



THE FINTECH  
MARKETING  
HUB

# Sponsorship Opportunities

for 2025

[fintechmarketinghub.com](https://fintechmarketinghub.com)

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Registered in England No.15124014

# About The FMH

The Fintech Marketing Hub is the 1st and fastest-growing non-profit community platform exclusively dedicated to the world of fintech marketing.

2,300+

 Slack members

4,330+

 LinkedIn followers



































1,200+

 Website subscribers

2,430+

Fintech ecosystem brands

Our members are from brands like:

# Who are our members?

Our members include fintech marketing professionals, enthusiasts and services providers.

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**5%**

CMOs

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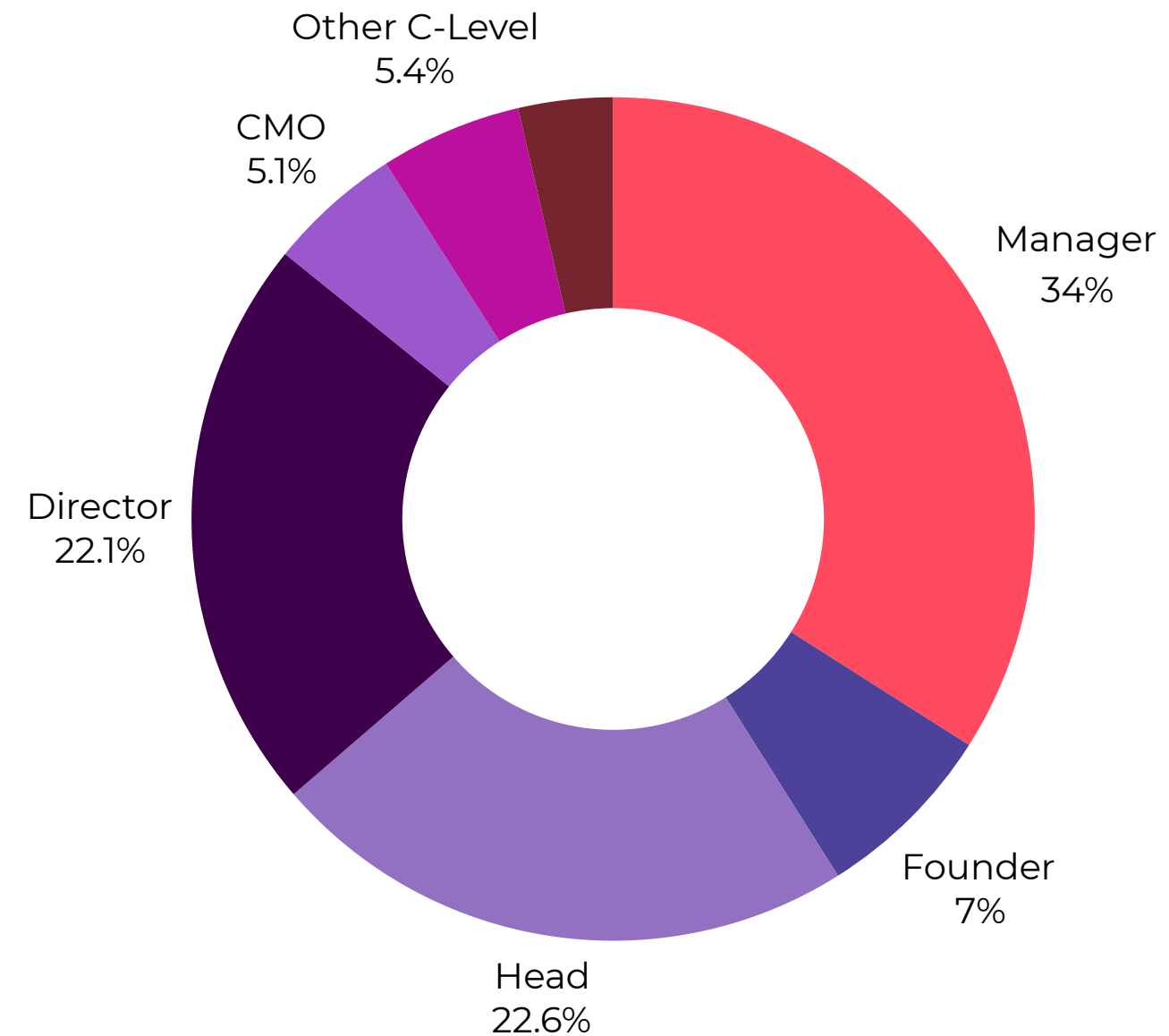
**12%**

