



Sponsorship Package 2026



What is the Canadian Marketing Association?

Strengthening The Impact Of Marketing On Business Success

The Canadian Marketing Association (CMA) is a community-based organization committed to influencing change, enhancing skill sets, facilitating relationship building, and promoting best practices to protect consumer rights and govern how marketing professionals communicate their message.



Standards



Influence

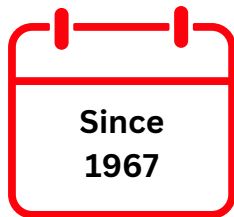


Community

About CMA

The Canadian Marketing Association (CMA) is the voice of the marketing profession in Canada. Since 1967, we've represented over 400 organizations, including Canada's top brands, agencies, tech companies, and academic institutions.

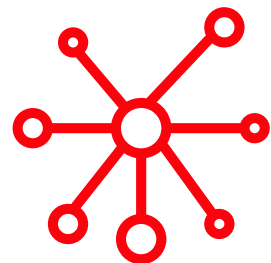
Our community spans the full marketing ecosystem. We support members through advocacy, thought leadership, professional development, and a commitment to advancing responsible, effective marketing in Canada.



Established Authority



Nationwide Reach



Cross-Sector Network

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

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By the Numbers

65+ Events	6,000+	100+	95% +
Summits	Attendees Annually	Speakers From	Satisfaction Rate
Networking Events	For In-Person & Virtual Experience	Canada's Top Brands & Agencies	Rated highly for relevance and experience.
PD Courses			
Member Orgs 400+	CMA Members 5500+	CMs 700+	CMANXT Members 31K
Social Reach 85K+	E-Mail Reach 14K	MyCMA Accounts 30K	Council & Committee Members 225

