



# CANADIAN MUSEUMS ASSOCIATION

2023

SUPPORTER GUIDE



The Canadian Museums Association (CMA) acts as a community for those involved in the museum and cultural heritage sector. We help provide professionals with the networks, resources, and assistance necessary to succeed in their fields. We reach a wide variety of museum professionals and decision-makers in the field, from museum CEOs and senior directors, to educators and volunteers.

Your support of the CMA, helps us advocate for public policy and support, build skills across the profession, and establish and inspire connections to strengthen and sustain museums.

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**Dear valued partner,**

The Canadian Museum Association (CMA) has been the voice of Canada's museum sector for over 75 years, and with your support it can continue to advance its agenda of change and progress for the sector for years to come.

This guide identifies opportunities available to support the CMA's mission, network with professionals and enhance your brand's visibility to a national audience available to you.

Inside you will find information on advertising in our flagship publication Muse magazine and other communications products as well as participation options for our annual conference.

The CMA provides countless opportunities for you to highlight your place and role in the community. More importantly, supporting the CMA gives you a front row seat from which to observe — in real time — the rapid shifts our sector is experiencing, and the opportunity to help manage and support that change through your company's services and advice.

The CMA's mission is "to champion, support, connect and elevate" the museum sector. Those words are clear, but what they mean in the context of rapid social, economic, and institutional change will be up to all of us to help define.

When you consider your business plans and aspirations, please think about how showcasing your support for Canada's diverse museum community can help advance your goals — then give us a call.

We would be delighted to review the supporter options best suited to your organization, or together brainstorm something customized to your specific needs in the marketplace.

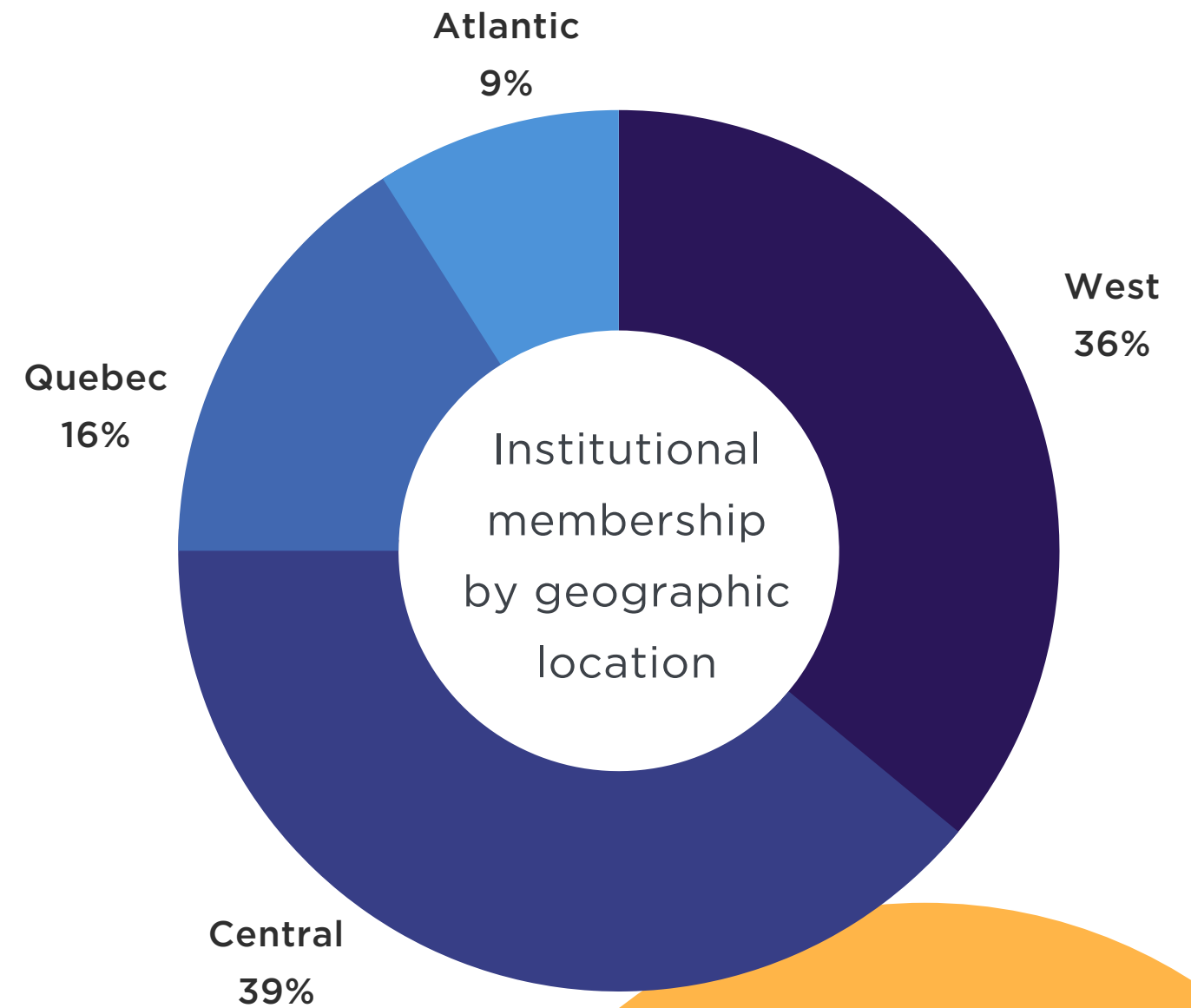
I look forward to hearing from you to discuss how we can support Canada's museums, together.

