



2022 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

In 2020 we went From Live Events to Webinars, and Face to Face meetings and Mixers to ZOOM.

In 2021 we continued our webinar series, broadened the geography of our audience and teamed up with other marketing organizations to bring the richest and most diverse offerings possible.

These are a Few Highlights.

1,000s of Attendees

Our 2019 & early 2020 live events boasted hundreds of attendees. As soon as it is safe, we plan to bring back live keynote speakers and panel presentations

Almost 50 Virtual Events

Through 2020 & 2021 the CMA has provided online offerings like webinars, workshops, virtual panels and keynotes and even an online AGM

Over 2,500 Subscribers

Our online publication continues to grow, reaching a record number of subscribers in the Calgary area and beyond

Together We're Stronger

The CMA partnered with other Marketing Organizations e.g., ACE & CAMA and promoted multiple Partner events to bring together a wider audience and more diverse offerings

Over 7,000 Followers

We have over 7,000 followers on Social Media to expand your message even further

Executive Forums

The CMA has brought together marketing leaders from Calgary based marketing agencies and Calgary based corporations. Together we are building a better marketing community

A Few Stats

We have a lot to be proud of. As the largest Marketing Association in Western Canada here is what becoming a Corporate partner gives you access to:

Live events (2019 stats)

Average Registration	125
Average Attendance	110
Average Frequency	3-4 per YEAR



Online events (2020/2021 stats)

Average Registration	130
Average Attendance	81
Average Frequency	2 per MONTH



Email numbers

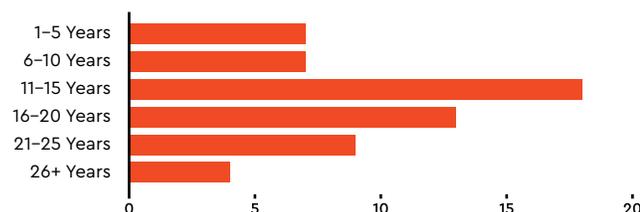
- September 2021: **2,500** subscribers – subscribers have increased on average after each webinar since March 2020
- Average open rate is **23%**
- Average click rate is **11%**
- Average unsubscribe rate is **0.2%**
- 63%** access on Desktop / **37%** on Mobile

Industry Profile by Percentage

- Professional Services **26%**
- Agency **19%**
- Tech **11%**
- Consultant **9%**
- Government or Non-profit **9%**
- Small Business **9%**
- Retail or Consumer Goods **6%**
- Oil & Gas **5%**
- Agriculture **4%**
- Hospitality & Tourism **4%**
- Education **3%**
- Airlines **2%**

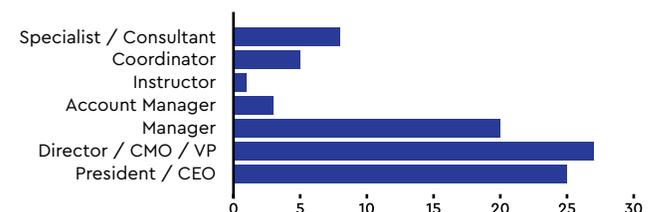
Levels on seniority

YEARS OF EXPERIENCE



Majority of CMA members are at the mid-point in their career and are responsible for other individuals.

LEVEL OF POSITIONS



Details based on information provided by CMA members and non-members via surveys and registrations

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 while in isolation, for the first few months of the pandemic, the CMA quickly adopted an online community and hosted online discussion forums and workshops. **Our membership has not dwindled, in fact our reach into our marketing community has 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!**

2021 has been a year of uncertainty, and we still don't know what 2022 will bring. What we do know is that 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 (\$12,000)

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 (\$7,500)

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

"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



Additional Membership Options

If you're not ready to be a Corporate member and still want to be involved, we have options!

Join the Gang

The CMA has multiple membership options from Not for Profit to Corporate

Join the Party

Choose an event that works best for your organization and either set up a display or buy some drinks

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

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

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

Marketing Mixer

(\$600 subject to availability)

Includes:

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

Join a Forum

The CMA brings together Marketing leaders from Calgary based Marketing Agencies and Calgary based Corporations. If you lead your Agency or the Marketing Division of your Calgary based Head Office you may be eligible to join one of our exclusive forums.

Many Thanks to our 2021 Corporate 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