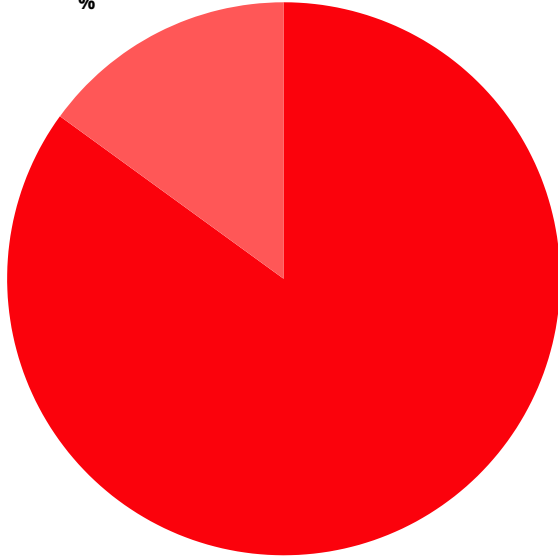
CMA Major Sponsors



Canadian Marketing Association

Our Members

Agencies/Service Providers
15
%

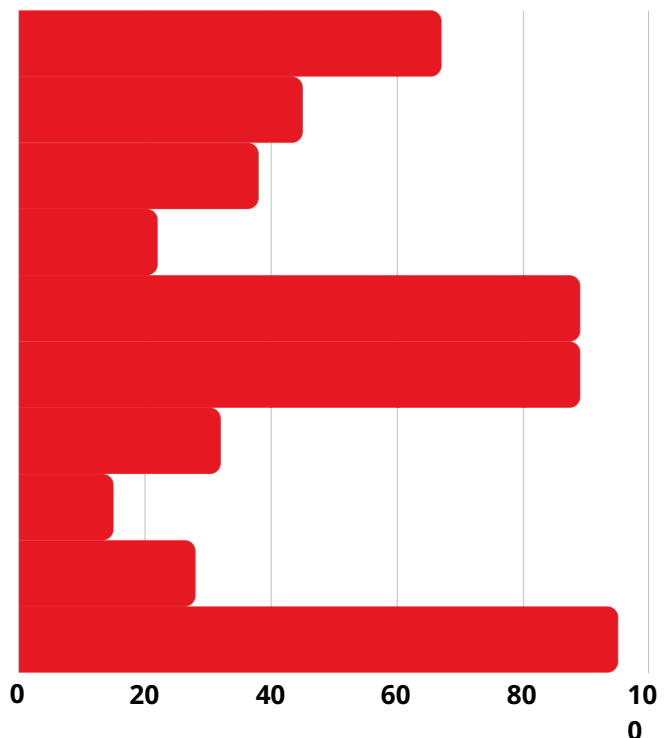


Clients (End
Users/Brands) 85%

Client vs Agency Distribution

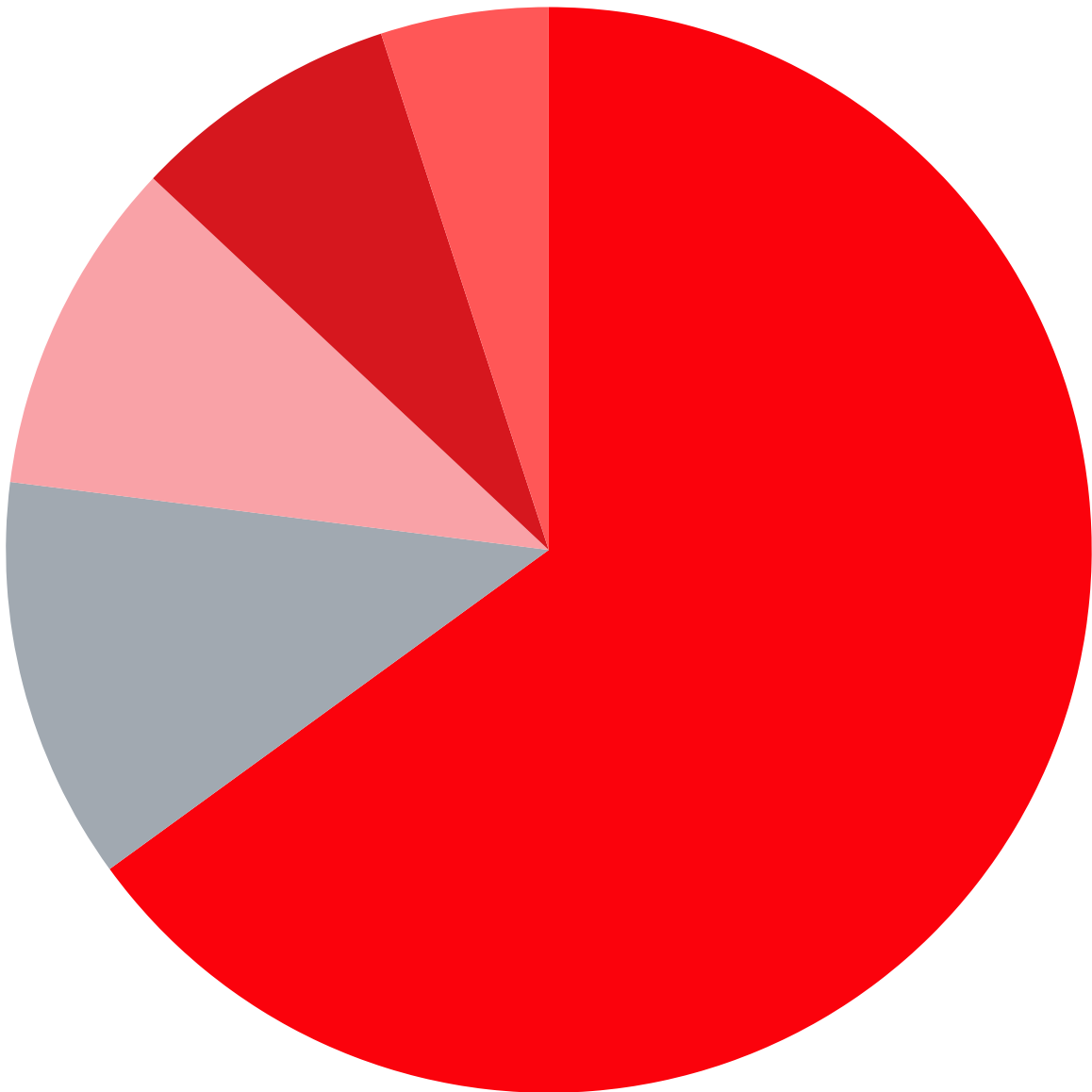
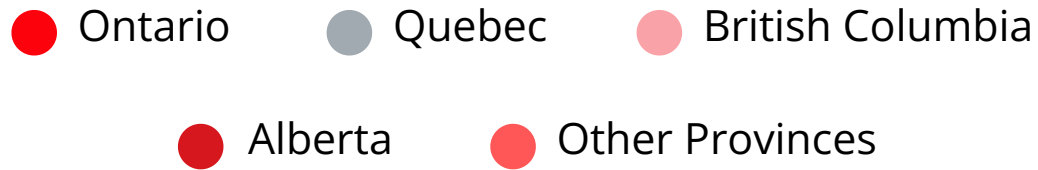
Sector Analysis

Financial Services
Technology & Digital
Retail & Consumer Goods
Healthcare & Pharmaceuticals
Media & Advertising
Non-Profit & Foundations:
Education
Government & Public Sector
Professional Services
Other Industries



Canadian Marketing Association

Our Members



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



Complementary Member Benefits

CMA Connect and Top 5 Picks



CMA Connect Podcast

CMA Connect: The voice of marketing in Canada, Join CMA's President and CEO, Alison Simpson, for empowering discussions with industry leaders about the rapidly changing world of marketing.

