

CMA Connect Podcast

Sponsorship Opportunities

CMA Connect is Canada's marketing podcast, where industry experts discuss how marketers must manage the tectonic shifts that will change how brands and businesses are built for tomorrow, while also delivering on today's business needs. Hosted by CMA CEO, Alison Simpson, The CMA Connect podcast releases 24 episodes per year with nearly 10,000 streams.

The CMA Connect podcast gives our members the opportunity to be featured with our engaged membership and guests.

Sponsorship Opportunities	Details
CMA Connect Seasonal Sponsor \$5,000	<ul style="list-style-type: none">• Host-read sponsor mention, message and call to action for 6 CMA Connect Episodes• Branding on episode card for 6 CMA Connect Episodes• Opportunity to provide a guest for one episode• Recognition on CMA Connect page on website and all promotional socials
CMA Connect Live Sponsor \$15,000	<ul style="list-style-type: none">• Host-read sponsor mention, message and call to action for 6 CMA Connect Episodes, including 1 CMA Connect Live episode• Branding on episode card for 6 CMA Connect Episodes• Opportunity to provide a guest for a CMA Connect Live event• Sponsor recognition for a CMA Connect Live event, with 100 in person and virtual guests• CMA Connect Live episode distributed in both audio and video formats• Booth opportunity at CMA Connect Live event• Recognition on CMA Connect page on website and all promotional socials
CMA Connect Roundtables Sponsorship \$10,000	<ul style="list-style-type: none">• Sponsor of special 4-episode roundtable series featuring leaders from around the CMA including our thought leadership councils• 4 episodes (audio and video version of each episode)• Host/Moderator-read sponsor mention, message, and call to action• Logo included in video episode with opportunity for branded card and b-roll content in episode

To learn more, contact sponsorship@thecma.ca or 416.988.7170

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