



2026

ABOUT LIA

LIA stands as a champion of the creative process, creatives themselves, and of course, great creative ideas.

LIA was established in 1986 as a creative awards festival built entirely around what the creative community always wanted an awards festival to be. 41 years later, LIA retains the unique distinction of being the only international award show founded and woman-owned, with a full-time staff of only women.

The measure of a truly great show, is the caliber of the judges. Each year we assemble the best creative talent from around the globe to sift through the thousands of submissions.

LIA honors 32 unique media types from advertising; technology; design; music; production; gaming and more. The LIA Jury doesn't just meet DEI standards, but has true representation from across regions, companies, networks, holding companies, independent companies and clients. It's the world's best work judged by the world's best front-line practitioners with total objectivity.

All judging takes place onsite at Encore @ Wynn, Las Vegas, running concurrently with Creative LIAisons. There is no pre-judging offsite. And any juror who has a vested interest in a piece of work must abstain. It is the integrity and insight of the LIA judges that set the benchmark for creative excellence year after year.

LIA judging is not some arcane art, shrouded in secrecy behind closed doors. We demystify the process by allowing press, creative excellence managers and even junior creatives from our Creative LIAisons program into the jury rooms to observe judging as it happens in real-time. Our jury room doors are open from Round One through to the end of the Statue Round.



**“The future depends on what
we do in the present.”**

- Mahatma Gandhi

WHY SPONSOR CREATIVE LIAISONS

LIA is proud to support the next generation of creatives through the Creative LIAisons Global Coaching Academy.

Every year we work with several like-minded agencies and companies, who have shared our vision and have partnered with us by generously being sponsors. While our partnerships have been diverse, the focus has always remained the same: to foster learning, networking and growth for young talent.

We are committed to investing in the future of up-and-coming creative minds, inspiring and lifting them up to make them and the industry better.

The Creative LIAisons onsite program annually takes place concurrently with LIA Judging at Encore @ Wynn Hotel, Las Vegas.

Onsite Creative LIAisons Program: 27th September thru 1st October 2026

Onsite Judging: 25th September thru 3rd October 2026

Creative LIAisons is all about bringing the global creative community together to help develop and educate emerging talent.



“Build Bridges. Not Walls.”

- Suzy Kassem

ALL ACCESS TO CREATIVE ICONS

Since its inception in 2012, Creative LIAisons has always placed a premium on bridging the space between up-and-coming talent and those who have reached the pinnacle in their careers.

There are no barriers.

Not at lunch.

Not while sitting in the judging rooms.

And certainly not with all the possibilities to mingle, including at the LIA Networking Party.

We have rewritten the rules of engagement and what it means to truly have direct contact and meaningful interaction with the LIA jurors and LIAisons coaches and speakers.

All Attendees at Creative LIAisons have unfettered access to all jurors, speakers, creative excellence managers, press and other LIA guests.





Creative LIAisons Funded by LIA

Creative LIAisons is all about bringing the global creative community together to help develop emerging talent. And it's offered free to all participants, because opportunity shouldn't come with a price tag. LIA funds this initiative to give back to the creative community.

Developing, Educating, Inspiring Young Talent Since 2012

Creative LIAisons was launched in 2012 and has inspired over 2,000 young creatives through both onsite and virtual programs. Its goal is to give the next generation access to learn from the most experienced and awarded people in the industry.

By providing direct access to industry trailblazers, this initiative inspires, up-skills and boosts confidence to accelerate career growth across disciplines. This equips mentees with the insights and connections needed to thrive in the ever-evolving industry.

Onsite Program

Funded by festival entry fees, LIAisons brings approximately 125 young creatives to Vegas every year for a five-day program running concurrently with LIA judging.

- Seminars, panels, workshops.
- Sitting in the jury rooms during statue discussions, as the world's best creatives analyze, debate and promote the world's best work.
- Constant inspiration and learning from the best in the industry.
- A campus-like atmosphere where conversation and connection with fellow delegates and industry heavyweights is constant.
- No delegates fees, with flights and accommodations covered by LIA.





Creative LIAisons Virtual Program

Our virtual program, established in 2021, ensures even more young creatives benefit by offering each mentee one-to-one mentorship and online coaching sessions with three global industry leaders. As a mentee, you get to create a wish-list from the available coaches. And it's always a great list. A testament to the generosity and all round awesomeness of the creative community.