**REBECCA MACKENZIE**  
**DIRECTOR OF COMMUNICATIONS**

# Our influence

The CMA's audience reaches across the country, with a strong membership mix of institutions and museum workers. Our magazine, conference, regular newsletter and social media channels intended for museum professionals boast a collective reach of more than 30,000 individuals.

Our members make professional purchasing decisions related to all areas of museum function including infrastructure and exhibition design, financial products, software, including CRMs, collections management and more.



## TOP 10 JOB FUNCTIONS



Curatorial



Operations



Management/Fundraising



Designer



Archives



Membership



Communications/Marketing



Maintenance/Security



Educator/Programmer



Retail Services

We reach institutions of all sizes

Of the institutions we reach,

**41%**

have an annual operating budget of over \$500k

# Support the CMA

Become a CMA benefactor and receive great benefits! Your investment is an investment in all of Canada's museums.

Join those interested in helping the CMA make a real impact in the museum sector by signing onto one of these annual outreach solutions.



## SUPPORTER BENEFITS

Investment: \$15,000

- CMA business affiliate membership
- Logo on CMA website homepage
- Logo in CMA e-news
- Year-round, half-page advertisement space in Muse magazine
- Audio ad placement in one (1) episode of the CMA podcast
- Featured listing with dedicated landing page on the CMA Business Members Directory, with social media promotion
- One (1) dedicated e-mail blast to members as "Featured Supporter"
- Session sponsorship at the CMA national conference (see page 7)
- Four (4) complimentary registrations to the CMA National Conference
- Advance knowledge of additional CMA events and promotional opportunities
- Prioritized placement for promotional blasts (see Our Channels, page 6)

## SUPPORTER+ BENEFITS

Investment: \$20,000

Deepen your investment and make a bigger impact! Supporter+ includes everything in the Supporter tier, plus:

- Upgrade from half-page to full-page advertisement in Muse Magazine
- Acknowledged as a main sponsor of the CMA podcast, with an ad in every episode
- Featured listing to be promoted on CMA homepage slider for one (1) quarter
- Upgrade from Session sponsorship to Session+ (see p.7)

### Did you know?

Your support for the CMA may be tax deductible. Talk to your accountant.

# Products

## ● Our Channels

The CMA has a variety of media channels that can play to the strengths of your advertising strategy.

Our holistic approach to communications means you can reach more people in a medium that is suited to you; including print, digital, and social media and our relaunching CMA podcast!

