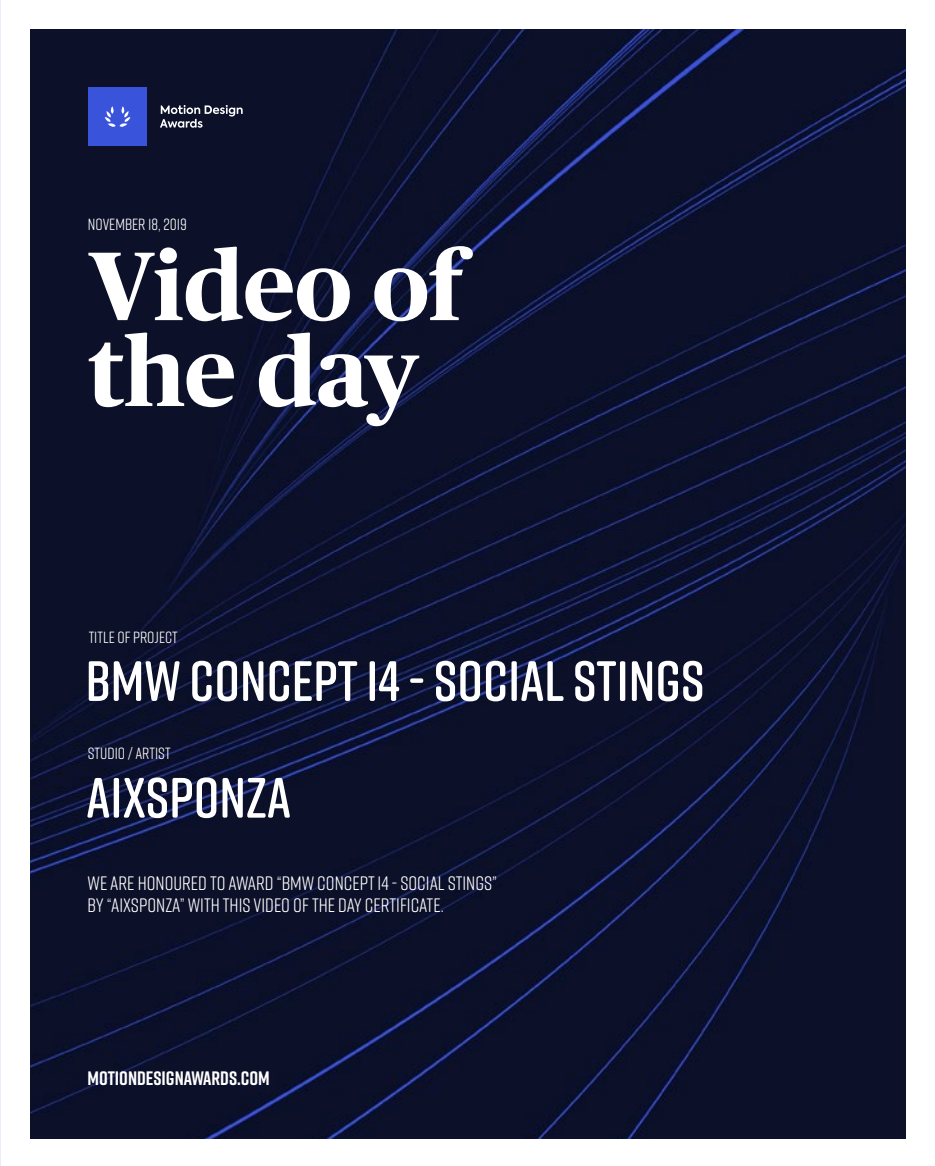
VOTY winners
Video of the Year



Both DOTY & SOTY winners
Designer of the Year & Studio of the Year

It's possible to add your reward for multiple consecutive days (for example: your reward to 30 Video of the Day winners). Rewards with higher retail prices will be added to Video of the Month & Year awards. Rewards containing discount codes can only be added to Video of the Day awards.

And again, no additional fees required. So why not try it?



