

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 
- 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

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 | <p>CMA Marketing Week Kick-Off and a Live CMA Connect Podcast</p> <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. <p>Montreal Event Session</p> <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 | <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. 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 | <p>CMA Marketing Week presents: Certificate training program</p> <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 | <p>CMA Marketing Week presents: CMAfutureproof (Hybrid)</p> <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 | <p>CMA Marketing Week presents: CMAinclusion</p> <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 | <p>Vancouver Event Session: Global brand, local soul: Mastering the balance between international reach and Canadian consumer relevance</p> <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 | <p>CMA Marketing Week presents: Certificate training program</p> <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 Business• Thought 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 Tough• Copywriting: From Strategy to Storytelling |