Looking for channel specific advertising costs? [Click here for our pricing list.](#)

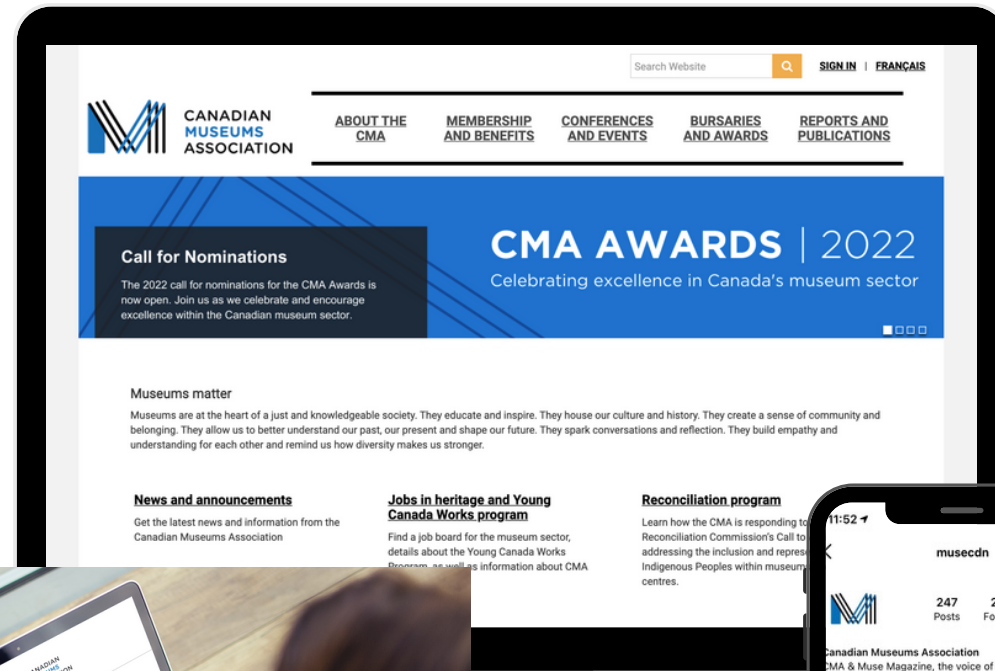
## MUSE MAGAZINE

- Increase awareness by exposing your brand through the CMA's flagship magazine.



## WEBSITE

- Increase your exposure and drive your message with seamless integration into our digital platforms.

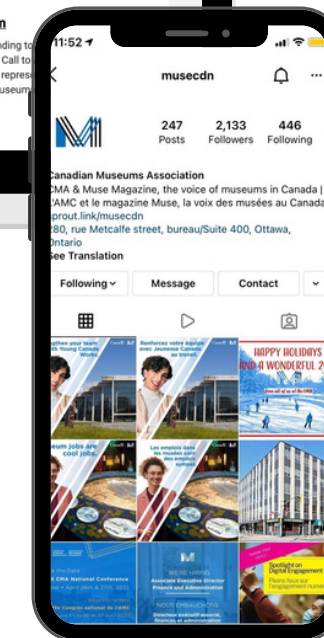


## PODCAST

Returning in Fall 2023 in a new format, feature your business in the CMA podcast!

