

# CMA Webinars

## 2020 SPONSORSHIP OPPORTUNITIES



### Share Your Insightful Content

CMA's series of Webinars are sponsor-driven opportunities to present custom content to an audience of Canada's best and brightest marketers. 30 - 60 minutes in length, webinars allow your experts to connect to the online platform from wherever they're located, at a time that's convenient to them. Webinars can be pre-recorded for broadcast or streamed live - you simply need to provide the content!

Our complimentary and members-only webinar series delivers insightful learning opportunities. Registrations vary based on subject matter and can range from 30-100 sign-ups.

### All Sponsors Receive:

- Logo featured on webinar promotional page with click-through link
- A free registration promo code to invite key clients, partners, and prospects
- Promotion on CMA's monthly Calendar of Events email
- Program posted on one of CMA's Top 5 Picks Friday e-newsletters to build awareness
- Posted on CMA's online events and experience calendar

#### SPONSORSHIP

#### EXPOSURE & RECOGNITION

#### CMA-Produced Webinars \$1,800

- Exclusive webinar sponsor includes providing all educational content.
- CMA to manage all webinar logistics and requires 10 weeks advance notice for production (production, communication, registration, promotion)
- Full access to recorded webinar for internal distribution
- Recorded webinar available in CMA learning archives for at least one year
- Includes 10 registrations

#### Partner Webinars \$1,000

- CMA will promote your existing/hosted webinar through CMA's owned communication channels (CMA's monthly Calendar of Events email, Top 5 Picks eNewsletter, and social media)

#### ADDITIONAL INFORMATION

To learn more, contact [sponsorship@theCMA.ca](mailto:sponsorship@theCMA.ca)  
or 416.644.3753

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