



CANADIAN MUSEUMS ASSOCIATION

SUPPORTER GUIDE 2024



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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Introduction

Dear valued partner,

The Canadian Museums 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.

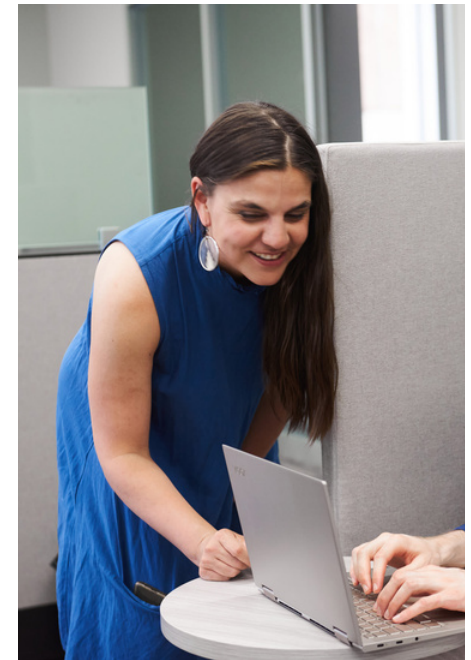
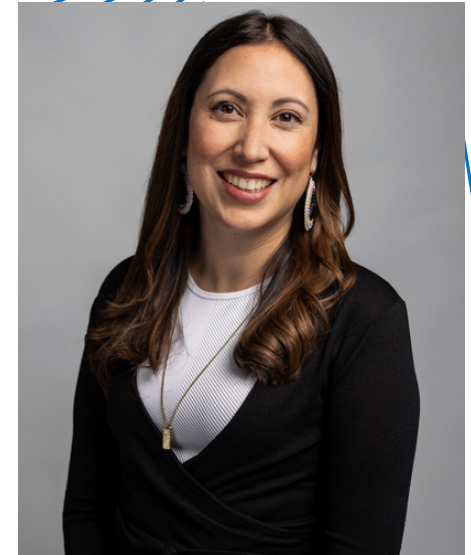
Inside you will find information on advertising in our flagship publication *Muse* magazine and other communications products, conference sponsorship details and opportunities for your company to support the sector.

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.

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

JANIS KAHENTÓKTHA MONTURE
EXECUTIVE DIRECTOR & CEO

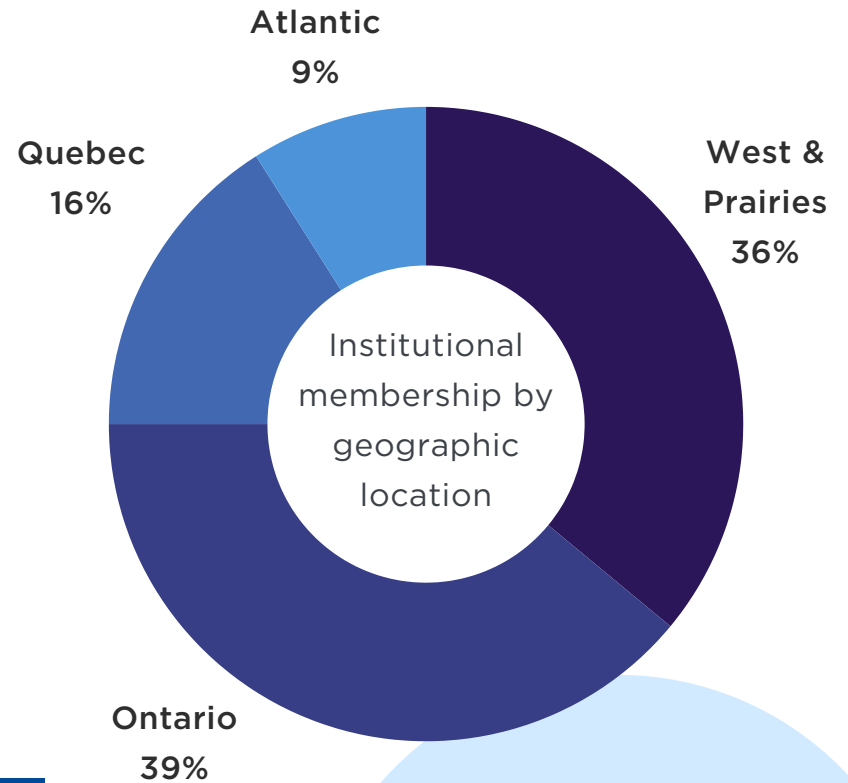
REBECCA MACKENZIE
DIRECTOR OF COMMUNICATIONS



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 |

Advertising

The CMA has a variety of media channels that can play to the strengths of your advertising strategy. Our flagship magazine, digital newsletter and social media channels are all here for your advantage.

