CMA Morning Event Series
2021 SPONSORSHIP OPPORTUNITIES

Connect with Leaders and Influencers

2021 will provide more high-level, yet actionable learning, networking and sponsorship opportunities. These experiences allow you to profile your organization's thought leadership with Canada's top marketing professionals.

Details
CMA events will be virtual through August 2021, with the goal to go live in September. Stay tuned (and hopeful)!

Audience
Mid-to-senior level marketing practitioners including marketers, agencies, media suppliers and professional services.

Attendees
125-175

Virtual Pricing
Members: FREE
Non-members: $49.00

Early Bird Pricing Live
Members: $99.00
Non-members: $199.00

CMAinsights / (Virtual)
The fast pace of change in 2020 drove an increased demand for information and innovation. What does 2021 look like, and what data will help us understand and navigate these rapidly evolving changes as they relate to customer purchasing patterns, behaviour and mindset? This event will help marketers understand how to stay in touch with the importance of insights for short-term life cycles and long-term business success.

CMAab2b / (Virtual)
CMAab2b continues to deliver a sold-out crowd of B2B professionals. Covering everything from trends, technology tools, content marketing and sales alignment, CMAab2b shows you how and when to apply the latest tools to ensure alignment among sales and marketing to boost your marketing ROI.

CMAtalent / (Virtual)
New in 2021, CMA in consultation with our new Talent Council, will explore the challenges and evolution of Marketing talent in Canada.

CMAcx / (Virtual)
CMAcx is your chance to hear from customer experience experts on how to build trust, execute meaningful brand experiences and build loyalty via customer engagement. Learn how to navigate this new marketing ecosystem where your customers need to know - with just one click - everything about your product and where to find it.

CMAmartech / (Virtual)
CMAmartech helps marketers understand how to operate in the “new” through the use of technology and new sources of information. Learn from forward-thinking leaders who will explore the evolving trends and human implications of martech by sharing their innovative idea and insights.

CMAinsights II / (Virtual)
Building on the success of this annual event, CMAinsights II will continue the discussion from the January event by addressing the progression from the new normal to the next normal in the world of data and insights.

CMAmedia
CMAmedia brings together agencies, media suppliers and content specialists to cover the latest in media innovation and entertainment. We will recognize the increasing and innovative role media plays in the marketing mix and hear from the leaders responsible for the selection and placement of breakthrough media programs.

CMAfuture
Get future-ready. For the sixth-year running, CMAfuture will inspire and inform you with concepts and ideas to stay ahead and empower you for what is to come.

CMAmeasurement / (Virtual)
New for 2021, CMA will delve into new areas of measurement from all aspects of the marketing profession. Presentations on how to use data to precisely target, measure and improve marketing results.

ADDITIONAL INFORMATION
To learn more, contact sponsorship@theCMA.ca or 416.562.2642

CANADIAN MARKETING ASSOCIATION
## Why Sponsor?

CMA events provide your organization with a top-rated and highly-valuable platform for marketing professionals to learn, connect and grow.

Each customized and strategic sponsorship plan is proven to deliver increased brand visibility, thought leadership sharing and client or prospect hosting opportunities.

**Contact CMA to customize your approach today!**

## All Sponsors Receive:

- Recognition on all event day and pre-event marketing (on-screen visuals, programs, signage) and collateral as available
- Logo featured on event website with click-through link
- One e-communication (link) to delegates through CMA event follow-up email
- Thank you from the host
- Opportunity to set up an activation space in a high traffic area (live events only)

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## Activation Thought Starters

**EXPOSURE & RECOGNITION  |  THOUGHT LEADERSHIP  |  HOSPITALITY**

<table>
<thead>
<tr>
<th>SPONSORSHIP LEVEL</th>
<th>SPONSORSHIP PACKAGE ELEMENTS</th>
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<tbody>
<tr>
<td>Presenting Sponsor</td>
<td>Leverage one compelling content speaking opportunity (20 minutes Virtual &amp; 35 Minutes Live; as approved by CMA). You will also receive:</td>
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<tr>
<td>Live: $6,000</td>
<td>• 8 registrations (available to non-member clients with virtual events)</td>
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<tr>
<td>Virtual: $4,000</td>
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<tr>
<td>Panel Sponsor</td>
<td>Based on CMA’s high-level marketing Councils’ input, each Morning Event will feature a 20- 40-minute Council-moderated panel discussion on pressing topics affecting marketing.</td>
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<td>Live: $3,000</td>
<td>• Provide a panelist to share thought leadership (5 minutes) and contribute to the discussion</td>
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<tr>
<td>Virtual: $2,000</td>
<td>• 3 registrations (available to non-member clients with virtual events)</td>
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<tr>
<td>WiFi Sponsor (Live only)</td>
<td>• Promoted as WiFi Sponsor before, during and after the event</td>
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<tr>
<td>$2,500</td>
<td>• CMA-produced branded tent cards on tables and at reception promoting access codes</td>
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<tr>
<td>Exhibit Sponsor (Live Only)</td>
<td>• Share information, collateral and insights with delegates in the presentation room</td>
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<td>$1,500</td>
<td>• CMA can provide contacts for AV activations as necessary</td>
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<tr>
<td>Supporting Sponsor</td>
<td>• Logo recognition as supporting sponsor with click through</td>
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<tr>
<td>$1,000</td>
<td>• Logo recognition as supporting regional sponsor with click through. Only available to members outside Ontario</td>
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<tr>
<td>Regional Supporter</td>
<td>• 1 registration (available to non-member clients with virtual events)</td>
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<td>$700</td>
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* 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.