As a complimentary member benefit, this premium content reaches engaged decision-makers who actively seek industry insights and innovative solutions. Your sponsorship associates your brand with thought leadership and exclusive access, positioning you alongside the marketing minds driving Canada's biggest campaigns.

With dedicated listenership among CMA's extensive network of marketing executives, agency leaders, and senior practitioners, podcast sponsorship offers unparalleled access to quality prospects who value the trusted content they receive as part of their membership investment.



Total Downloads for 2025: 2500+



Top 5 Picks - Weekly Newsletter

The Top 5 Picks newsletter commands exceptional engagement as CMA members' go-to source for curated marketing intelligence, delivered directly to inboxes when attention is highest. This complimentary member benefit ensures your message reaches an audience that actively engages with content, driving superior click-through rates and meaningful interactions compared to traditional advertising channels.

The newsletter's consistent delivery schedule and premium positioning within the member experience creates multiple touchpoints with Canada's marketing elite, making it an ideal vehicle for building brand awareness and generating qualified leads among decision-makers with real budget authority.



Average open rate: 40% +



Average Click rate: ~2 %



List size : 14K +

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

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Why Sponsor with the Canadian Marketing Association



Access to senior decision makers, our thousands of marketers, events around the country.



Share your thought leadership and groundbreaking updates with engaged marketers across all levels of marketing.



Partner with the CMA to host your events and an opportunity to feature in the CMA Connect podcast with our CEO.



Have your content featured not only in our events but also across our periodical editorial emails and social channels.

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Canada's #1 Marketing Awards brings together the brands, media suppliers & agencies creating the magic!

The CMA Awards Gala & Show are the most coveted and highly-regarded symbols of marketing excellence in Canada as they celebrate equal parts strategy, creativity and results.

This November 7th, hosted at the Westin Harbour Castle in Toronto, The CMA Awards Gala will bring the marketing community together for an in-person celebration. The marketing community loves to celebrate, proven by the nearly 1,000 in attendance year after year.

In 2024, with support from our Awards Strategic Review Working Group and Co-Chairs, we have worked to ensure our award disciplines reflect the future of campaign strategies. The prestigious Best of The Best, Top Cause, Lifetime Achievement, and Marketer of The Year Awards return along with sponsored awards.

Event Stats:

Number of Attendees: 950

Number of Sponsors: 16

All Sponsors Receive:

- Recognition on:
 - Pre-experience assets, including emails, website, social, award platforms (AwardsForce, Eventbrite)
 - On-screen recognition and on-site signage
 - Post-experience marketing materials, website, and socials
- Logo featured on event website with click-through
- Thank you from the host



Event Details

Date: Friday November 13th, 2026

Venue: Westin Harbour Castle, Toronto

Audience: Canada's largest Awards Show with premiere guests from agencies and clients across the country

To learn more, contact
sponsorship@thecma.ca

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[Click to see photos from the 2025 CMA Awards Gala](#)

