

CMA 2026 Event Program Sponsorship Opportunities

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.



CMA Case for Canada | June 18, 2026; 8:30am – 11:00am EST

This event will spotlight the latest insights, trends, and success stories shaping Canadian marketing, while fostering a meaningful conversation about our country's growing influence on the global stage. Explore how brands and leaders are driving growth through creativity, innovation, and a unique understanding of diverse audiences. Join the CMA as we uncover what sets Canadian marketing apart and how it's influencing the global marketplace.

2025 Theme - CMA Presents: The Case for Canada

An insightful session that explores how Canadian marketing drives global influence through creativity, innovation, and a deep understanding of diverse audiences. It highlights current trends, success stories, and expert perspectives that define what sets Canadian brands apart.



The Media Evolution | September 16, 2026

CMA is hosting its annual Media Evolution Conference highlighting the latest in media measurement and audience insights. We're bringing together agencies, media suppliers, research experts, measurement specialists and content professionals to talk about the latest tools and measurements in media innovation.

We'll explore how media is becoming more important in marketing and hear from leaders who make decisions about innovative media, research and AdTech. After the conference, join us for a complimentary networking cocktail hour from 5:00pm to 6:00pm.

2025 Theme: CMA Media Evolution 2025, presented by Pinterest

CMAfutureproof presented by Roku, will cover the ever-evolving state of the industry and how marketers can continue to future-proof themselves and their brands, leveraging new and innovative tools such as AI to make impactful decisions that satisfy both long-term visions and immediate business goals. Jonah Berger, bestselling author and expert on innovation and disruption headlines our engaging list of keynotes and panelists.



CMAcx – What you need to know about Canadian Consumers | December 4, 2026

Customer Experience (CX) is vital for our businesses. With the data and technology available today, we need to improve how we understand our customers to enhance their overall experience.

The alignment of strategies with our customers' wants and needs is essential when it comes to building loyalty and engagement through personalization, authenticity, convenience and empathy. In the B2B sector, Business Experience (BX) is just as important as CX.

Focusing on areas such as making data accessible, providing tools for our agents and gathering feedback from B2B customers, will allow us to offer quick and seamless solutions, creating a channel-less experience that meets the needs of the future.

2025 theme: CMAcx

With today's data and technology, we must better understand our customers to enhance their experience. Aligning strategies with their needs drives loyalty through personalization, authenticity, convenience, and empathy. In B2B, Business Experience (BX) is as vital as CX. By improving data accessibility, empowering agents, and gathering feedback, we can deliver quick, seamless, and channel-less solutions that meet future needs.

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 • 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.

CANADIAN
MARKETING
ASSOCIATION

CMA

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