



2021 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 non-profit industry association that supports Calgary's thriving marketing community. Now the largest marketing association in the West, we bridge the awareness gap between agencies and large corporations— providing industry professionals with

access to exclusive events, mentorship opportunities, shared tools, and networks. From showcasing emerging best practices to creating a community that fosters collaborative knowledge exchange, we offer a variety of resources that can raise the bar for Calgary's marketing industry.

As Times Change The Calgary Marketing Association Changes With YOU

**2021 will be a VERY DIFFERENT
YEAR for All of Us.**

In 2020 we went from Live
Events to Webinars, and
face-to-face meetings
and mixers to ZOOM.
These are a few
highlights.

1,000s of Attendees

Our February live event boasted 140 attendees. Our webinars that began in March enjoy 100s of registrants.

Select Events

When physical events were no longer possible, CMA provided online offerings like a Community Gathering with a keynote speaker and a branding workshop for job seekers.

Over 2,000 Subscribers

Our online publication reached record numbers of subscribers in the Calgary area and beyond.

Virtual Check-ins

When in person networking was not possible CMA hosted Members Only Mixers, a Hello to Summer Mixer, and an AGM – all online.

Over 5,000 Followers

We have over 5,000 followers on Social Media to expand your message even further.

Interactive Webinars

Within two weeks of live events being suspended due to COVID-19, CMA initiated a webinar series that attracted hundreds of new registrants and attendees 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.

Some of the things you can GIVE to the Marketing Community

- The opportunity to create collaboration that helps foster growth and innovation within the Calgary Community
- The means to bring Subject Matter Experts to the Community
- Marketers, no matter where they are in their career, have the chance to network with peers, colleagues and mentors
- Students who are looking for a bridge between school and work have the chance to grow through increasing their hands-on experience and practical knowledge
- A platform to showcase Calgary's marketers and to continuously develop a world class marketing community
- A job board to help our marketers advance their careers
- A communications platform through blogs, e-newsletters, banner ads and live and virtual events

Some of the things you will GET from being a Corporate Partner

- **Amplification** of your brand via our marketing, communications and promotional materials
- **Business & Team Building** with VIPs and staff at CMA Live and Virtual events
- **Education opportunities** through webinars, panel presentations/discussions and workshops
- **Access** to high-quality marketing talent through the CMA jobs page on our website
- **Engagement** with stakeholders, increased visibility and promotion of your products and services
- **Industry knowledge** and exposure for your entire marketing team
- **Goodwill** through contribution to your business, your company and the entire Calgary Marketing Community

Strengthen Your Relationships and Your Brand

The onset of COVID-19 has changed the way companies like yours get your brand in front of your target market. No matter what the environment dictates, the Calgary Marketing Association is proud of our commitment and dedication to thinking outside the box to find value for our Partners.

Here are just a few ways we work with our Partners to create significant connections:

- Within two weeks of the pandemic being declared, CMA held our first webinar titled: **Your Brand Through COVID-19 and Beyond**. Since then we have provided regular, timely and applicable webinars, workshops and mixer via ZOOM. Our audience extends through Alberta, Canada, the USA and Internationally. **Our reach for our Partners goes well beyond the Calgary marketing community.**
- To aid in maintaining valuable connections with our marketing community and members, the CMA quickly adopted an online community and hosted online discussion forums and workshops. **Our membership has not dwindled during COVID-19 and our reach into our community has actually grown.**
- CMA continues to find new and innovative ways to keep our Partners in front of our audience. Partner logos, banner ads, spotlights and blogs and even 30 second videos are featured and promoted on our website, at online events, through our newsletters and via social media. **We highlight our Partner brands every chance we get!**

We know 2021 is a year of uncertainty, but the Calgary Marketing Association remains committed to finding out-of-the-box ways to create value and exposure for our Partners and our 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 (\$10,000)

Platinum Partner is an exclusive opportunity valid for one year and limited to Two Partners.