Sponsorship Opportunities		Activation Ideas
Title Sponsor (1) \$30,000 <ul style="list-style-type: none"> • Branded as “CMA Awards, Presented by ABC” 2 tables of 10 guests • Customized message in event reminder email Opportunity to present award in one category group (TBD by CMA) • Live activation with premium positioning* 		<ul style="list-style-type: none"> • Special Customized • Branded Experience*
Special Category Award Sponsor(1) \$15,000 <ul style="list-style-type: none"> • One table for 10 guests • Work with CMA Awards team to create a targeted and branded new award to be part of submissions and Awards presentation (CMA approval on final naming) • New award promotion as part of CMA Awards communication plan Opportunity to present award 		<ul style="list-style-type: none"> • Opportunity for audience activation*
Awards Experience Sponsor (3) \$12,500 <ul style="list-style-type: none"> • 8 Tickets Provide one high-level branded live experience • Experience to be mentioned in Awards promotional communication 		<ul style="list-style-type: none"> • Pre-Reception* • Entertainment/Performance* • DJ Sponsor* • Branded Photo Booth* • Lounge Sponsor*
Premiere Category Award Sponsor (2) <ul style="list-style-type: none"> • Branded as “Award, Presented by ABC” Award promotion as part of CMA Awards communication plan • Opportunity to present award 		<ul style="list-style-type: none"> • Lifetime Achievement Award • Marketer of The Year Award • Achievement In Marketing Award
Category Award Sponsor (8) <ul style="list-style-type: none"> • Title sponsorship of an existing award that compliments your business segment (ie. Consumer Products & Services) • Award promotion as part of CMA Awards communication plan • Opportunity to present award 		<ul style="list-style-type: none"> • Title of Category Award • Categories Include: Automotive, Business, Food and Beverage, Consumer Products and Services, Financial, Social Causes, Retail, and Health Care
Gala Event Sponsor (4) \$6,000 <ul style="list-style-type: none"> • 3 Tickets • One live activation opportunity (materials/installations provided by sponsor) 		<ul style="list-style-type: none"> • Social Moments* • Giveaways/Table Swag* • Charging Station* • Late Night Snack/Candy Bar* • Dance Floor Decal*
Celebration Table Sponsor (4) \$6,000 <ul style="list-style-type: none"> • One table for 10, in a premium location • Two bottles of prosecco • Signage on table acknowledging your organization 		
Supporting Sponsor (5) \$4,900 <ul style="list-style-type: none"> • 2 Tickets • One live activation opportunity (materials/installations provided by sponsor) 		<ul style="list-style-type: none"> • Gala Bar(s)* • Coat Check* • Ticket sponsor*

CMA Marketing Week

Monday, May 4th - Friday, May 8th, 2026

Mark your calendars for the week of May 4, 2026, for the CMA's third 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 6th. 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

- Title Sponsor \$15,000 **SOLD**
- Breakout Room Sponsor: \$13,500
- Presenting Sponsor \$10,000
- Networking Sponsor \$3,000
- Activation booth \$3,000
- Supporting Sponsor \$1,000
- Regional Supporting \$700

CMAinclusion

- Title Sponsor \$4,000

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

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

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

Toronto \$10,000
Quebec - \$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
- 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

CMA Marketing Week, 2026

Monday, May 4th - Friday, May 8th, 2026

Schedule and details

Date and cost	Details
Monday, May 4th	CMA Marketing Week Kick-Off and a Live CMA Connect Podcast <ul style="list-style-type: none">Join us at the Globe and Mail for a live recording of CMA Connect, with our President and CEO. The CMA will be curating a great guest for this event. Montreal Event Session <ul style="list-style-type: none">Whether you're looking to grow your brand, enhance customer engagement, or drive measurable results, this event is your chance to connect with peers, gain actionable insights, and elevate your marketing game.Theme: The creativity of the Quebec marketing community and its growing national and global influence.
Tuesday, May 5th	CMA Marketing Week presents: Thought Leadership Panel <ul style="list-style-type: none">Our Marketing Week Thought Leadership Panels will feature panel discussions on the latest opportunities for marketers today to build their brands. Our 2024 panels featured discussion on the growth of women's sport as a platform for building brands and the future of the Canadian consumer.
Tuesday, May 5th	CMA Marketing Week presents: Certificate training program <ul style="list-style-type: none">CMA will offer several of our training programs which normally cost \$310, for free for members for the day.
Wednesday, May 6th	CMA Marketing Week presents: CMAfutureproof (Hybrid) <ul style="list-style-type: none">CMAfutureproof is back as Canada's thought leaders share what the future holds for marketing, followed by an opportunity to build your network.
Thursday, May 7th	CMA Marketing Week presents: CMAinclusion <ul style="list-style-type: none">CMAinclusion will feature engaging discussions with marketers and DE&I leaders on how marketing in Canada is becoming a more inclusive and representative profession to drive performance and business growth.
Thursday, May 7th	Vancouver Event Session: Global brand, local soul: Mastering the balance between international reach and Canadian consumer relevance <ul style="list-style-type: none">In BC, brands are built at the crossroads of global influence, regional pride, and a deeply values-driven audience. Join marketing leaders as they unpack how to stay authentically Canadian—and unmistakably B.C.—while competing on an international stage. This panel explores how today's most trusted brands are earning credibility with B.C. consumers who expect substance over symbolism, navigating cultural nuance, economic pressures, and West Coast sensibilities to create work that resonates locally, scales globally, and reflects the realities of this market.
Friday, May 8th	CMA Marketing Week presents: Certificate training program <ul style="list-style-type: none">CMA will offer several of our training programs which normally cost \$310, for free for members for the day.

