

# CMA Marketing Week

**Monday, May 4th - Friday, May 8<sup>th</sup>, 2026**

Mark your calendars for the week of May 5, 2025, for the CMA's second annual Marketing Week! Our mission?

To present the Canadian Marketing Community an extraordinary opportunity to learn, network, influence and engage in a week full of cutting-edge marketing experiences.

At the heart of CMA Marketing Week is the highly anticipated, in-person CMAfutureproof conference on May 7th. But that's not all – each day is designed to perfectly align with our strategic pillars, and each event is virtually accessible from coast to coast.

Get ready for a week packed with inspiration and innovation as we delve into the future of marketing together. Stay tuned for more details!

## Sponsorship Opportunities\*

### CMA Marketing Week

- Title Sponsorship \$30,000

### CMA Marketing Week Montreal and Vancouver

- Title Sponsor \$10,000
- Presenting Sponsor \$7,500
- Panel Sponsor \$2,000
- Networking Sponsor \$3,000

### CMAfutureproof

**SOLD**

- Title Sponsor \$15,000
- Presenting Sponsor \$10,000
- Networking Sponsor \$3,000
- Activation booth \$3,000
- Supporting Sponsor \$1,000
- Regional Supporting \$700

### CMAinclusion

- Title Sponsor \$4,000

\*See page 10 for details

## Event Statistics

### Total Number of Attendees In-person + Virtual

- 1,871

### Total Number of Sponsors

- 15

- **CMA Connect Live Kick Off**

Number of people (in person + virtual): 462

- **CMA BC Most Loved Brands**

Number of people (in person + virtual): 259

- **CMAfutureproof**

Number of people (in person + virtual): 331

- **CMA Thought Leadership Events**

Number of people: 659

- **CMAinclusion**

Number of people: 95

- **AIM Social Connect**

Number of people: 41

# Sponsorship Opportunities (exposure, involvement and recognition)

## CMA Marketing Week

### Title Sponsorship \$30,000

- As title sponsor of CMA Marketing Week, you will receive exposure the entire week at all events as: "Your Company Presents CMA Marketing Week"
- Recognition on all CMA Marketing Week (CMA-MW) programs, event day and pre-event marketing on-screen visuals, and all event website with click-through link
- Opportunity to offer suggestions, instructors or curriculum ideas for the Learning Day programs
- Leverage one compelling content speaking opportunity at CMAfutureproof (as approved by CMA) – Approximately 20 minutes
- Opportunity to participate as a panelist in thought leadership panel events
- One e-communication (link) to delegates through CMA event follow up email (CMAfutureproof)
- Event tickets:
  - 15 member or non-member registrations for CMAfutureproof
  - 10 non-member passes for all free for member
  - events for clients/partners
- Thank you from the host following all programs

### Title Sponsor

CMAfutureproof \$15,000 

Montreal and Vancouver \$10,000

- Title positioning "Event presented by XXX" Logo 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
- Thank you from the event host

### Social Event Sponsor \$10,000

- 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
- Four event registrations (available to non-member clients with virtual events)
- Thank you from the event host
- Event welcome speaking opportunity

### Presenting Sponsor \$7,500 - \$10,000

- 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 event 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 Break Sponsor \$3,000

- 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 event registration (available to non-member clients with virtual events)
- Thank you from the event host

### Panel Sponsor \$2,000

- Join a panel discussion (20 minutes) Logo recognition on all event day and pre-event marketing on-screen visuals, programs and event website with click-through link
- Two event registrations (available to non-member clients)
- Thank you from the event host
- One e-communication (link) to delegates through CMA event follow-up email

### Activation booth \$3,000

- Logo recognition on all event day and pre-event marketing on-screen visuals, programs and event website with click-through link
- One event registration (available to non-member clients)
- Thank you from the event host

### Supporting Sponsor \$1,000

- Logo recognition on all event day and pre-event marketing on-screen visuals, programs and event website with click-through link
- One event registration (available to non-member clients)
- Thank you from the event host

### Regional Supporting \$700

- 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 event registration (available to non-member clients)
- Thank you from the event host