

CMA Partnered Webinars

2021 SPONSORSHIP OPPORTUNITIES



Share Your Insightful Content

CMA's Partnered Webinars are sponsor-driven opportunities to present custom content to an audience of Canada's best and brightest marketers. 30 - 60 minutes in length, webinars allow your experts to connect to the online platform from wherever they're located, at a time that's convenient to them.

Our partnered webinars are complimentary for members and non-members, with the intent to deliver insightful learning opportunities. Registrations levels are not guaranteed and vary based on subject matter, ranging from 30-100 sign-ups.

Details:

Partnered webinars are produced by the sponsor with program description (20 words) and link to the webinar being provided to CMA

Registrations are managed by the sponsor, allowing to capture contact information for lead gen

Details are requested 6-7 weeks prior to the webinar to allow for promotion

SPONSORSHIP

Partner Webinars
\$1,000

EXPOSURE & RECOGNITION

Promotion on CMA's monthly Calendar of Events email
Program posted on one of CMA's Top 5 Picks Friday e-newsletter to build awareness
Posted on CMA's online events & experience calendar and promoted on CMA's social channels

ADDITIONAL INFORMATION

To learn more, contact sponsorship@theCMA.ca
or 416.644.3753

CANADIAN
MARKETING
ASSOCIATION

CMA