Other C-suite  
Incl. Founders

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**50%**

Senior marketers  
e.g. Director, Head, Lead & VP



**The community is free and  
open to everyone**

# Current and past partners

VC  
/NOV.  
accelerated marketing

INNOVATE  
FINANCE

.MONEY  
20/20  
AN ASCENTIAL COMPANY

rise

Created by  
BARCLAYS

ys  
YOUR STORY PR

Airwallex

GROWTH  
GORILLA

fintech.studio

Attest

Sopra Banking  
Software

FINTEL  
CONNECT



# Our core initiatives

## Talent recognition

2023  
**30 Most Influential  
Fintech Marketers**  
by THE FINTECH  
MARKETING  
HUB



## Media & insights

**The fintech  
marketing digital  
magazine**



## Networking

**Slack group,  
events & more**



## Mentorship

**The FMH  
mentorship  
programme**



# Partner opportunities

# 2024 Fintech Marketing Salary Trends Survey Report

The 2nd edition of the survey received 80+ responses. The results were published digitally in PDF format on the FMH website. The PDF report was distributed across all our media channels.

Shared on:



**80+**

Responses in 2024



**Sponsor fee: £1,000**

# 2025 Top 30 Most Influential Fintech Marketers Campaign

The FMH Top 30 is our annual talent recognition campaign. A judges panel of industry experts selects the top 30 most influential fintech marketers of the year following an online nominations process.

The campaign runs throughout the whole year. Nominations open in January and the list is released by April. The campaign features a 50+ pages report with contributions from all honourees. The content from the report is distributed and recycled across all our media channels until the release of the next edition.

Shared on:



