



# 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](mailto:sponsorship@thecma.ca) or 416.988.7170

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## 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

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