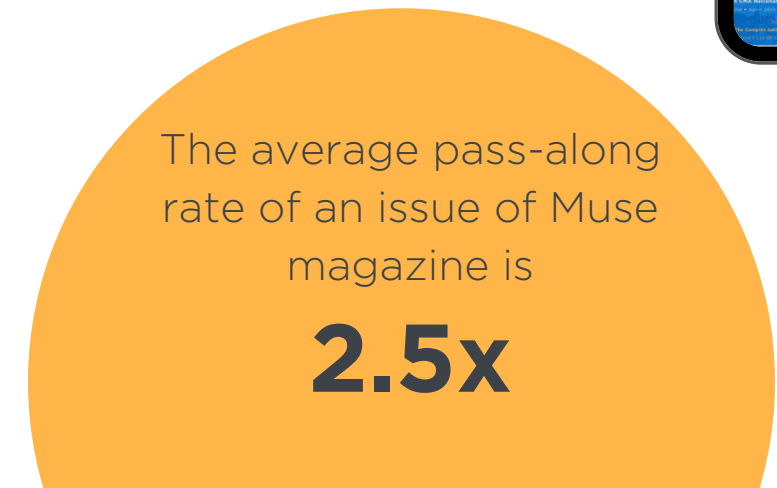
## SOCIAL MEDIA

Improve outreach with promotional posts on Instagram, LinkedIn, Twitter, and Facebook. Promote your business here with rounds of posting in both English and French.



## E-NEWS

Provides updates and key information for all Canadian museum sector professionals in both English and French and reaches an average of more than 1800 subscribers.



# Sponsorship Opportunities

## ● CMA National Conference

Join us virtually February 27 & 28th as museum professional delegates come together to learn, discuss and explore our recent report, [Moved to Action](#).

Interested in raising your profile at the CMA's most popular event? Here are some conference sponsorship opportunities for those interested!



### SESSION SPONSOR

Sponsor a session and directly align yourself with important content. Includes sponsorship of breakout events (breaks, networking, etc.)

#### Benefits

- Virtual exhibition booth in 3D Exhibit Hall
- Logo on conference home page and session listing
- 15-second video ad in the session pre-roll video and opportunity to introduce the session
- Quarter-page ad in Muse magazine (Spring/Summer 2023)
- Dedicated Session feature in CMA news and on social media with your company logo
- Dedicated social media post thanking you for your support
- Logo in Muse magazine conference sponsor feature
- Two (2) complimentary conference registrations
- Push notification for session during conference featuring your business

**Investment: \$5,000**



### SESSION+ SPONSOR

Increase your support and get more visibility. Sponsor a session to be recorded and added to the CMA's YouTube channel for all to enjoy.

#### Benefits

All of the benefits outlined for Session Sponsorship plus:

- Featured listing in our Conference sponsor acknowledgement email
- Logo featured on conference login page and in lobby banner
- Where possible, session will be recorded and reposted to CMA's Youtube channel
- Upgrade to full-page ad in the Spring/Summer 2023 issue of Muse magazine

**Investment: \$8,000**



**Interested in sponsoring a keynote?**  
Get in touch with us at [conferences@museums.ca](mailto:conferences@museums.ca).

