

CMA Corporate Sponsorship Opportunities



Flexible sponsorship opportunities ensures your strategic business objectives are met.

Please connect with us to discuss how we can tailor a package or a combination of CMA opportunities to meet your specific needs.

Invest Now for Year-Round Benefits

CMA's Corporate Sponsorship Program offers exceptional value and is a strategic way for your company to receive year-round benefits, including recognition at all major events and in published materials. This is the most effective and efficient way to reach key decision-makers regularly.

Why Sponsor?

- Receive 50% of sponsorship investment back in CMA credits
- Year-long strategic investment with high-degree of flexibility
- Personalized to your specific marketing objectives
- Maximize your exposure with better reach and frequency
- Facilitates budgeting and planning processes

SPONSORSHIP PACKAGES	INVESTMENT	CUSTOM CMA CREDITS
MAJOR	\$40,000	\$20,000
LEAD	\$25,000	\$12,500
AFFILIATE	\$12,500	\$6,250

Activate Your Brand With CMA Credits:

- Targeted Event Sponsorship Activations
- Event & CMA Awards Gala Registrations
- Educational Courses, Seminar & Webinar Registrations
- Discounted In-House Training
- Chartered Marketer dues and Professional Development courses

ADDITIONAL INFORMATION

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

CANADIAN
MARKETING
ASSOCIATION

CMA

CORPORATE SPONSORSHIP AT A GLANCE	MAJOR \$40,000	LEAD \$25,000	AFFILIATE \$12,500
PROMOTE			
Recognition as [Major Lead Affiliate] Sponsor on signage at all major events	✓	✓	✓
Recognition at CMA's Awards Gala signage and event slides	✓	✓	✓
Automatic judging panel spot for the CMA Awards	x2	x1	x1
Priority CMA Café, presented by Mastercard hosting opportunity	1	1	
Featured Member logo placement confirmed on website	3 weeks		
Logo recognition on CMA's website - sponsors page with click-through	✓	✓	✓
Logo recognition on Calendar of Events monthly emails with click-through	✓	✓	✓
Logo recognition on CMA's website - visibility on all pages with click-through	✓		
Listing enhancement for paid postings with logo on marketing-jobs.ca	✓	✓	✓
Member Directory listing enhancement with logo	✓	✓	✓
Banner ad on CMA's website home page	8 weeks	4 weeks	2 weeks
LEARN			
Front of the line digital distribution of insights-based article	x4	x2	x1
Thought leadership webinar	✓		
Preferred rates for in-house training (Discount off Member rate)	15%	10%	5%
Preferred Seating Availability during CMA Awards Show	✓		
CM DESIGNATION OFFERS			
Complimentary application to Chartered Marketer program	4	2	1
Complimentary Chartered Marketer Prep Course registrations	2	1	
ADVOCATE			
One-on-one advocacy consulting session on key topics	2	1	
Complimentary registrations for Advocacy Workshops	3	1	
NETWORK			
Complimentary Mixer Registrations	6	3	1
Complimentary Morning Event Series Registrations	5	2	1
Reserved premium seating at Awards Gala with purchase of table(s)	✓		
CUSTOMIZABLE CREDITS	\$20,000	\$12,500	\$6,250

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