Coaching Is The Art of Seeing In People What They May Not See In Themselves.

Our coaches share their expertise and experiences from their many years in the industry. These private and bespoke sessions are curated between coach and mentee and can cover all disciplines with an emphasis on skill development, elevating ideas and boosting creative confidence to help fast-track careers.

Selection Process

LIA doesn't directly select attendees. We offer global allocations to the creative community that supports us. Candidates are then put forward by these companies, agency networks, ad clubs and associations, as well as, collaborating with trade press on regional competitions. Annually, over 300 young creatives participate in the most comprehensive global training program in the industry.

We allow a limited number of mentees to self-nominate for the virtual program only. All participants of both the onsite and virtual programs must be between the ages of 21 - 30 and currently working in the industry or a related business.

Results

The industry has praised the Creative LIAisons Global Coaching Academy as being an invaluable training tool for young creatives, as no other global awards show gives back by providing this kind of training, which is so needed to push the industry forward. As a testament to how valuable this experience is, a number of past attendees quickly rose through the ranks to become high level creatives, company owners, or hold managerial positions at some of the world's best known agencies, tech companies and brands. An elite few have even been invited back as a coach, a speaker or as a LIA juror.



HOW CAN I SPONSOR?

"I meet, I connect, I learn, therefore I grow" (Could Descartes have written this after being a young attendee at Creative Liaisons?)

In a survey, 72% of professionals attributed their career success to networking. It is a great way to meet established experts and build contacts.

Don't just take our word for it. Read the copious number of success stories from our Liaisons alumni about their personal experience: [Creative Liaisons Success Stories](#)



Ricardo Wolff
ECD
Innocean, Berlin

"There's a simple reason I'm committed to being a Liaison coach year after year: LIA was once my coach. Back in 2012, I was lucky enough to be part of their first batch of Liaisons, and the experience made a lasting impact on me. The people I've met (both jurors and other Liaisons), along with the learnings from all workshops and lectures, were big highlights of my years as a junior creative. So, the least I can do is to free up some time to pass on the experience I've gathered since then, and, of course, meet the fresh new brains arriving in the industry. Plus, it's an honorable excuse to skip management meetings."

"For five days, we listened to curated panel discussions led by the industry's best and peeked behind the curtain to experience international jury rooms deconstruct and award best-in-class work. Above all of our speakers' valuable insights and passionate opinions, the hands-down best part of the program was the ability to build community with a diverse set of curious and like-minded creatives from across every continent. As we honed our craft, shared stories (the good, bad, and ugly), and challenged each other's points of view, we were able to build lifelong relationships and break out of our hyper-insular bubbles to widen the aperture on what the future of the industry could look like. And in a desert full of neon lights, Elvis impersonators, magicians, worn-out slots, 300 ft tall snow globes, and a healthy haze of cigarette smoke, LIA served up a much-needed reminder to give our rose-tinted creative glasses a good polish."



Eyob Yirgou
Associate CD
Translation, Brooklyn

"Creative Liaisons became the perfect space to reconnect with my creative soul, meet incredible people who now feel like family, embrace empathy, and realize that we're all dancing under the same sky. For me, it all started with the online mentorships.

Three amazing women and leaders who, beyond giving me their time to answer my creative existential questions, offered me genuine guidance, celebrated my wins, and shared their lessons in ways that made my own obstacles even more meaningful. Thank you for always being there with a sincere, "How can I help you?" Tesa Aragones, Shauna Seresin and Carren O'Keefe.

The biggest lesson we're taking home with us is this industry is great. Not just for the work that it creates, but for the minds behind it. After sitting through different speakers, it goes to show you that there are so many different ways of attaining success. There's no single path or recipe. It's about discovering who you are as a creative, but most importantly as a person. This week gave us lots of time to reflect on the kind of creatives we want to be. And as the industry rests on the cusp of change driven by AI, we need more people that can be open with their humanity."



Andrea Avila Luna
Associate AD
DAVID, Miami



Susan Credle
Global Creative Advisor
IPG

"We talk about burnout and to a lot of people their answer to burnout is time off, but to me this is an answer to burnout, go someplace to get better at your job, take yourself to the next level, be around people that inspire you, make connections and these kinds of programs are the things that can really help us solve some of that."