530+

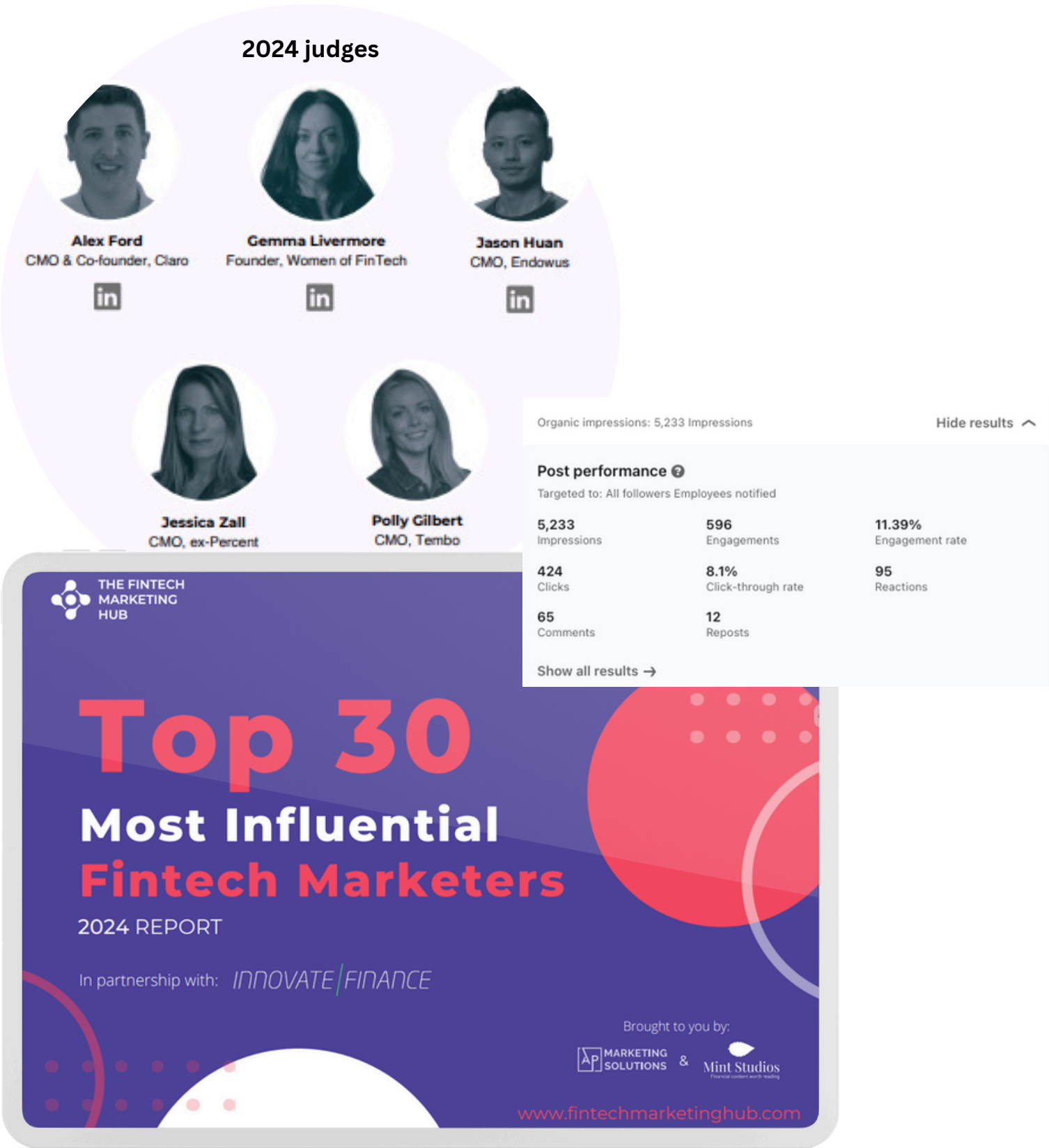
Campaign page views in 2024

400+

PDF report views in 2024