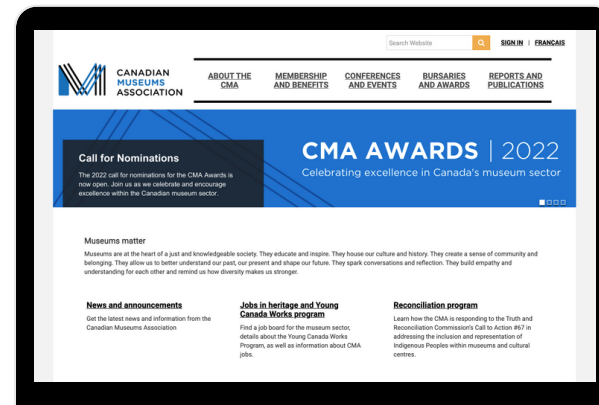
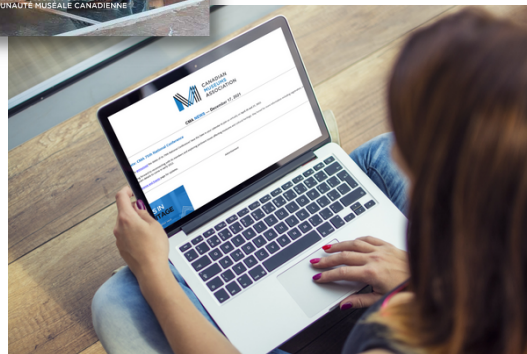
MUSE MAGAZINE

Published since 1983. Increase awareness by exposing your brand through the CMA's flagship magazine.



E-NEWS

Provides updates and key information CMA Members in both English and French and reaches an average of more than industry 1,200 subscribers.

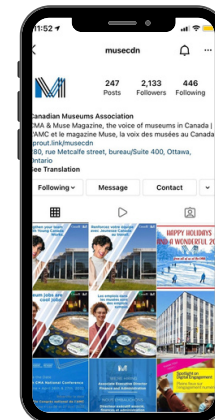


WEBSITE

The CMA has dedicated business listings, and a homepage visitorship of over 20,000 views annually.

SOCIAL MEDIA

Reach the CMA's more than 25,000 total followers on Instagram, LinkedIn, Twitter, and Facebook.



Muse Magazine

Published since 1983. Increase awareness by exposing your brand through the CMA's flagship magazine.

FEATURES

- Distributed three times annually
- Readership: 30,000 annually
- Distribution: 1,200 physical copies per issue, digital version
- 1/4 page, 1/2 page and full page ad options
- 2.5x pass along rate
- Published since 1984
- Starts at \$550, click here for the [Pricing List](#)



PUBLICATION CALENDAR 2024

SPRING/SUMMER 2024

Awards Issue

Distributed in April 2024

FALL 2024

Collections Management

Distributed in September 2024

WINTER 2025

Activism & Museums

Distributed in January 2025

CMA News & Announcements

Tell CMA Members about your upcoming webinar, or new product using CMA's email and social media channels.

FEATURES

- Distributed bi-weekly, 26 issues a year
- Distribution: 1,000 per issue
- Open rates from 35-50%
- Includes a promotional post on CMA's 4 social media channels
- Option to upgrade to a dedicated e-mail
- Price: \$500 for bilingual feature in CMA News, with corresponding social media posts.
- Dedicated email option available.



SOCIAL MEDIA HIGHLIGHTS

- 25.6k followers across platforms
- Curated to a niche audience of museum and heritage sector professionals
 - Aged between 25 - 65
 - 70% identify as women
- 6% engagement rate (above 5% is considered excellent)
- Fastest growing platform is LinkedIn