“Collaboration is Multiplication”

– John C. Maxwell

PAST SPONSORS

INNOCEAN
WORLDWIDE



RARE

BMF

**⚡ SUPER
PLASTIC**



Unilever



AIRBAG



JSM®



Cheil

AMP
AMSTERDAM

**THE SONIC
BRANDING
COMPANY**

Westfield



AKQA



COLLIDER

RiseNation
MASTERMIND

**McCANN
HEALTH**

PANTONE®

**TBWA
Media
Arts
Lab**

DC
DENTSU CREATIVE



**FBI
TALENT
CO.**

GREAT GUNS USA



**THE
SHARK
GROUP**





Creative Liaisons

Global Coaching Academy

PLATINUM SPONSOR

COST: \$35,000 USD

CREATIVE LIAISONS GLOBAL COACHING PROGRAMS

- Creative Liaisons Speaker Slot at onsite program in Las Vegas
- Creative Liaisons Attendee allocations:
 - 2 Attendees for the onsite Global Coaching Academy in Las Vegas
 - 2 Attendees for the Global Virtual One-to-One Coaching Academy
- Signage at Encore @ Wynn Hotel featured on posters placed outside of conference space
- Signage at Encore @ Wynn Hotel on Judging Patios for length of program
- Logo featured on screen during the onsite program
- Logo featured on the LED boards outside of the Creative Liaison conference space
- Logo featured on badges of all LIA attendees

WEBSITE & PR

- Press Release announcing your Sponsorship to global media contacts and outlets
- LIA Insider Email Blast announcing Sponsorship to LIA's global industry database of over 100,000
- Featured Article in LIA Insider - Either provided by you or interview format
- Logo in the LIA Insider featured as an official sponsor for the length of the contract
- Logo featured on LIA Home Page
- Logo featured on Creative Liaisons pages



LIA NETWORKING PARTY

COST: \$20,000 USD

Networking Party attended by the LIA Jury, Creative LIAisons Attendees, Speakers, Industry and Trade Press, Creative Excellence Managers and all other LIA guests. This annual party has been held in curated, high-caliber venues known for their distinctive character unparalleled creative flair such as The Neon Sign Museum, Area 15 and Encore Beach Club

Features pass around cocktails and a full dinner with open bar. Various seating set ups arranged so people can mingle and walk around freely.

- Logo featured on Step-and-Repeat
- Sizzle Reel promoting your company to be shown on a loop on all screens throughout the venue
- Branded Cocktail / Mocktail can be curated for you

WEBSITE & PR

- Press Release announcing your Sponsorship to global media contacts and outlets
- LIA Insider Email Blast announcing Sponsorship to LIA's global industry database of over 100,000
- Featured Article in LIA Insider - Either provided by you or interview format
- Logo in the LIA Insider featured as an official sponsor for the length of the contract
- Logo featured on LIA Home Page
- Logo featured on Creative LIAisons pages



JURY AND CREATIVE LIAISONS LUNCH

COST: \$10,000 per Daily Lunch

Each day all LIA Jurors, Creative LIAisons Attendees and Speakers, Press, Creative Excellence Managers and other guests are provided lunch on the LIA conference patios.

These areas are reserved for LIA and accessible and visible from the conference space and both of the Encore Pool areas.

LUNCH

- Signage at Encore @ Wynn Hotel featured on posters placed outside of conference space
- Signage at Encore @ Wynn Hotel on Judging and Creative LIAisons Patios
- Logo on placards on every table
- Entitled to have two people attend lunch

WEBSITE & PR

- Press Release announcing your Sponsorship to global media contacts and outlets
- LIA Insider Email Blast announcing Sponsorship to LIA's global industry database of over 100,000
- Featured Article in LIA Insider - Either provided by you or interview format
- Logo in the LIA Insider featured as an official sponsor for the length of the contract
- Logo featured on LIA Home Page
- Logo featured on Creative LIAisons pages



MEDIA PARTNERS



REPORTE PUBLICIDAD

WARC RANKINGS



MANIFEST

SHOOT magazine • website • publicity wire

Anuncios.com



Campaign Brief Asia



roast brief in the world

PAGE

Campaign Brief

HORIZONT

AGENDA Note.



branding in asia

THE BRANDING JOURNAL



Stratégies



動腦 brain Marketing & Creativity



Interested in future-proofing the industry?

For queries on our sponsorship packages contact:

Laurissa Levy

Creative LIAisons & Global Initiatives Director

laurissa@liaawards.com