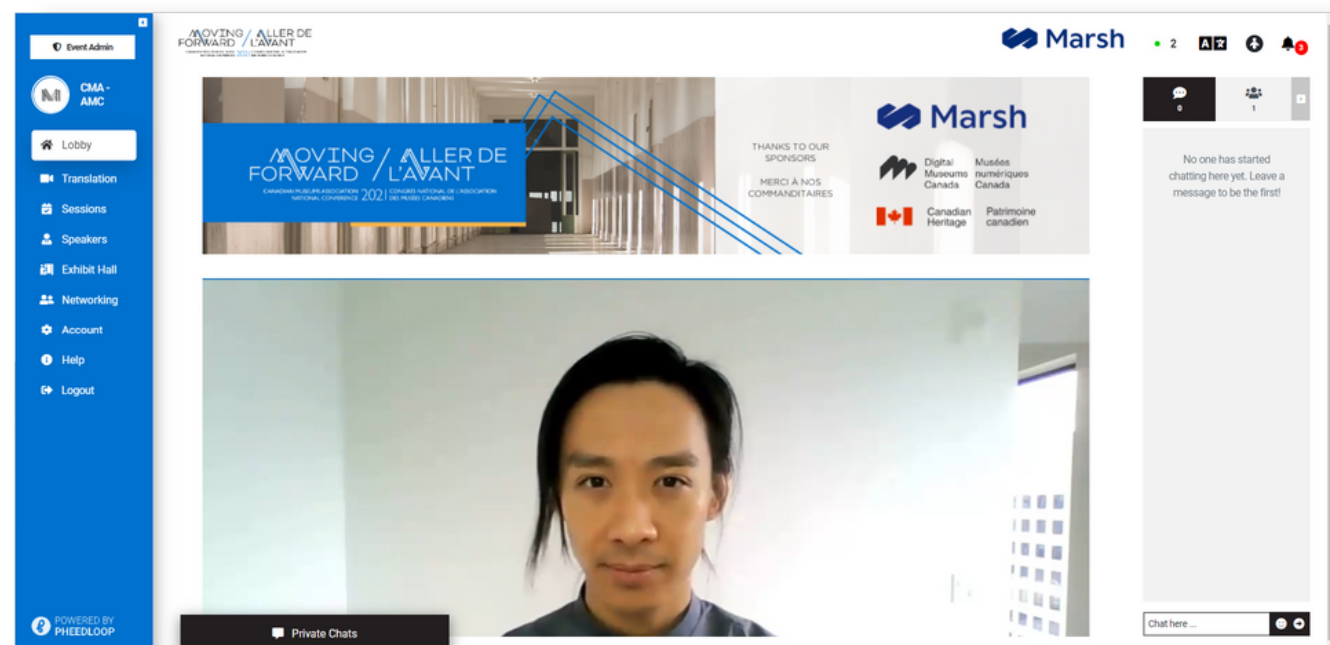


## ● Conference platform

The CMA 2023 national conference is being hosted virtually by PheedLoop, a virtual event platform that offers effective branding solutions and networking.

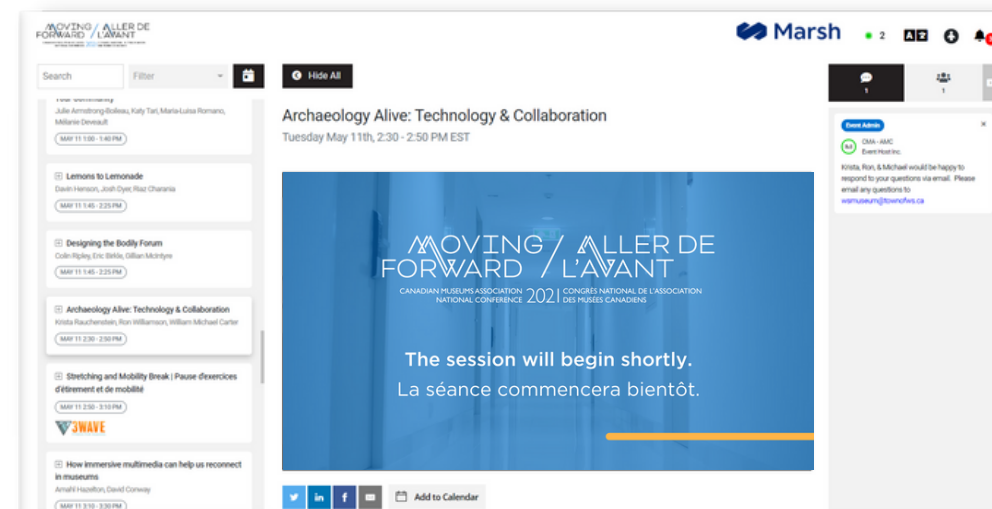
Get in front of delegates through our Session Sponsorships and nurture leads in the Exhibition Hall.

Also, your complimentary registration means you're invited to our networking sessions!



## SESSION PRE-ROLL VIDEO

15-second video message included in session pre-roll -- which plays while delegates are waiting for their session to start.

