



CMA AWARDS SHOW & GALA

2019 SPONSORSHIP OPPORTUNITIES



Canada's #1 Marketing Awards Brings Together the Brands, Media Suppliers & Agencies Creating the Magic!

The CMA Awards, Canada's #1 Marketing Awards with over 1,250 in attendance, are the most coveted and highly-regarded symbols of marketing excellence in Canada since they celebrate equal parts strategy, creative and results.

In 2019, with support from our Strategic Awards Committee, we have worked to reposition our award disciplines to reflect the future of campaign strategies. The Best of the Best Award, Lifetime Achievement, and the prestigious Marketer of the Year return along with new categories | winners are included in *Strategy's* Creative Scorecard.

Event Details

Date

November 22, 2019

Venue

Westin Harbour Castle, Toronto

Audience

Canada's largest Awards Show with over 1,250 award winners and their premiere guests from agencies and clients across the country

All Sponsors Receive:

- Recognition on all:
 - o Pre-event assets, including emails, website, social, PR
 - o Event day experiences, including on-screen visuals, programs, signage
 - o Post-event marketing materials, website, social
- Logo featured on event website with click-through
- Thank you from the podium

ADDITIONAL INFORMATION

To learn more, contact sponsorship@theCMA.ca or 416.644.3753

CANADIAN
MARKETING
ASSOCIATION

CMA

CMA AWARDS SHOW & GALA

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SPONSORSHIP OPPORTUNITIES		ACTIVATION IDEAS
<p>Presenting Sponsor (1)</p> <ul style="list-style-type: none"> • Branded as "CMA Awards Presented by ABC" • 2 Premium Gala Tables with VIP signage • Opportunity to share collateral for use during CMA Awards Gala (exclusive on tables) • Opportunity to present awards to winners in one category group (TBD by CMA) • Exclusive CMA Awards web page leader board ads • On-site activation with premium positioning* 	\$30,000	<ul style="list-style-type: none"> • Special Customized Branded Experience
<p>Gala Sponsor (6)</p> <ul style="list-style-type: none"> • 1 Premium Gala Table • Provide one high-level branded Gala Experience • Experience to be mentioned in Awards promotional communication 	\$15,000	<ul style="list-style-type: none"> • Hotel Walkway • Welcoming Reception • Dance Floor Lounge* • Gala Refresh Station* • Branded Cocktail* • Red Carpet* • Host/MC Sponsor
<p>Category Award Sponsor</p> <ul style="list-style-type: none"> • 6 Premium Gala Tickets • Title sponsorship of an existing award that compliments your business segment (Consumer Products Awards Sponsor) • Award promotion as part of CMA Awards and Gala communication plan • Present award on stage at Gala 	\$10,000	<ul style="list-style-type: none"> • Title of Existing Award • Categories Include: Automotive, Business, Food and Beverage, Consumer Products, Consumer Services, Financial, Social Causes, Retail, and Health Care
<p>Supporting Sponsor</p> <ul style="list-style-type: none"> • 4 Premium Gala Tickets • One on-site activation opportunity* 	\$8,500	<ul style="list-style-type: none"> • DJ Booth* • Photobooth* • Oxygen Bar* • Charging Station* • Social Moments*
<p>Celebration Sponsor</p> <ul style="list-style-type: none"> • 1 Premium Gala Table (for CMA Members only) • Chilled bottle of Prosecco delivered to your table during dinner • Table signage acknowledgment of membership tenure and note of appreciation • 10 drink tickets • Logo on Awards page with link 	\$5,000	<ul style="list-style-type: none"> • Premium Table Placement
<p>Associate Sponsor</p> <ul style="list-style-type: none"> • 2 Premium Gala tickets • Sponsor of one program opportunity* 	\$5,000	<ul style="list-style-type: none"> • Wine Sponsor* • Coffee/Snack Station* • Coat Check • WiFi

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* Potential activation costs may be applicable. Activations are subject to approval by CMA.

Note: Sponsorships are contingent on the sponsor's CMA membership being in good standing.