*It's possible to present your reward to a single Video of the Day winner
or even to all Video of the Day winners:*

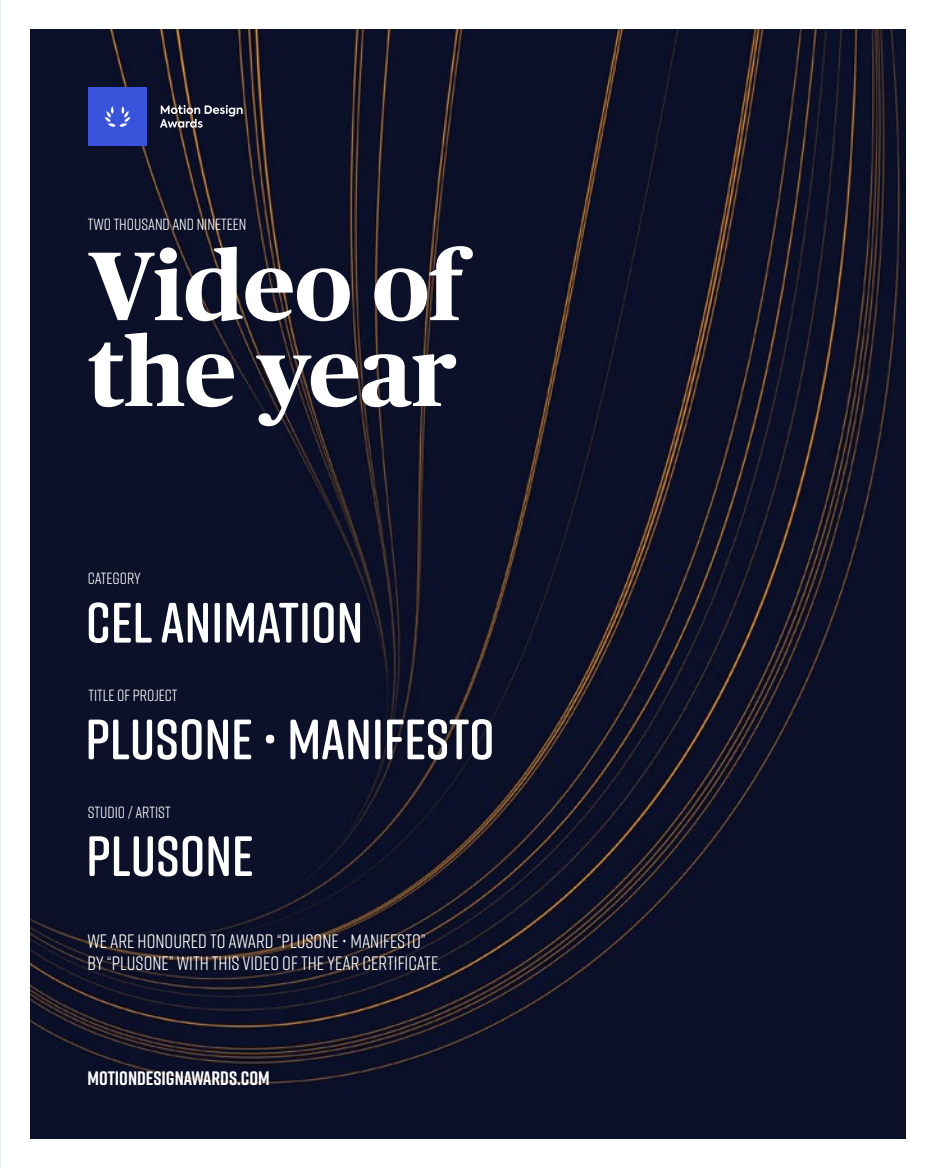
	SINGLE VOTD 1 OF 365	WEEK PACK 7 OF 365	MONTH PACK 30 OF 365	YEAR PACK 365 OF 365
LOGO ON SPONSOR PAGE	●	●	●	●
LOGO IN FOOTER		●	●	●
MENTION IN OUR NEWSLETTER		●	●	●

Note that it is possible that a VOTD is not awarded every day.



*This award will be presented to the best scoring Video of the Day winner.
To decide who wins, we count jury votes only.*

	SINGLE VOTM 1 OF 12	QUATER PACK 3 OF 12	YEAR PACK 12 OF 12
LOGO ON SPONSOR PAGE	●	●	●
LOGO IN FOOTER	●	●	●
MENTION IN OUR NEWSLETTER	●	●	●



THIS VOTY CERTIFICATE IS NOT AWARDED YET

All VOTM winners will be automatically nominated for the Video of the Year awards, along with a new submission round for all 20 categories. There is 1 VOTY award for each category.

