



CMA Corporate Sponsorship Opportunities

Invest Now for Year-Round Benefits

CMA's Corporate Sponsorship Program offers exceptional value and is a strategic way for your company to receive year-round benefits, including recognition at all major events and in published materials. This is the most effective and efficient way to reach key decision-makers regularly.

Why Sponsor?

- Receive 50% of sponsorship investment back in CMA credits
- Year-long strategic investment with high-degree of flexibility
- Personalized to your specific marketing objectives
- Maximize your exposure with better reach and frequency
- Facilitates budgeting and planning processes

Activate Your Brand With CMA Credits:

- Targeted Event Sponsorship
- Event & CMA Awards Gala Registrations
- Educational Courses, Seminar & Webinar Registrations
- Discounted In-House Training
- Chartered Marketer dues and Professional Development courses

SPONSORSHIP PACKAGES	INVESTMENT	CUSTOM CMA CREDITS
MAJOR	\$42,000	\$21,000
LEAD	\$26,000	\$13,000
AFFILIATE	\$13,000	\$6,500

Flexible sponsorship opportunities ensures your strategic business objectives are met.

Please connect with us to discuss how we can tailor a package or a combination of CMA opportunities to meet your specific needs.

To learn more, contact
sponsorship@thecma.ca
or 416.562.2642

CANADIAN
MARKETING
ASSOCIATION

CMA

Recognition	\$42,000 Major	\$26,000 Lead	\$13,000 Affiliate
Recognition as Corporate Sponsor on signage/verbal at all major events	X	X	X
Recognition at CMA's Awards Gala signage and event slides	X	X	X
Featured Member logo placement confirmed on website	4 wks	3 wks	2 wks
Logo recognition on CMA's website – sponsors page with click-through	X	X	X
Logo recognition on Calendar of Events monthly emails with click-through	X	X	X
Logo recognition on CMA's website footer – visibility on all pages with click-through	X	-	-

Priority Positioning	Major	Lead	Affiliate
Preferred rates for in-house training (Discount off Member rate)	15%	10%	5%
Preferred Seating Availability during CMA Awards Show	X	X	
Automatic judging panel spot for the CMA Award	3x	2x	1x
Complimentary applications for CM Designation Program	3x	2x	1x
Guaranteed position(s) on CMA Councils, Committees, Working Groups	3x	2x	1x
First right to CMA sponsored programs	3x	2x	1x
Join the Presidents Panel at President's Reception	X	-	-
Access to learning facilitors/instructors for one on one consult	2	1	-

Advocacy	Major	Lead	Affiliate
One-on-one advocacy consulting session on key topics	2	1	-
Pre-distribution of Public Affairs Guides/Reports (pre-media release)	X	X	X

Network / Awareness Building	Major	Lead	Affiliate
Priority CMA Café, presented by Mastercard hosting opportunity	2	1	-
Front of the line digital distribution of insights-based article	3	2	1
Opportunity to host a Chartered Marketer program Town Hall with Learners	1	-	-
Opportunity to provide offers to CMA Learners (CM, Courses, Seminars)	1	1	-
Opportunity to provide offers to CMA NXT Young Marketer (subscribers 10k)	1	1	-