5,000+

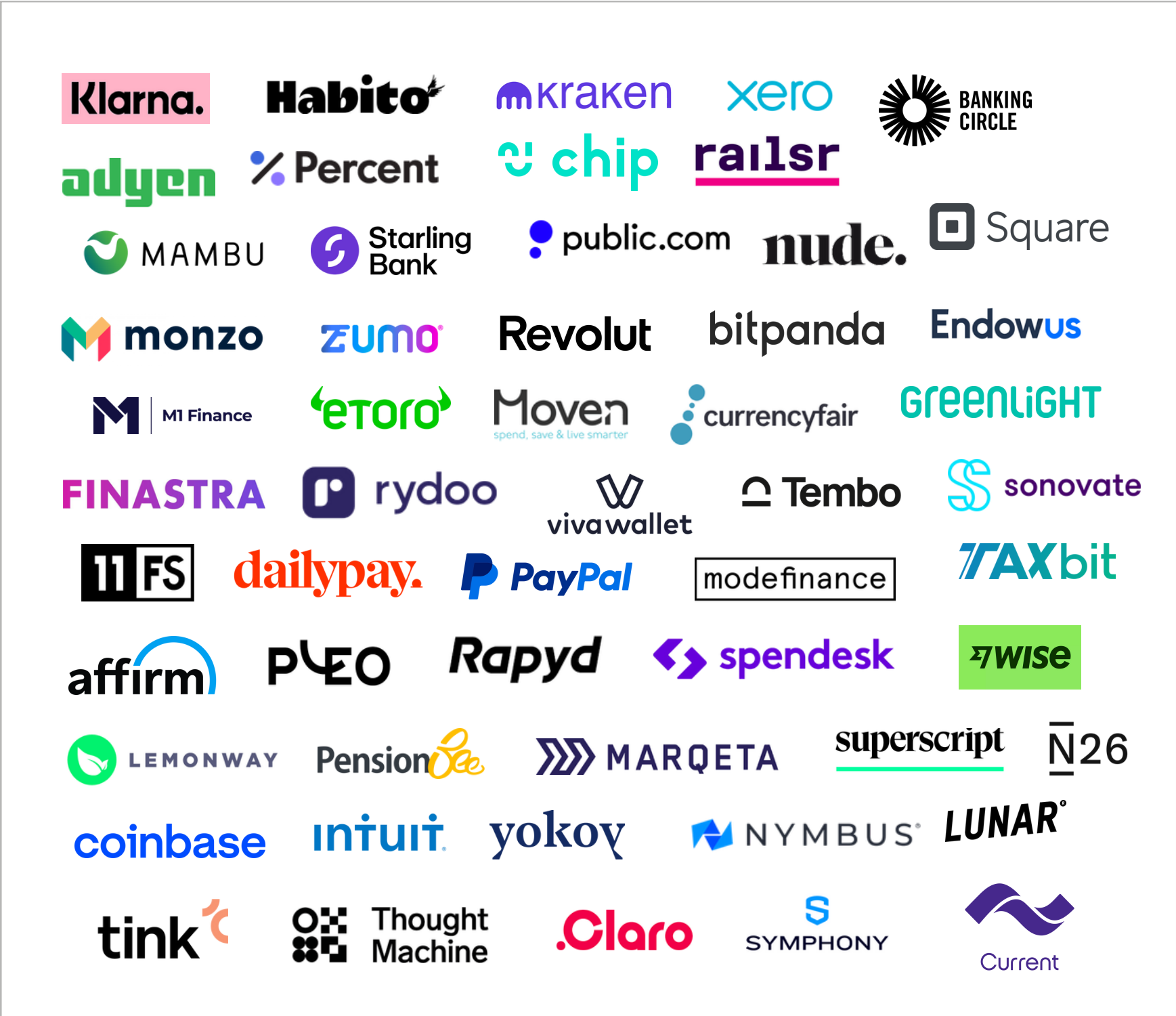
Social impressions on original post in 2024