CMA Marketing Week - CMAfutureproof

Breakout Rooms - \$13,500/room

At the heart of CMA Marketing Week is the highly anticipated, in-person CMAfutureproof on Wednesday, May 6. This year, we're inviting CMA members to host a dedicated breakout room as part of the official CMAfutureproof program.

Breakout rooms offer a unique opportunity for members to curate an immersive, interactive session, shaped entirely by the host, from topic and format to speakers and takeaways. Designed to spark meaningful discussion and practical learning, each breakout room will be integrated into the CMAfutureproof agenda, with attendees selecting their preferred sessions during registration.

Breakout Rooms

12:15 - 1:00 PM

This will be hosted separately from the main plenary space, and concurrently with 3 rooms.



Breakout Room Capacity

Markham Room - 60 seated

Vaughan Room - 60 Seated

Kitchener Room - 60 seated

Included:

- AV (screen, and slide advancer only)
- Tables and chairs (up to room capacity)

Sponsor to provide:

- Content/program
- Presenters

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

CMA Marketing Week, 2025

2025 Marketing Week Schedule/Themes

Date and cost	Event Themes
Monday, May 5th	<p>CMA Marketing Week Kick-off: Exclusively for the Brave, presented by NP Digital & CMA Connect Live</p> <ul style="list-style-type: none">Kick off CMA Marketing Week with bold conversations and real insights from leaders redefining marketing through data, innovation, and fearless thinking. <p>CMA Marketing Week Vancouver, presented by Ipsos</p> <ul style="list-style-type: none">Explore what drives brand loyalty in BC through a deep dive into the seven dimensions of Brand Love. <p>Demystifying Generative AI: practical uses without the hype</p> <ul style="list-style-type: none">A practical, hands-on course on harnessing the power of AI to boost your marketing efforts.
Tuesday, May 6th	<p>CMA inclusion, presented by Mastercard</p> <ul style="list-style-type: none">An insightful discussions on the state of EDI in Canada's marketing profession, including the CMA's efforts to combat racism and promote inclusion and diversity. <p>CMA Marketing Week: AI-Driven Storytelling for Marketers - Online Training</p>
Wednesday, May 7th	<p>CMA Marketing Week presents: CMAfutureproof (Hybrid)</p> <ul style="list-style-type: none">CMAfutureproof, presented by Roku, is Marketing Week's premier event, a full day of insights and connections focused on helping marketers future-proof their brands through AI and innovation. Headlined by bestselling author Jonah Berger, the experience wraps with a dynamic post-event networking session
Thursday, May 8th	<p>CMA Marketing Week presents: Thought Leadership Panel</p> <ul style="list-style-type: none">Our Marketing Week Thought Leadership Panels will feature panel discussions on the latest opportunities for marketers today to build their brands.Thought Leader Panel: Growth's 'Big 3': Storytelling, Brand and BusinessThought Leader Panel: The next age of CX: Maintaining Customer Facing Systems
Thursday, May 8th	<p>CMA Marketing week AIM Marketers Social</p> <ul style="list-style-type: none">CMA invites up-and-coming marketers to join us at the end of our penultimate day of Marketing Week to connect, network, and celebrate the profession.
Friday, May 9th	<p>CMA Marketing Week Online Training</p> <ul style="list-style-type: none">Reset Your Mindset: Bouncing Back when Things are ToughCopywriting: From Strategy to Storytelling

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.

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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

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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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.

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

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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.

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





CMA 2026 Virtual Event Program Sponsorship Opportunities

CMA Virtual Event Series

Join us at CMAai in partnership with Twenty44 for an insightful event where we delve into the pivotal role of artificial intelligence in revolutionizing marketing strategies and enhancing business productivity.



CMAai in Partnership with Twenty44

- Explore key AI tools that streamline operations and boost efficiency. Learn how marketers can lead AI integration, driving innovation and competitive advantage.
- Gain insights into developing AI-ready strategic thinking and skills, including understanding AI technologies and data analysis. This event equips marketing professionals to effectively adopt AI-driven solutions.
- **2025 Theme CMAai April 10** This event empowers marketing professionals to adopt AI-driven solutions by exploring tools that enhance efficiency, developing strategic skills, and leading innovation through AI integration.