	SINGLE VOTY 1 OF 20	FIVE PACK 5 OF 20	COMPLETE PACK 20 OF 20
LOGO ON SPONSOR PAGE	●	●	●
LOGO IN FOOTER	●	●	●
MENTION IN OUR NEWSLETTER	●	●	●



Brands that support the most talented companies of our industry

We are very proud that the brands below have already approached us to support the Motion Design Awards. It is with their help that we can continue our platform.

RED GIANT

 **RebusFarm**
Render Service

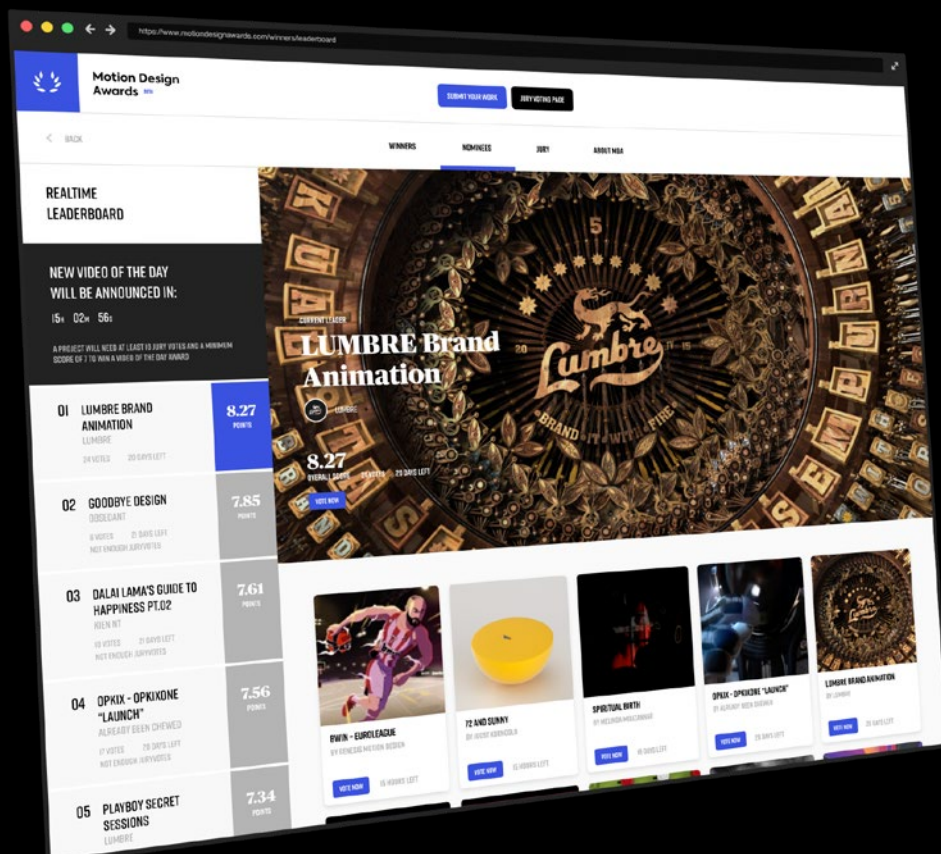
 **VIDEO**
COPILOT

wacom®



Build in React

Our platform is built with React and we developed every little detail ourselves. So if you have any specific technical wishes accompanying your sponsorship, we can make them happen. Please let us know what you would like to add and we will find a professional technical solution.





About us

The Motion Design Awards started in the brains of three Dutch enthusiasts, who wanted to create a worldwide platform for talent. They are very proud to say they have succeeded with this version of the Motion Design Awards and will continue building more features to make it even better.



Michiel Bruggenwirth

Michiel is a frontend developer with 15 years of experience over various companies in the Netherlands. He brings design to life into functional and interactive applications. Always looking for the best and smartest user interaction to create the most pleasant experience.



Mark Wienk

Mark has over 14 years of experience in software engineering. He has worked freelance gigs and is a tech lead at a major web agency, contributing to hundreds of high tech projects.



Stef Nitert

Stef is co-founder and creative director of Studio MAD, a video production company in the Netherlands. He has been creating motion design projects as well as curating various blogs and community platforms about animation and motion graphics since 2005.



Motion Design
Awards



IMAGE BY VOTO WINNER: ALREADY BEEN CHEWED

Support the Motion Design Awards

Contact:

stef@motiondesignawards.com

This document holds information about partnership & sponsoring valid in 2020 / 2021.