Sponsor fee: £2,000

# Previous editions

Honouree brands:





# FMH Mentorship Programme

In 2025, we'll run the 2nd cohort of our remote mentoring programme connecting senior fintech marketing professionals and experts from the community with their junior, less experienced peers. This helps junior talent (mentees) in the community to expand their skills and knowledge, and facilitates their further career development while senior members (mentors) have the opportunity to strengthen their leadership skills, expand their perspectives and contribute back to the community.

**The programme is free and participants are involved on a voluntary basis.**

## Key programme features:

- **Matchmaking**
- **1 on 1 coaching**
- **Virtual and in-person events**



**Sponsor fee: £1,500**

# The Fintech Marketing Summer Conference

In 2024, we hosted our 2nd Fintech Marketing Summer Conference in London. It was a half-day event that featured panel discussions, a workshop, TED talk, fireside chat, and a networking drinks reception.

## Key event stats:

**100**

Attendees

**17**

Speakers

**7**

Partners



**Sponsor fees: £1,000 - £2,000**



# Watch 2024 event teaser



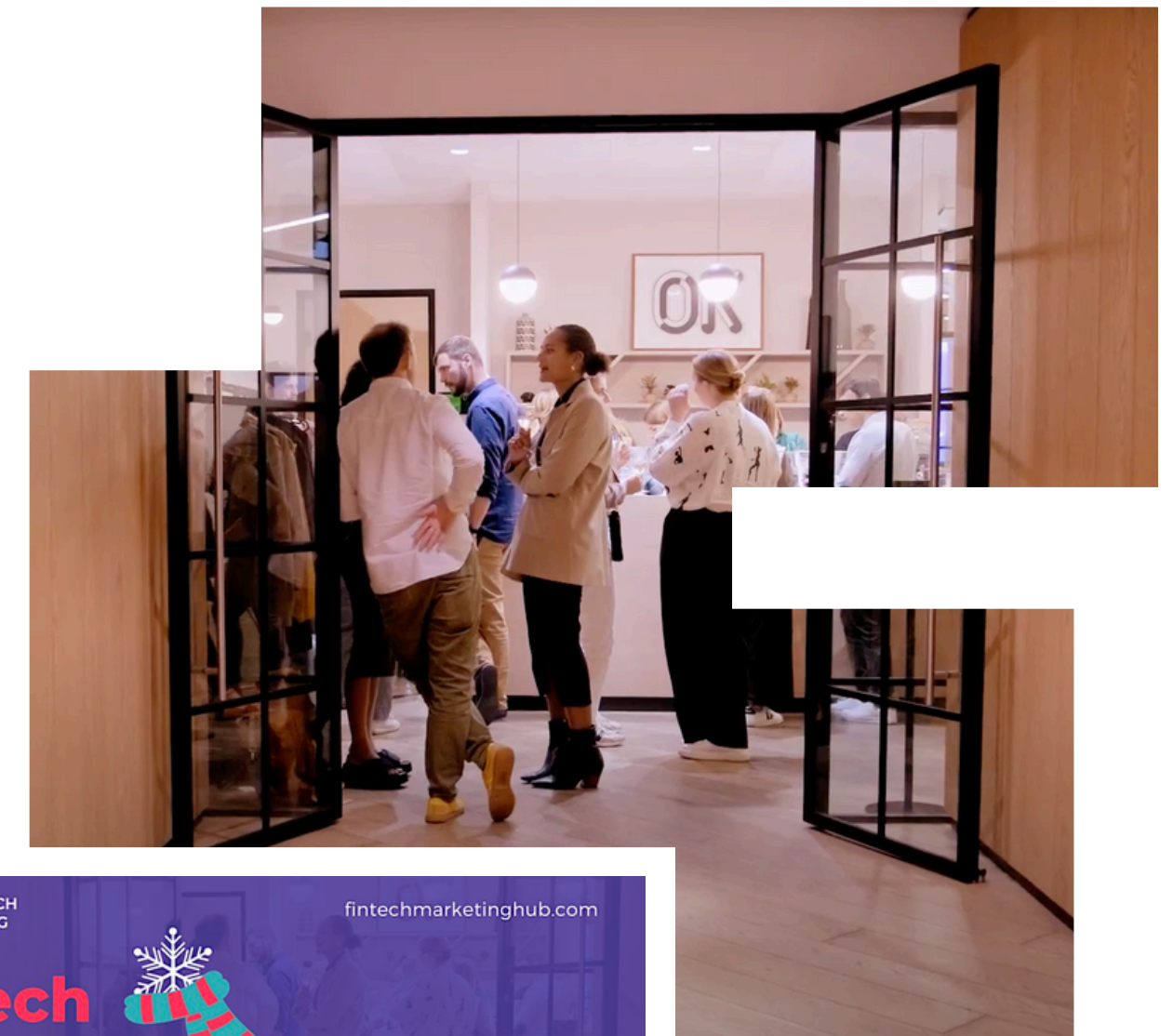


# In-person meetups

In 2025, we're planning to organise multiple in-person meetups across the UK and the US. The meetup formats would range from breakfast seminars to after-work receptions with guest speakers.

## Partners can support our meetups by:

- **Hosting/providing a venue**
- **Financial sponsoring**
- **In-kind sponsoring, donating services**



**Sponsor fees: £500 - £2,000**

# 2025 Initiatives: Provisional calendar

## Jan

- FMH Top 30 nominations open
- Mentorship programme official launch and applications open

## Feb

- FMH Top 30 nominations close
- Salary survey report release

## Mar

- Mentorship v. event
- London meetup

## Apr

- FMH Top 30 list release
- Mentorship v. event
- FIBE x FMH
- NY FW side event

## May

- FMH Top 30 ongoing
- Mentorship v. event

## June

- FMH Top 30 ongoing
- Money2020 Europe in-person side event
- NY FMH Summer Meetup

## July

- FMH Top 30 ongoing content release
- FMH Summer Conference

## Aug

- FMH Top 30 ongoing content release

## Sep

- FMH Top 30 ongoing content release
- NY Autumn Meetup

## Oct

- FMH Top 30 ongoing content release
- Money2020 Vegas side event

## Nov

- FMH Top 30 ongoing content release
- Fintech Talents festival

## Dec

- London FMH Winter Meetup

The exact events and dates are yet to be confirmed.

# Sponsorship annual value packages

## **Headline partner**

Become our headline partner and support all our initiatives throughout the year.

## **Events partner**

Become our events partner and support our in-person events throughout the year.

## **Digital partner**

Become our digital partner and support all our media efforts and digital campaigns.

# Choose from our 3 annual value packages:

Features	Headline	Events	Digital
Salary Survey Report	✓		✓
FMH Top 30 Campaign	✓		✓
FMH Mentorship Programme	✓		
FMH Summer Conference	✓	✓	
FMH In-person Meetup x 4	✓	✓	
Email Newsletter Promos	All	All	All
Supplier Directory/Partner Listing	✓	✓	✓
Passes for Every FMH In-person Event	4	2	1
Sponsorship fee:	£8,000	£5,500	£3,000



Or enquire about a custom package that fits your exact goals and budget!

\*All prices are in GBP and excl. VAT. Instalment payments available



# Help us shape the fintech marketing leaders of the future

Get in touch to learn more about our  
sponsorship opportunities.

## Email us

[info@fintechmarketinghub.com](mailto:info@fintechmarketinghub.com)

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## Visit our website

[www.fintechmarketinghub.com](http://www.fintechmarketinghub.com)