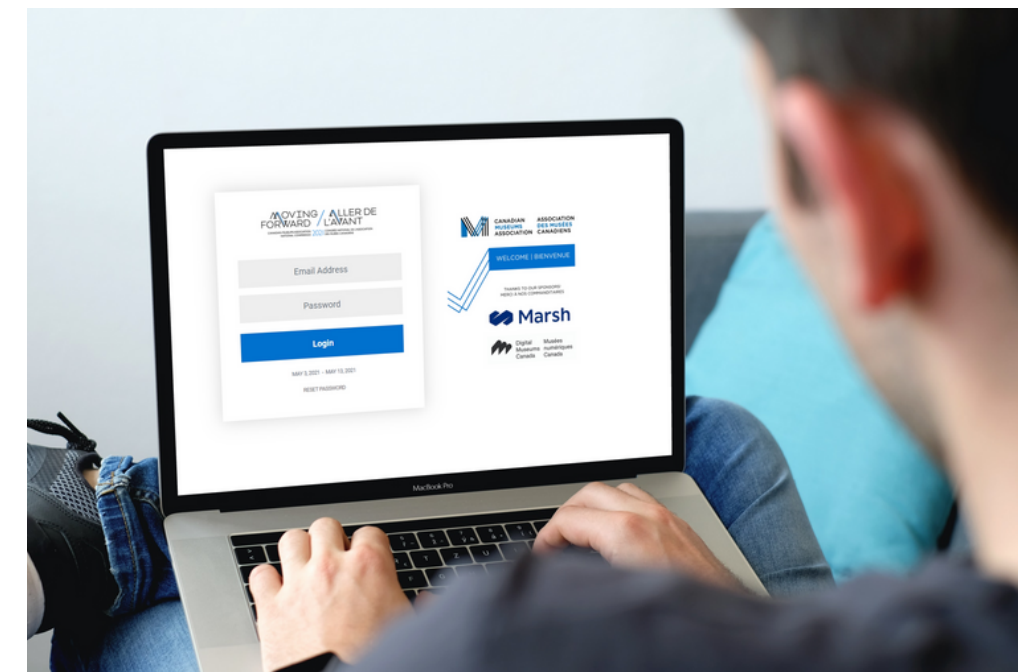


Have an idea?

Get in touch with us at [conferences@museums.ca](mailto:conferences@museums.ca).

## LOGIN PAGE LOGO

Company logo on login page that all delegates will see when they login to the platform — a very high visibility area.





## BOOTH DETAILS

Virtual conference booths will all be located in the 3D Exhibit Hall. Features include:

- Option to host a live meeting in-platform for your demo/Q-and-A session of up to 25 people.
- Company name and product description in list of exhibitors provided to delegates.
- Option to add a video welcome to your booth, engaging visitors with your company offerings, no interaction required.

## ADD-ONS

### Muse Magazine

Place an ad in the Spring/Summer 2023 issue of Muse magazine where we will be recapping and deep-diving conference details, including the 2023 winners of the CMA Awards. Rates start at \$425.

### CMA News

Drive traffic to your booth by placing an ad in an upcoming issue of CMA News, our bi-weekly membership e-newsletter. Rates start at \$300.

### Dedicated Push Notification or Email

Increase your visibility by sending a push notification or email directly to all delegates about your products and services. A limited number of direct to delegate communications are available. Rates start at \$1,000.

