



2020 PARTNERSHIP PACKAGE

CONNECTING, EDUCATING AND CELEBRATING CALGARY'S MARKETING COMMUNITY

BUILDING BETTER MARKETERS

Calgary's been a frontier city since the day it began.

It started with a new way to live out West. Then continued with a unique way to do business. An entrepreneurial way to do more with less that continues to build and attract inspired free-thinking minds.

Building and attracting better marketers is why the CMA exists.

When our community grows, so too does the reputation of the city-and pride of the work we've done.

By being regularly connected to this community through the CMA we will support one another, collaborate with one another and share and solve problems together.

Because it isn't about which company can one-up another or which agency will outsmart the next. It's about bright minds coming together to generate better ideas and create better work. It's through these efforts of connection and mentorship that we are able to advance—building better marketers for our Future.



Founded in 2001, The Calgary Marketing Association (CMA) is a not-for-profit industry association with a membership representing a diverse cross section of Calgary marketing professionals. Our members come from various sectors and levels of experience and are excited to engage and excel in the world of marketing.



FAST FACTS ABOUT THE CALGARY MARKETING ASSOCIATION

Partnering with one of Canada's largest Marketing Associations



1,000 Attendees

The CMA had over 1,000 people register for their events in 2019.



4 Signature Events

Every year the CMA hosts at least 4 key panels or speaker events featuring subject matter experts.



2,000 Subscribers

Our online publication reaches an even larger number of Calgary marketers.



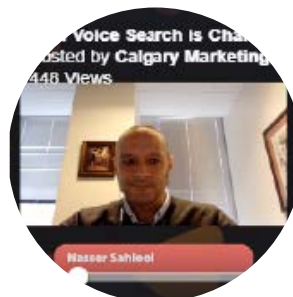
4 Networking Events

We host networking opportunities throughout the year via Marketing Mixers, our Member Reception and pre and post main events.



5,000 Followers

We have over 5000 Followers on Social Media to expand your message even further.



3 Facebook Lives

Along with our live events, we host online events such as our Facebook Lives where the presentations live on forever and attendees can come from all over North America.



WHY PARTNER WITH US?

By partnering with the Calgary Marketing Association, you are not only helping to support our efforts year-round, you will also receive recognition and have the opportunity to promote your brand throughout the year.

WHAT YOU GIVE

By supporting the CMA and providing us with the finances we need to continue to operate, you are helping us provide:

- Subject matter experts and collaboration that helps foster growth and innovation within our community.
- Marketers, no matter where they are in their career, with focused education and networking opportunities.
- Student volunteer opportunities; increasing their hands-on experience and practical knowledge
Peer to Peer Support to Calgary's Top CMOs, Agencies and Senior Leaders.
- A platform to showcase Calgary's marketers and continuously develop a world class marketing community.
- A job board to help our marketers advance their careers.

WHAT YOU GET



Amplification of your brand via our marketing, communications and promotional materials



Business & Team Building with VIPs or staff at CMA Panel and Power Hours and Marketing Mixers



Access to high-quality marketing talent through the CMA Jobs Board



Engagement with stakeholders, increased visibility and promotion of your products & services



Industry knowledge and exposure for your entire marketing team



Goodwill through contribution to your business, your company and the entire Calgary Marketing Community

PARTNERSHIP OPPORTUNITIES

The Calgary Marketing Association seeks to make our partnership opportunities open to as many supporters as possible. Our plans provide meaningful benefits all year round in exchange for your financial support.



PLATINUM CORPORATE PARTNER

\$12,000

The Platinum Partner is an exclusive opportunity valid for one year for one company only.

Includes:

- Annual Corporate Membership
- Platinum Corporate Partner recognition on CMA website

Events:

- Top Recognition on Professional signage as Platinum Corporate Partner at Marketing Mixers and Panel and Power Hours
- Opportunity for 3 minutes of welcoming remarks at all Panel & Power Hours
- Recognition as a Platinum Corporate Partner in email blasts of events
- Up to 5 VIP seats at a maximum of two signature speaker events
- Up to 7 seats at each Panel and Power Hour
- Up to 4 admissions to each Marketing Mixer

Communications:

One partner Spotlight per year to be distributed to all CMA email subscribers

Email Ads:

- Up to 4 complimentary ads in email blasts per year. Ad banners to be provided by Partner

Highlight Your Expertise:

- Provide up to 2 white papers or blog posts per year to showcase your company, (not a sales pitch!) Content subject to approval.

Marketing Jobs:

Unlimited job postings on the CMA website

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CORPORATE PARTNER

\$7,500

Includes:

- Annual Corporate Membership
- Gold Corporate Partner recognition on CMA website

Events:

- Professional signage as Corporate Partner at Marketing Mixers and Panel and Power Hours
- Opportunity to introduce or thank the moderator at a Panel & Power Hour
- Corporate Partner recognition in event emails
- Up to 7 seats at each Panel and Power Hour
- Up to 2 admissions to each Marketing Mixer

Communications:

One partner Spotlight per year to be distributed to all CMA email subscribers

Email Ads:

Up to 1 complimentary ad in an email blast per year. Ad banner to be provided by Partner

Highlight Your Expertise:

Provide up to 1 white paper or blog posts per year to showcase your company, (not a sales pitch!) Content subject to approval.



PARTNERSHIP OPPORTUNITIES (cont.)

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SIGNATURE SPEAKER PARTNER

\$5,000

Includes:

- Recognition as Signature Speaker Partner leading up to and during a Signature Speaker Event
 - Opportunity for 3 minutes of welcoming remarks and introduction of the speaker
 - 10 VIP Seats
 - Opportunity to provide and staff an information booth (maximum 4'x 6')
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DISPLAY BOOTH PANEL & POWER HOUR

\$500
SUBJECT TO
AVAILABILITY

Includes:

- 4' x 6' display area in lobby
 - Table (size and height may vary by location)
 - Up to 2 seats
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BEVERAGE PARTNER PANEL & POWER HOUR

\$1,200

Includes:

- Recognition as Beverage Partner leading up to and during event
 - Up to 2 seats
-

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DISPLAY BOOTH MARKETING MIXER

\$250
SUBJECT TO
AVAILABILITY

Includes:

- 4' x 6' display area at mixer
 - Table (size and height may vary by location)
 - Up to 2 admissions
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BEVERAGE PARTNER MARKETING MIXER

\$600

Includes:

- Recognition as Beverage Partner leading up to and during event
 - Up to 2 admissions
-

BECOME A PARTNER

Please send the following information to

Jan Wood

events@calgarycma.com

403-910-0515, ext. 2

- Your Name
- Company Name
- Email
- Phone
- Level(s) of Partnership you are interested in



MANY THANKS TO OUR 2019 PARTNERS

CORPORATE



SPECIAL EVENTS



FRIENDS OF CMA



Visit calgarycma.com for more information