National Conference

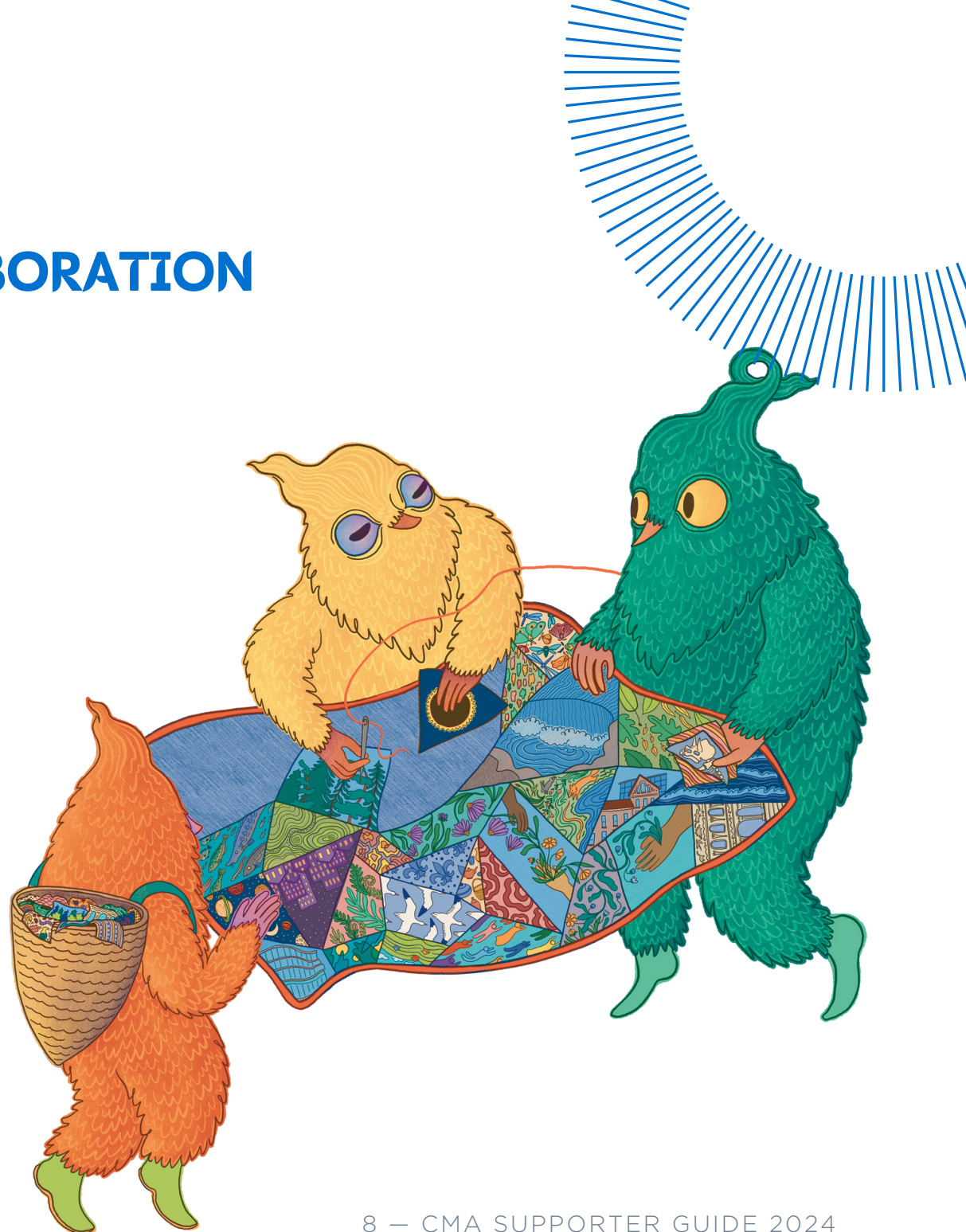
THE FUTURE IS COLLABORATION

The CMA National Conference is Canada's largest museum conference, with a national scope, this year we are expecting over 300 attendees.

This is our anticipated first return to in-person conferences. In attendance, you'll find museum sector professionals and decision makers from across the country.

APRIL 9-11, 2024
SHERATON FALLSVIEW
NIAGARA FALLS, ON

300+ ATTENDEES



Exhibitor

Meet over 300 in-person delegates as the CMA National Conference returns in-person for the first time since 2019.

FEATURES

- 8' x 10' booth with table and two chairs in the Exhibitor Hall
- One (1) complimentary Conference registration
- Logo displayed on pre-session screens, on CMA homepage and in the post-conference issue of Muse Magazine
- Listing in the Conference Program (online app)
- Investment: \$2,200*

Review the [Exhibitor sheet](#) for more details. *Subject to member discount.



ADD-ONS



CMA NEWS & SOCIAL MEDIA

Place a special advertisement in our bi-weekly newsletter and over social media to promote your presence.

Cost: \$500



MUSE MAGAZINE AD

Complement your Conference presence by booking an ad in a corresponding issue of Muse.

