

# CMA 2025 Event Program Sponsorship Opportunities

## CMA Event Series In-Person (Hybrid) Half Day Conferences

In 2025, CMA will host not one, but five in-person (hybrid) conferences. Showcase your organization's thought leadership at a gathering of mid-to-senior level marketers, creative agencies, media suppliers and professional marketing services.



### **June CMA Case for Canada**

**June 11, 2025; 8:30am – 11:00am EST**

This event will spotlight the latest insights, trends, and success stories shaping Canadian marketing, while fostering a meaningful conversation about our country's growing influence on the global stage. Explore how brands and leaders are driving growth through creativity, innovation, and a unique understanding of diverse audiences. Join the CMA as we uncover what sets Canadian marketing apart and how it's influencing the global marketplace.



### **The Media Evolution**

**September 16, 2025; 1:00pm – 5:00pm EST**

CMA is hosting its annual Media Evolution Conference highlighting the latest in media measurement and audience insights. We're bringing together agencies, media suppliers, research experts, measurement specialists and content professionals to talk about the latest tools and measurements in media innovation.

We'll explore how media is becoming more important in marketing and hear from leaders who make decisions about innovative media, research and AdTech. After the conference, join us for a complimentary networking cocktail hour from 5:00pm to 6:00pm.



### **Fall Vancouver Event**

**October 16, 2025**

This fall, Vancouver will host an exclusive event bringing together leaders, innovators, and community builders for an unforgettable evening of connection and inspiration. As a sponsor, this is your chance to position your brand at the forefront of a highly engaged and diverse audience, while showcasing your support for innovation and community growth. Looking ahead, we're excited to announce our expansion to Calgary this August (date TBC), bringing this unique experience to another key Canadian market.



### **CMAcx – What you need to know about Canadian Consumers**

**December 3, 2025; 8:30am – 11:45am EST**

Customer Experience (CX) is vital for our businesses. With the data and technology available today, we need to improve how we understand our customers to enhance their overall experience.

The alignment of strategies with our customers' wants and needs is essential when it comes to building loyalty and engagement through personalization, authenticity, convenience and empathy. In the B2B sector, Business Experience (BX) is just as important as CX.

Focusing on areas such as making data accessible, providing tools for our agents and gathering feedback from B2B customers, will allow us to offer quick and seamless solutions, creating a channel-less experience that meets the needs of the future.

| Sponsorship Opportunities   | Exposure & Recognition  |
|---|---|
| <b>Title Sponsor</b><br><b>\$10,000</b>   | <ul style="list-style-type: none"> <li>• Title positioning "Event presented by XXX"</li> <li>• Leverage one compelling content speaking opportunity (25 minutes), as approved by CMA</li> <li>• Recognition on all event day and pre-event marketing on-screen visuals, programs and event website with click-through link</li> <li>• Eight member registrations (available to non-member clients)</li> <li>• One e-communication (link) to delegates through CMA event follow-up email</li> <li>• Provide opening remarks for afternoon sessions (2-5 minutes)</li> <li>• Thank you from the event host</li> </ul> |
| <b>Presenting Sponsor</b><br><b>\$6,500</b>                                       | <ul style="list-style-type: none"> <li>• Leverage one compelling content speaking opportunity (15 minutes), as approved by CMA</li> <li>• Logo recognition on all event day and pre-event marketing on-screen visuals, programs and event website with click-through link</li> <li>• Three member registrations (available to non-member clients)</li> <li>• One e-communication (link) to delegates through CMA event follow-up email</li> </ul>   |
| <b>Panel Sponsor</b><br><b>\$4,000</b>  | <ul style="list-style-type: none"> <li>• Join a panel discussion (20 minutes)</li> <li>• Logo recognition on all event day and pre-event marketing on-screen visuals, programs and event website with click-through link</li> <li>• Two member registrations (available to non-member clients)</li> <li>• One e-communication (link) to delegates through CMA event follow-up email</li> <li>• Thank you from the event host</li> </ul>   |
| <b>Networking Sponsor</b><br><b>\$3,000</b>                                       | <ul style="list-style-type: none"> <li>• Logo recognition on all event day and pre-event marketing on-screen visuals, programs and event website with click-through link</li> <li>• Onsite signage acknowledging as "Networking Sponsored by XXX"</li> <li>• Opportunity to provide a giveaway item</li> <li>• One member registration (available to non-member clients with virtual events)</li> <li>• Thank you from the event host</li> </ul>  |
| <b>Supporting Sponsor</b><br><b>\$1,000 Member</b><br><b>(\$2,000 Non-member)</b> | <ul style="list-style-type: none"> <li>• Logo recognition on all event day and pre-event marketing on-screen visuals, programs and event website with click-through link</li> <li>• One member registration (available to non-member clients)</li> <li>• Thank you from the event host</li> </ul>   |
| <b>Regional Supporting</b><br><b>\$700</b>  | <ul style="list-style-type: none"> <li>• 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</li> <li>• One member registration (available to non-member clients)</li> <li>• Thank you from the event host</li> </ul>  |

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

CANADIAN  
MARKETING  
ASSOCIATION

**CMA**