

CMA Awards Gala - LIVE AGAIN!

2022 SPONSORSHIP OPPORTUNITIES

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

The CMA Awards are the most coveted and highly-regarded symbols of marketing excellence in Canada as they celebrate equal parts strategy, creative and results. This November, the CMA Awards Gala is going back to an in-person celebration. The marketing community loves to celebrate, proven by the 2500 that tuned into the combined 2020 & 2021 Virtual Gala. The 2022 event will provide more entertainment and experiences to interact with fellow marketers.

In 2022, with support from our Awards Strategic Review Working Group and Co-Chairs, we have worked to ensure the our award disciplines reflect the future of campaign strategies. The prestigious Best of the Best, Top Cause, Lifetime Achievement, and Marketer of the Year Awards return along with sponsored awards.

Event Details

Date

Friday November 18, 2022
5:30 p.m. - 12:00am

Venue

Westin Harbour Castle

Audience

Canada's largest Awards Show with premiere guests from agencies and clients across the country!

All Sponsors Receive:

- Recognition on:
 - Pre-experience assets, including emails, website, social, award platforms (Awards Force.)
 - On screen recognition and on site signage
 - Post-experience marketing materials, website, social
- Logo featured on event website with click-through
- Thank you from the host

ADDITIONAL INFORMATION

To learn more, contact sponsorship@theCMA.ca
or 416.562.2642



SPONSORSHIP OPPORTUNITIES

ACTIVATION IDEAS

Title Sponsor (1)**\$30,000**

- Branded as "CMA Awards, Presented by ABC"
- 2 tables of 10 guests
- Customized message in event reminder email
- Opportunity to present award in one category group (TBD by CMA)
- CMA Awards web page leader board ads live for 4 weeks
- Live activation with premium positioning*

- Special Customized Branded Experience*

Special Category Award Sponsor (3)**\$15,000**

- One table for 10 guests
- Work with CMA Awards team to create a targeted and branded new award to be part of submissions and Awards presentation. (CMA approval on final naming)
- New award promotion as part of CMA Awards communication plan
- Opportunity to present award

Exclusive New Award

Special Awards themed on Diversity & Inclusion are \$20,000**Awards Experience Sponsor (3)****\$12,500**

- 8 Tickets
- Provide one high-level branded LiveExperience
- Experience to be mentioned in Awards promotional communication

- Virtual Dance Party*
- Mixology room*
- VIP Room*
- Live Streaming *
- Branded Photo Booth*

Premiere Category Award Sponsor (2)**\$12,500**

- 6 Tickets
- Branded as "Award, Presented by ABC"
- Award promotion as part of CMA Awards communication plan
- Opportunity to present award

- Lifetime Achievement Award & Marketer of the Year

Category Award Sponsor (8)**\$10,000**

- 6 Tickets
- Title sponsorship of an existing award that compliments your business segment (Consumer Products Awards Sponsor)
- Award promotion as part of CMA Awards communication plan
- Opportunity to present award

- Title of Category Award
- Categories Include: Automotive, Business, Food and Beverage, Consumer Products, Consumer Services, Financial, Social Causes, Retail, and Health Care

Supporting Sponsor (4)**\$7,500**

- 2 Tickets
- One live activation opportunity*

- Trivia*
- Social Moments*
- Giveaways*
- Corporate Chat Room*
- Performance*

Celebration Table Sponsor (4)**\$6,000**

- One table for 10
- Two bottles of Prosecco
- Signage on Table Acknowledging your organization

Ticket Sponsor (5)**\$4,000**

- 3 tickets
- Prominent feature on reminder email for tickets
- Recognition on all promotions as supporting the Awards as a Ticket Sponsor

* 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