



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?

- Strong exposure and access to CMA's community of close to 450 member organizations and over 30,000 individuals from across the broad marketing ecosystem
- 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

SPONSORSHIP PACKAGES	INVESTMENT	ACTUAL VALUE	CUSTOM CMA CREDITS
MAJOR	\$42,000	\$60,000	\$21,000
LEAD	\$26,000	\$40,000	\$13,000
AFFILIATE	\$13,000	\$23,000	\$6,500

Activate Your Brand With CMA Credits:

- Targeted Event Sponsorship
- Event & CMA Awards Gala Registrations
- Educational Courses, Seminar & Webinar Registrations
- Discounts on Bespoke In-House Training
- Chartered Marketer dues and Professional Development courses
- Run an Exclusive Experience worth \$8500 - \$24,500

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 416.988.7170

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	✓	✓	✓
Recognition at CMA's Awards Gala signage and event slides	✓	✓	✓
Featured Member logo placement confirmed on website	✓	–	–
Logo recognition on CMA's website – sponsors page with click-through	✓	✓	✓
Logo recognition on Calendar of Events monthly emails with click-through	✓	✓	✓
Logo recognition on CMA's website footer – visibility on all pages with click-through	✓	–	–
Complimentary event promo codes for the year	20	–	–

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	✓	✓	–
Automatic judging panel spot for the CMA Award	3	2	1
Application fee waived for CM Executive Advanced Standing	3	2	1
Application fee waived for Chartered Marketers	15	10	5
Guaranteed position(s) on CMA Councils, Committees, Working Groups*	3	2	1
First right to CMA sponsored programs	3	2	1
Join the Presidents Panel at President's Reception	✓	–	–
Annual invite to the CMO forum/corporate dinner	✓	✓	✓
Free seats at our in-person or online trainings	5	3	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)	✓	✓	✓

Network / Awareness Building	Major	Lead	Affiliate
Priority CMA Café, presented by Mastercard hosting opportunity	2	1	1
Opportunity to post content on thecma.ca	3	2	1
Opportunity to moderate or provide a subject matter expert to Chartered Marketer Townhalls	1	–	–
Opportunity to provide offers to CMA Learners (CM, Courses, Seminars)	1	1	–

*subject to approval