CMAinclusion - May 7th

- CMAinclusion will feature engaging discussion with marketers and DE&I leaders on how marketing in Canada is becoming a more inclusive and representative profession to drive performance and business growth.
- **2026 DEI Report Release** - Our 2026 DEI Report event will feature engaging panel discussions to share the findings of the CMA's latest study, with DEI and multi-cultural marketing experts. With support of our members, CMA has issued four impactful research studies to date.
- **2025 Theme CMA inclusion, presented by Mastercard.** CMAinclusion features engaging discussions with marketers and DE&I leaders on how marketing in Canada is becoming a more inclusive and representative profession to drive performance and business growth.



CMAprivacy - October 15

In 2026, CMA's annual Public Affairs event is back, exploring must-know topics for savvy marketers. With Canada's ever-changing compliance and legislative landscape, staying informed is critical. Expect insights on:

- Canada's proposed Consumer Privacy Protection Act impact on marketing, including minors' and de-identified data.
- Ethical AI use to support data-driven marketing and marketing best practices.

2025 Theme

The Privacy Advantage – Using Trusted Data and AI for Better Marketing Outcomes

This exclusive online event brings together Canada's Privacy Commissioner, AI innovators, and marketing executives to decode the complex landscape of data-driven marketing in Canada during uncertain economic times

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.

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

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CMA 2026 Virtual Event Program Sponsorship Opportunities

Title Sponsorship | \$4,000

- 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

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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The 2026 Summer Social Event:

Thursday, July 23, 2026

The Canadian Marketing Association and the Sponsorship Marketing Council of Canada have partnered once again to bring you the Summer Social Event. Last year's event was a huge success with interactive games, prizes and special cocktails.

Ask anyone in attendance and they will tell you that it was an amazing event. Join the marketing and sponsorship community to network, socialize and have some fun.

Increase your brand visibility by providing an immersive experience for a targeted audience of marketers, agencies, and industry professionals as a supporting sponsor.

Supporting Sponsor \$3,000

Logo recognition on CMA & SMCC event website
Logo recognition on pre-event promotion
Social posts to promote activation at event
Three tickets to the event
Option to provide a themed activation*:

- Photo booth
- Networking game
- DJ / Music
- Themed cocktail Prize giveaways
- Contests

Presented by:



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

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*Additional activation costs may apply

CMA Connect Podcast

Sponsorship Opportunities

CMAConnect 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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CMA Sponsorship: Website/ Newsletter Banner Ads & Partnered Webinars

Website Banner Ads

Our website ads are displayed on thecma.ca in a 20% rotation and remain visible for 4 weeks. We typically receive around 40,000 monthly page views from our highly targeted audience. If you're interested in campaigns shorter than 4 weeks, please get in touch with us.

Newsletter Banner Ads

Ready to get your brand in front of our exclusive audience? Our 'Top 5 Picks' newsletter is delivered to around 10,000+ Canadian marketers weekly and boasts an impressive 50%+ open rate. In addition to great exposure, your company will receive a prominent banner ad as the exclusive advertiser in our newsletter.

Partnered Webinars

CMA members produce insightful marketing webinars, and we want to help you boost your webinar's reach with a highly influential marketing audience.

If you are producing webinars, simply share the link and your branding materials, and we will create a custom promotional tile on our events calendar and a dedicated landing page on our website.

Depending on scheduling and availability, we will promote your content as often as possible across our various channels.

Pricing:

Partnered Webinars: \$1,800

Website Ads: \$2,000/month + tax

Newsletter Ads: \$1,500 each + tax

To learn more, contact
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or 416.988.7170

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Specs: Website Ads: desktop/tablet: 728x90 pixels, mobile: 300x250 pixels Newsletter Ads: desktop/tablet: 600x100 pixels, mobile: 1200x1000 pixels Note: All ads are static. Only website ads may be tracked with UTM. Code must be provided by the advertiser.



**Influence Decision Makers
& Achieve The Highest ROI**





CMA Mentorship Program

About the Program

The CMA Mentorship program brings together aspiring and high achieving marketing professionals with experienced marketers for a transformative six-month journey. This program is free for CMA members and aims to create impactful connections that empower them to thrive as they navigate their career paths.



Sponsoring Fireside chats

During the course of the program we will be conducting regular fireside chats, which will have the opportunity to participate in the fireside chat and sponsor fireside chats reaching a targeted cohort of mentors and mentees.

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

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