

Public Affairs and Advocacy Events

2022 SPONSORSHIP OPPORTUNITIES

Event Details



CMAprivacy

- **Date:** November 1, 2022
- **1p.m. ET (Virtual)**
- **Members:** Free
- **Non-members:** \$49



CMAESG Event

- **Date:** October 11, 2022
- **8 a.m. ET (Downtown Toronto)**
- **Members:** \$99
- **Non-members:** \$199

Audience

Marketers from major brands, compliance and legal professionals, marketing service providers, agency executives and their teams.

CMAprivacy Virtual Event

Showcase your brand at Canada's annual privacy event for the marketing community.

Trust and transparency are crucial to the customer experience. This event will prepare marketers to stay resilient and be prepared to operate within the changing face of privacy rules in Canada.

Federal industry minister Philip Champagne has indicated that updating federal privacy law (PIPEDA) is a top priority. The Quebec government is creating regulations and working to implement Bill-64, which will fully come into effect in 2023.

Marketers need to be nimble to adapt to changing privacy rules. As a sponsor of CMAprivacy, your organization can be part of the solution, helping marketers navigate the changing landscape while showcasing your brand's privacy leadership.

Attendees will:

- Hear from top government and privacy experts on where the federal law is headed, how rules are changing across the provinces; and what this means for marketers looking to prepare now.
- Understand the impacts of Quebec's new privacy law on organizations that handle the personal information of Quebec residents.

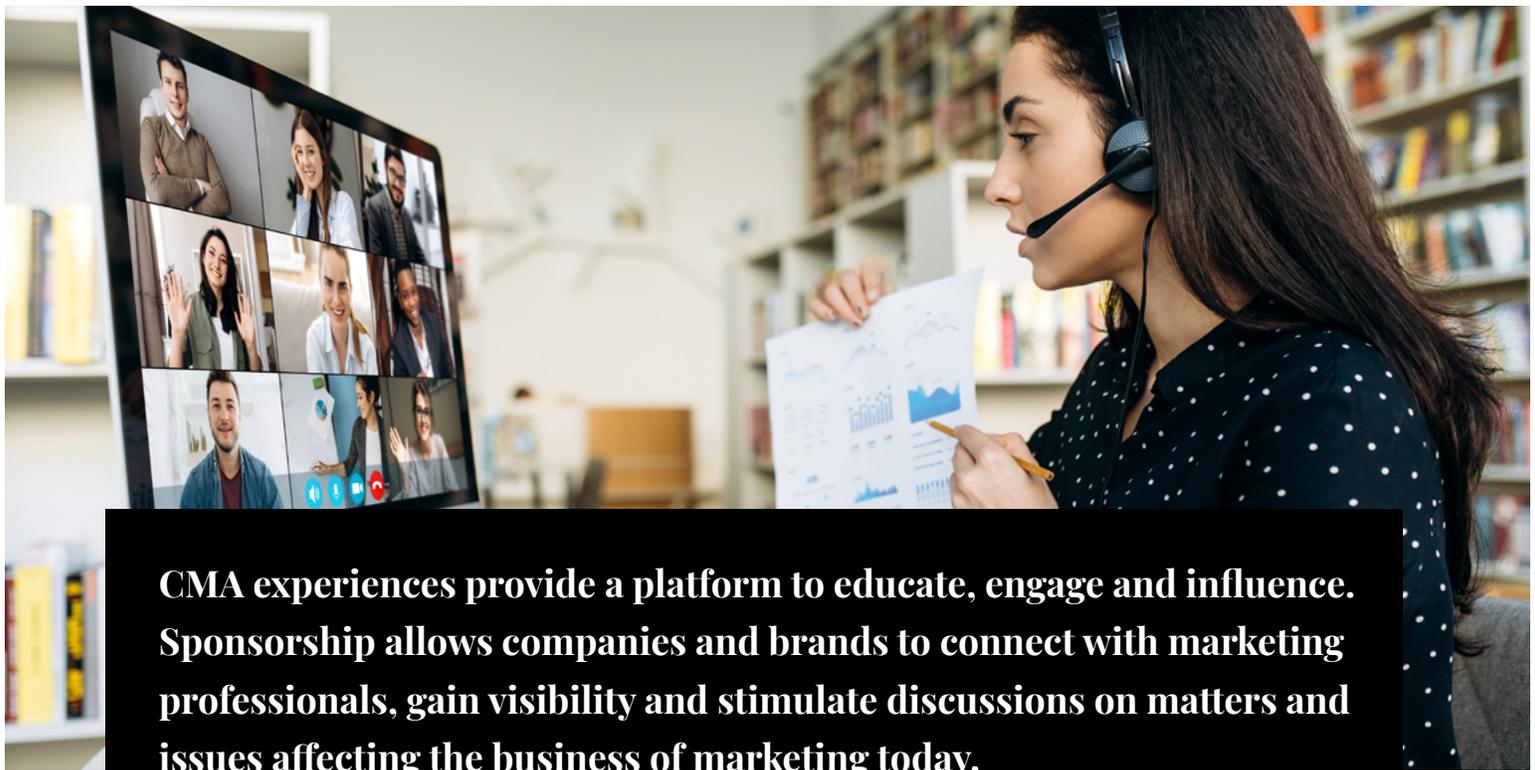
CMAESG Live Event

ESG (Environmental, Social and Governance) is a consumer movement to demand more from brands. ESG principles represent the ethical and strategic framework that companies are now expected to operate within.

Building on the success of our inaugural CMAimpact event in 2021, CMAESG will provide marketers with knowledge and insights to help them integrate ESG in their organizations.

Attendees will learn how to:

- Build a business case around the allocation of ESG resources to balance business results and corporate responsibility;
- Integrate the 3 elements E, S and G (and new areas that may emerge) in a cohesive plan;
- Create ESG messaging that will resonate with consumers (and other stakeholders), even though organizations cannot fully address every aspect of ESG;
- Shape and manage their ESG journey and profile; and
- Be recognized as key strategic leaders within their organizations.



CMA experiences provide a platform to educate, engage and influence. Sponsorship allows companies and brands to connect with marketing professionals, gain visibility and stimulate discussions on matters and issues affecting the business of marketing today.

SPONSORSHIP	EXPOSURE & RECOGNITION
<p>All Sponsors</p>	<ul style="list-style-type: none"> ▪ Recognition on event website ▪ Recognition on all pre-experience marketing (pre-experience marketing and on-screen visuals*) ▪ Thank you from the host
<p>Title Sponsor Virtual: \$4,000 Live: \$8,000</p>	<ul style="list-style-type: none"> ▪ Title positioning for experience "CMAprivacy Presented by ABC" ▪ Provide a 20-minute virtual or 30-minute live keynote (as approved by CMA's Public Affairs & Thought Leadership team) ▪ One e-communication (link) to delegates through CMA ▪ 8 non-member registrations to the virtual experience and 6 registrations to live event
<p>Panel Sponsor Virtual: \$2,000 Live: \$4,000</p>	<ul style="list-style-type: none"> ▪ Provide expert panelist or panel moderator (to be approved by CMA's Public Affairs & Thought Leadership team) ▪ One e-communication (link) to delegates through CMA ▪ 5 non-member registrations to the virtual experience and 3 registrations to the live event
<p>Supporting Sponsor \$1,000 Regional Supporting Sponsor \$700</p>	<ul style="list-style-type: none"> ▪ 2 non-member registrations to the virtual experience and 1 registration to the live event

* 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.

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