

Exclusive Experience Series

Tailor-made to your vision

CMA's series of Exclusive In-person and Virtual Experiences are your ticket to shine on stage. As a sponsor, you're not just presenting content; you're orchestrating an unforgettable event, tailor-made to your vision.

We will collaborate closely with you to plan and execute an event that showcases your visionary thought leadership and groundbreaking innovations. We will manage every detail of the logistics, so you can channel your energy into curating remarkable content.**

Our average audience is a dynamic mix of 70-100 CMA member marketing executives from diverse sectors. Your content will resonate with a vibrant community of professionals eager to embrace your insights.

Date Options	Sponsorship Opportunities	Sponsorship Benefits
January 2026	Exclusive Breakfast In-Person \$19,500 Hybrid add \$5,000 Virtual Experience \$8,500	<ul style="list-style-type: none">• Exclusive sponsor with title positioning (ex: “The New Digital Landscape, Presented by Brand ABC”)• Provide keynote speaker/panel (presentation content to be approved by CMA)• CMA will help secure CMA Members to contribute to panel discussions Your company logo will be featured on the event website with a click-through link• Custom event web page featuring speakers and content• CMA manages all event logistics (venue, communication, registration, catering) Opportunity to set up activation space (live events only)
February 2026		
March 2026		
April 2026		
August 2026		
October 2026	Note: Sponsorships are contingent on the sponsor’s CMA membership being in good standing.	<p>*Potential activation costs may be applicable. Activations are subject to approval by CMA.</p> <p>*Opportunity to customize virtual experience with incremental investment to allow for delivery of breakfast to attendees etc.</p>

All Sponsors Receive:

- Recognition on all pre-activation (email) and day-of marketing (on-screen visuals, programs, signage, and collateral as available)
- One e-communication (link) to delegates through CMA event follow-up email Personal thank you from the CMA host

** CMA will exclusively communicate with all event vendors.

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

CANADIAN
MARKETING
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CMA

Dates	2024/2025 Event Themes and Statistics
January 2025	The Omnichannel Playbook for Better ROI, presented by The Trade Desk, Exclusive Experience <ul style="list-style-type: none"> • This session, presented by The Trade Desk and partners, equips marketers with data-driven strategies to meet CFOs' demand for measurable top-line growth. • Number of people: 148
February 2025	Finding the right balance for CPG advertisers, Environics Analytics and MiQ Exclusive Experience (V) <ul style="list-style-type: none"> • Hear insights from Spark Foundry Canada and see how MiQ's dashboard links media spend to real CPG sales across Canada. • Number of people (in person and virtual): 165
March 2025	Women in Business: Harnessing AI, Captivate Exclusive Experience <ul style="list-style-type: none"> • This event empowers women to lead with confidence in an AI-driven world. It features current research and trends from Captivate's proprietary panel of urban professionals. • Number of people: 159
February 2024	VOD Evolution: Rise of the FlexiVODs – the next evolution in the state of TV streaming <ul style="list-style-type: none"> • An in-person event to help marketers navigate the evolving streaming TV landscape, shifting consumer behavior, and the impact of media spend on business growth. • Number of people: 282
March 2024	Women in Business: Being Confident Communicators - Captivate Exclusive Experience <ul style="list-style-type: none"> • An event featuring expert insights, research, and interactive discussions on empowering women to lead with clarity, confidence, and authenticity • Number of people: 154
April 2024	Exclusively for the Brave! - NP Digital Exclusive Event <ul style="list-style-type: none"> • In this exclusive event Neil Patel explores what defines successful marketing teams and brands in a fast-paced world that demands bold leadership, sharper creativity, and smarter decisions. • Number of people: 206

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