

The image shows a stage backdrop for the CMA Awards. At the top center is a large red square with the white letters 'CMA'. Below it, on a shelf, are several trophies: a tall, clear, faceted one on the left, a globe in the center, and a smaller one on the right. The background is a wall of white, geometric, square-shaped frames of varying sizes, some of which contain images. The overall lighting is warm and orange.

CMA Awards Gala: The Event of the Year!

2025 Sponsorship Opportunities

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

The CMA Awards 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 900 in attendance year after year.

This year, we are excited to introduce a new special award - the Global Creative Award, which is a fantastic sponsorship opportunity that highlights campaigns outside of Canada.

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.

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 7, 2025
5:30 PM – 12:30 AM EST

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
or 416.988.7170

CANADIAN
MARKETING
ASSOCIATION

CMA

Sponsorship Opportunities		Activation Ideas
Title Sponsor (1) \$30,000 • 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*		• Special Customized Branded Experience*
Special Category Award Sponsor (1) \$15,000 • 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		• Opportunity for audience activation*
Awards Experience Sponsor (3) \$12,500 • 8 Tickets • Provide one high-level branded live experience • Experience to be mentioned in Awards promotional communication		• Pre-Reception* • Entertainment/Performance* • DJ Sponsor* • Branded Photo Booth* • Lounge Sponsor*
Premiere Category Award Sponsor (2) • Branded as "Award, Presented by ABC" • Award promotion as part of CMA Awards communication plan • Opportunity to present award	\$15,000 (10 tickets) \$13,000 (6 tickets)	• Lifetime Achievement Award • Marketer of The Year Award • Achievement In Marketing Award
Category Award Sponsor (8) • 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	\$10,500 (10 tickets) \$8,500 (6 tickets)	• 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 • 3 Tickets • One live activation opportunity (materials/installations provided by sponsor)		• Social Moments* • Giveaways/Table Swag* • Charging Station* • Late Night Snack/Candy Bar* • Dance Floor Decal*
Celebration Table Sponsor (4) \$6,000 • One table for 10, in a premium location • Two bottles of prosecco • Signage on table acknowledging your organization		
Supporting Sponsor (5) \$4,900 • 2 Tickets • One live activation opportunity (materials/installations provided by sponsor)		• Gala Bar(s)* • Coat Check* • Ticket sponsor*

* Potential activation costs may be applicable. Activations are subject to approval by CMA. Note: Sponsorships are contingent on the sponsor's CMA membership being in good standing.