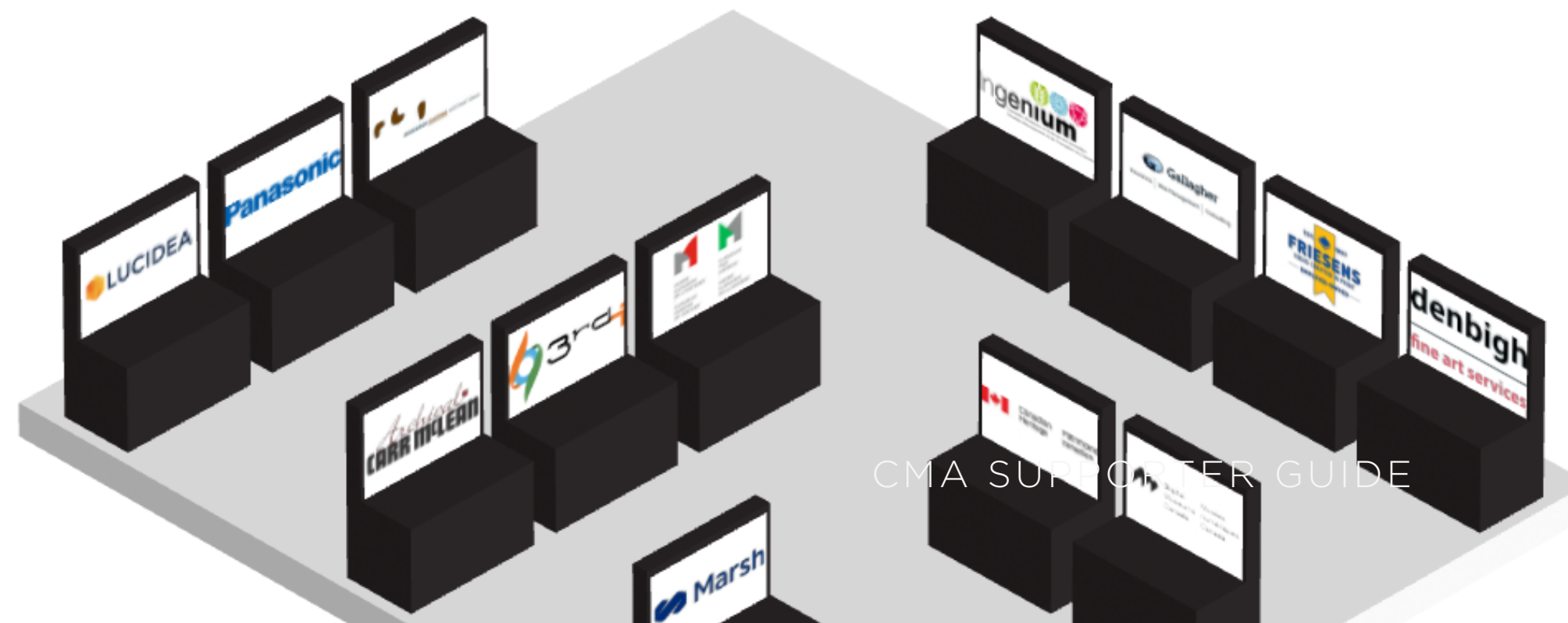
## Virtual Exhibition Booth

Working with a smaller budget? The CMA offers a low-cost Virtual Exhibitor Booth option for small businesses looking to contribute and attend.

Benefits include:

- One (1) virtual booth
- Two (2) complimentary conference registrations
- Logo included in the general promotion for the exhibit hall (dedicated emails, push notifications)
- Designated time in the program for participants to visit the exhibit hall
- CMA business affiliate members receive \$100 off

**Investment: \$600**



CMA SUPPORTER GUIDE



# Next steps

*Send this link to your social media person.*



**1**

## Review this document with your team

Talk to your team to see if supporting the CMA is the right fit for your business!

Don't worry about attaching a PDF, forward them this link.

**2**

## Contact the CMA

Ready to talk about the next steps? Let's work out what is right for you.

Book an appointment by emailing [conferences@museums.ca](mailto:conferences@museums.ca).

**3**

## Show your support for the museum sector

Following the CMA on social media will make sure you stay informed on the latest updates in the museum sector.

Show your support for Canadian museums and follow us.





CANADIAN  
**MUSEUMS**  
ASSOCIATION



## Contact

For more information on advertising, supporter, and sponsorship opportunities, contact:

**Rebecca MacKenzie**

Director of Communications  
Canadian Museums Association  
[communications@museums.ca](mailto:communications@museums.ca)

For all questions related to technical requirements, contact:

**Linda McConnell**

Senior Communications Officer, Production  
Canadian Museums Association  
[lmccconnell@museums.ca](mailto:lmccconnell@museums.ca)

## Terms and Conditions

The CMA will provide a translation to English or French for all company descriptions and of targeted email announcements.

Sponsor is required to provide translation for advertisements in the conference program, splash video and pre-roll slide.

Content material is subject to approval by the CMA. The CMA reserves the right to determine when messages are sent.

The sponsor is responsible for production costs and supplying MP4 file as required.

All advertising and sponsorship opportunities have limited availability.