

CMAIdeas Executive Series

2022 SPONSORSHIP OPPORTUNITIES



Executive Thought Leadership

CMAIdeas is a two-part exclusive series presented by CMA for our members Director level and up. This complimentary event series features intriguing and provocative keynote speakers sharing their take on a marketing “hot topic”. In recent years, CMAIdeas has covered key topics that executives care about:

- The annual Digital Marketing Pulse Report, covering trends and insights in digital platforms.
- How as marketers, we can all use impactful touchpoints and the power of empathy to break through to our audience.
- The latest insights on the Canadian multicultural consumer along with practical tips on developing a multicultural strategy.

Event Details

Date

February 16 (Virtual) &
October 20 (Live)

Venue / Experience

Online (virtual)
Central Toronto Venue (Live)

Audience

100+ senior level marketers



2022 Keynote Speakers to be announced soon!

ADDITIONAL INFORMATION

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

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 (as available)
- 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 host
- Opportunity to set up an activation space (in-person only)

Activation Thought Starters

SPONSORSHIP	EXPOSURE & RECOGNITION
Title Sponsor Virtual: \$4,500 Live: \$7,500	<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 30- 45 minutes with compelling, relevant content (CMA to approve content)• Free for member event, 8 registrations for non-members
Associate Sponsor Virtual: \$2,000 Live: \$4,000	<ul style="list-style-type: none">• Introduce CMA's keynote guest speaker with a 4-5 minute introduction• Free for members, 3 registrations for non-members
WiFi Sponsor (Live only) \$2,500	<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
Panel Sponsor Virtual: \$2,000 Live: \$4,000	<ul style="list-style-type: none">• Provide a panelist for the panel discussion session).• 3 registrations (available to non-member clients with virtual events)
Exhibitor Sponsor (Live only) \$1,500	<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• One registrations for non-members
Supporting Sponsor (virtual & live) \$1,000 Regional Supporter \$700	<ul style="list-style-type: none">• Logo recognition with link• Logo recognition with link. Only available to members outside of Ontario

* 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.