

CMA 2026 Event Program Sponsorship Opportunities - Out of Province

CMA Event Series In-Person (Hybrid) Half Day Conferences

In 2026, CMA will host not one, but five in-person (hybrid) conferences. Showcase your organization's thought leadership at a gathering of mid-to-senior level marketers, creative agencies, media suppliers and professional marketing services.



Ottawa Event - October 27, 2026

The Canadian way—rooted in inclusivity, collaboration, and a human-first mindset—can serve as a powerful foundation for navigating today's economic and technological challenges. By embracing discomfort, breaking down silos, and prioritizing diverse perspectives, Canada has the potential to lead responsibly in AI and other transformative fields.

2025 Theme

CMA The Case for Canada, presented by Reality Engine, Calgary, A.B.

The successful Case for Canada event expands to Calgary, growing CMA's in-person event footprint and continuing the conversation on how Canadian values, innovation, and community-first thinking shape global leadership in AI and marketing. Reality Engine, alongside experts from diverse industries, explores how Canada navigates uncertainty while positioning itself as a global leader in responsible, people-centered AI.



Vancouver Event October 29, 2026

This fall, Vancouver will host an exclusive event bringing together leaders, innovators, and community builders for an unforgettable evening of connection and inspiration. As a sponsor, this is your chance to position your brand at the forefront of a highly engaged and diverse audience, while showcasing your support for innovation and community growth.

2025 Theme

The Case for Canada, Vancouver, B.C.

The Canadian Marketing Association brings The Case For Canada to Vancouver to celebrate Canadian innovation and talent that drive economic growth and global recognition, uniting marketing professionals, industry leaders, and innovators for a morning of insights, learning, and networking around cutting-edge trends and strategies.

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

CANADIAN
MARKETING
ASSOCIATION

CMA

Sponsorship Opportunities	Exposure & Recognition
Title Sponsor \$10,000	<ul style="list-style-type: none"> • Title positioning “Event presented by XXX” Leverage one compelling content speaking opportunity (25 minutes), as approved by CMA Recognition on all event day and pre-event marketing on-screen visuals, programs and event website with click-through link Eight member registrations (available to non-member clients) • One e-communication (link) to delegates through CMA event follow-up email • Provide opening remarks for afternoon sessions (2-5 minutes) • Thank you from the event host
Presenting Sponsor \$7,500	<ul style="list-style-type: none"> • Leverage one compelling content speaking opportunity (15 minutes), as approved by CMA • Logo recognition on all event day and pre-event marketing on-screen visuals, programs and event website with click-through link • Three member registrations (available to non-member clients) • One e-communication (link) to delegates through CMA event follow-up email • Join a panel discussion (20 minutes)
Panel Sponsor \$2,000	<ul style="list-style-type: none"> • Logo recognition on all event day and pre-event marketing on-screen visuals, programs and event website with click-through link • Two member registrations (available to non-member clients) • One e-communication (link) to delegates through CMA event follow-up email • email • Thank you from the event host
Networking Sponsor \$3,000	<ul style="list-style-type: none"> • Logo recognition on all event day and pre-event marketing on-screen visuals, programs and event website with click-through link • Onsite signage acknowledging as “Networking Sponsored by XXX” • Opportunity to provide a giveaway item • One member registration (available to non-member clients with virtual events) • Thank you from the event host
Supporting Sponsor \$1,000 Member \$2,000 Non-member	<ul style="list-style-type: none"> • Logo recognition on all event day and pre-event marketing on-screen • visuals, programs and event website with click-through link • One member registration (available to non-member clients) • Thank you from the event host
Regional Supporting \$700	<ul style="list-style-type: none"> • Logo recognition on all event day and pre-event marketing on-screen • visuals, programs and event website with click-through link. Only available to members outside Ontario • One member registration (available to non-member clients) • Thank you from the event host

Potential activation costs may be applicable. Activations are subject to approval by CMA. Sponsorships are contingent on the sponsor’s CMA membership being in good standing.

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