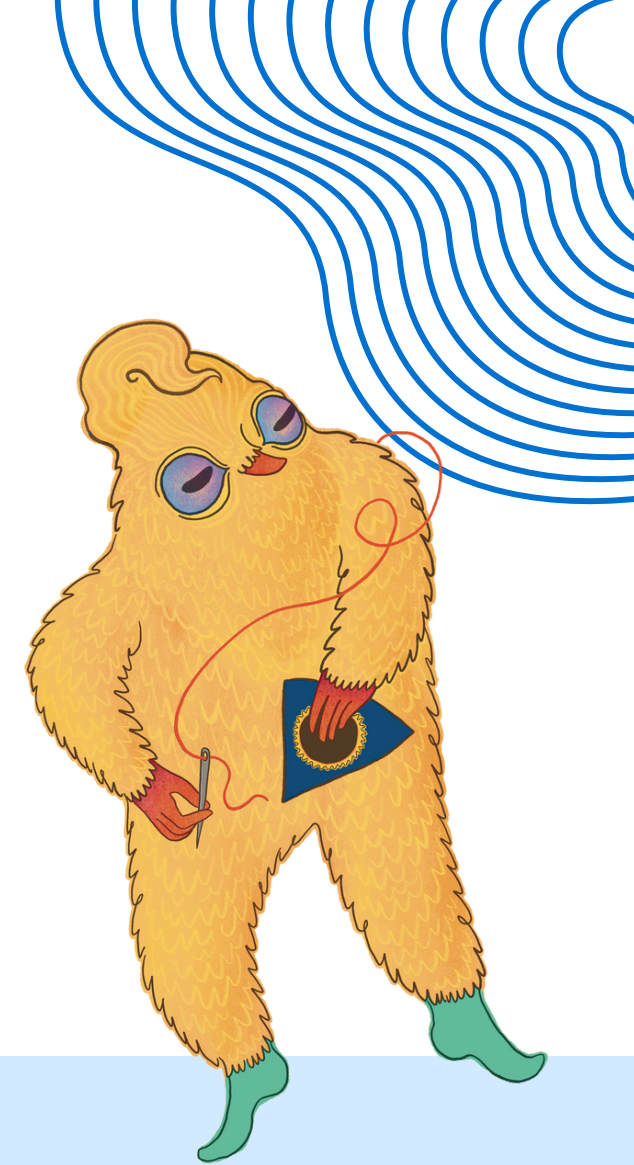
Cost: \$550+

Session Sponsor

Help us bring great content to the 2024 Conference Program. Session sponsors are instrumental to program quality and diversity.

FEATURES

- Speaking opportunity (2 min) delegates as part of introduction to your sponsor session
- Logo featured prominently on conference visuals, including homepage, registration, pre-session screens, signage and digital & mobile platforms
- One (1) half-page ad in the 2024 Spring/Summer issue of Muse Magazine
- One (1) complimentary Conference registration
- Dedicated social media recognition
- Investment: \$2,000 - \$5,000 (session dependant)



ADD-ONS



BREAKFAST

Start the day off right by helping us feed the delegates breakfast and coffee.

Cost: \$2,500



LANYARDS

Feature your company's logo on custom conference lanyards for our 300+ delegates.

Cost: \$3,000

Title Sponsor

Be seen everywhere the delegates are. Title sponsors are at the centre of the action. (2 opportunities remaining!)

FEATURES

- Opportunity to speak to all delegates as part of the opening or closing session
- Logo featured prominently on conference visuals, including homepage, registration, pre-session screens, delegate bags, signage on mobile and digital platforms
- 30 second ad as part of session pre-roll
- One (1) full-page ad in the 2024 Spring/Summer issue of Muse Magazine
- Two (2) complimentary Conference registrations
- Premium booth location in the Exhibit Hall
- Dedicated social media recognition
- Investment: \$20,000



ADD-ONS



OPENING RECEPTION

Taking place in the Exhibit Hall of the Sheraton Fallsview, this will be a great chance to kick off the networking.

Please enquire for this custom opportunity.



CLOSING EVENT

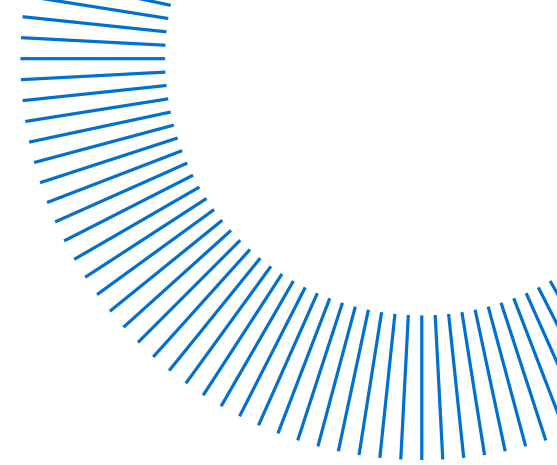
Support this dynamic and fun closing event at the brand new Xchange complex, part of the Niagara Falls Museum.

Please enquire for this custom opportunity.



CANADIAN
MUSEUMS
ASSOCIATION

ASSOCIATION
DES MUSÉES
CANADIENS



Contact

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Director of Communications

Canadian Museums Association

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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 production files as required.
- All advertising and sponsorship opportunities have limited availability.
- Applicable taxes may apply.