Includes (but not limited to):

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

Events:

- Top recognition on professional signage as a **Platinum Corporate Partner** at Live and Virtual events
- Opportunity for 3 minutes of welcoming remarks at a Live Panel Presentation
- Opportunity for 30 second commercial at a Virtual Marketing Mixer or Panel Presentation
- Recognition as a **Platinum Corporate Partner** in CMA email blasts
- Free admission to all webinars
- Up to 5 admissions at all signature speaker events
- Up to 7 admissions at each Live and Virtual Panel event
- Up to 4 admissions to each Live and Virtual Marketing Mixer

Communications:

- One partner Spotlight per year to be distributed to all CMA email subscribers. Content to be provided by Partner
- One dedicated email blast per year to be distributed to all CMA email subscribers. Content to be provided by Partner

Email Ads:

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

Highlight Your Expertise:

- Up to 2 original white papers or blog posts per year to showcase your company. Content subject to approval.

Marketing Jobs:

- Unlimited job postings on the CMA jobs section of the website

Gold Corporate Partner (\$5,500)

Gold Partners are valid for one year and limited to Eight Partners.

Includes (but not limited to):

- Annual Corporate Membership
- Corporate Partner recognition on CMA website

Events:

- Professional signage as a **Corporate Partner** at Live and Virtual events
- Opportunity to introduce or thank the moderator at one Live Panel Presentation
- Opportunity for 30 second commercial at one Virtual Marketing Mixer or Panel Presentation
- **Corporate Partner** recognition in event emails
- Free admission to all webinars
- Up to 7 admissions at each Live and Virtual Panel events
- Up to 4 admissions to each Live and Virtual Marketing Mixer

Communications:

- One Partner Spotlight per year to be distributed to all CMA email subscribers. Content to be provided by Partner

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 post per year to showcase your company. Content subject to approval

"Our corporate partnership with the Calgary Marketing Association has benefited ATB in many ways. The CMA in their regular and in-tune content is a core component of our team member growth and learning plans. Moreover, the partnership with other Marketing leaders and organizations, which is artfully facilitated by the CMA, keeps us connected to our shared community and in the end allows us to elevate our own thinking and work."

John B. Pieri
Vice President Marketing
Brand at ATB Financial



Virtual Events

Signature Speaker Partner (\$3,000)

You provide the Signature Speaker and we will provide the platform and the audience*

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
 - Up to 10 admissions
-

Host Your Own Webinar (\$1,000)

Ready to share a high value Marketing guru with the CMA audience? We will provide the platform and the audience*

Includes:

- Recognition as Webinar Partner leading up to and during the one hour webinar
 - Opportunity for 2 minutes of welcoming remarks and introduction of the speaker
 - Up to 5 admissions
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Host Your Own Workshop (\$1,000)

Do you have a Workshop that you feel is valuable to the Marketing community? We will provide the platform and the audience*

Includes:

- Recognition as Workshop host or presenter up to and during the one hour webinar
- Up to 5 admissions

* subject to approval of the speaker



Live Events

Signature Speaker Partner (\$5,000)

You provide the Signature speaker and we will provide the venue and the audience*

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 admissions

DISPLAY BOOTH

Panel & Power Hour

(\$500 subject to availability)

Includes:

- 4' x 6' display area in lobby (size may vary by location)
- Up to 2 seats

DISPLAY BOOTH

Marketing Mixer

(\$250 subject to availability)

Includes:

- 4' x 6' display area at mixer (size may vary by location)
- Up to 2 admissions

BEVERAGE PARTNER

Panel & Power Hour

(\$1,200 subject to availability)

Includes:

- 4' x 6' display area in lobby (size may vary by location)
- Up to 2 seats

BEVERAGE PARTNER

Marketing Mixer

(\$600 subject to availability)

Includes:

- 4' x 6' display area at mixer (size may vary by location)
- Up to 2 admissions

* subject to approval of the speaker

Many Thanks to Our 2020 Partners

Platinum Corporate



Gold Corporate



Friends of CMA



**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

Visit calgarycma.com for more information