

CMAIdeas Breakfast Series

2020 SPONSORSHIP OPPORTUNITIES



Executive Thought Leadership

CMAIdeas is a two-part exclusive breakfast series, hosting a member-only, executive-level guest list. This complimentary event series features intriguing and provocative keynote speakers sharing their take on a marketing “hot topic” and facilitates networking and discussion among senior marketers. In recent years, CMAIdeas has covered key topics that executives care about:

- Unlocking deep marketing insights by connecting the online behaviour of Canadian consumers to the offline world
- Deconstructing the media divide with guest experts from a traditional publisher and a global digital disruption guru
- Unveiling proprietary Canadian digital marketing insights and trends based on the annual Digital Marketing Pulse Survey
- The latest insights on the Canadian multicultural consumer along with practical tips on developing a multicultural strategy

Event Details

Date

February 12 & September 10

Venue / Experience

Conveniently located in downtown Toronto, close to parking and transit access. Includes executive experiences, networking and breakfast!

Audience

100+ senior level marketers at Director level and above for each breakfast

For February 12, meet the international speaker, author and technology futurist and Host of “SaaS CEO Success TV” on C-Suite TV, Dwight Holcomb. Featuring excerpts from his recently released book, *The Lean CMO: Low-and-No Cost Ways to Run Like a Fortune 500 Company*, Dwight will explain the attitude a lean CMO should possess and how you can acquire this attitude.



For September 10, engage with a leading customer engagement, innovation consultant, author and thought leader, Sean Moffitt. Featuring excerpts from his book, *Futureproofing Next: The Future Beyond Innovation*, Sean will engage in a discussion regarding the required manifesto for a different future, a field guide for what works, profiles and interviews of the change vanguard and a treasure chest of 70+ tools and landscapes for considering what’s next for your brand.



ADDITIONAL INFORMATION

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

CANADIAN
MARKETING
ASSOCIATION

CMA

Why Sponsor?

CMA events provide your organization with a top-rated and highly-valuable platform for marketing professionals to learn and connect.

Each customized and strategic sponsorship plan is proven to deliver increased brand visibility, thought leadership sharing and client or prospect hosting opportunities. Contact CMA to customize your approach today!

All Sponsors Receive:

- Recognition on all event day and pre-event marketing (on-screen visuals, programs, signage) and collateral
- Logo featured on event website with click-through link
- One e-communication (link) to delegates through CMA event follow-up email
- Thank you from the podium
- Opportunity to set up an activation space in a high-traffic area

Activation Thought Starters

SPONSORSHIP	EXPOSURE & RECOGNITION
<p>Title Sponsor \$8,000</p> <ul style="list-style-type: none">• Includes 8 tickets	<ul style="list-style-type: none">• Exclusive category event sponsor with title positioning (ex: "CMAIdeas, Presented by Brand ABC")• Provide a presentation keynote speaker / panel. Maximum 45 minutes with compelling, relevant content (CMA to approve content)• Opportunity to set up activation space in a high-traffic area to provide an immersive or fun experience for attendees
<p>Supporting Sponsor \$3,000</p> <ul style="list-style-type: none">• Includes 3 tickets	<ul style="list-style-type: none">• Introduce CMA's keynote guest speaker with a 4-5 minute introduction• Opportunity to set up an activation space in a high-traffic area
<p>WiFi Sponsor \$2,500</p> <ul style="list-style-type: none">• Includes 2 tickets	<ul style="list-style-type: none">• Promoted as WiFi Sponsor throughout event and on signage• CMA-produced branded tent cards on event tables and at reception promoting WiFi access codes• Opportunity to set up an activation space in a high-traffic area
<p>Table Sponsor \$2,000</p>	<ul style="list-style-type: none">• VIP hosted table for 8 (front and centre). CMA can assist with partner invitations and registration• Opportunity to display materials and branding on your VIP table• Opportunity to set up an activation space in a high-traffic area
<p>Exhibitor Sponsor \$1,500</p> <ul style="list-style-type: none">• Includes 1 ticket	<ul style="list-style-type: none">• Showcase your latest products and services with event attendees• Opportunity to set up an activation space in a high-traffic area

* 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.