



Saskatchewan Professional
MARKETING Association



Connecting Saskatchewan Marketers

The Saskatchewan Professional Marketing Association (SPMA) connects marketing and advertising professionals across the province, creating opportunities for community, networking, and professional development.





Our Reach

75+ Individual Members across Saskatchewan

500+ Annual event attendees

6+ Events yearly
(including FUZE, Saskatchewan's Marketing Conference)

1500+ Newsletter subscribers

1900+ followers across socials

Why partner with us?

Connect with Saskatchewan's creative business community.

SPMA brings together marketing, advertising, and creative professionals at every stage of their careers - from students entering the industry, early stage professionals, growing experts, business owners, and experienced marketing leaders.

For sponsors, this means opportunities to:

CONNECT: Build relationships with professionals, businesses and emerging talent.

REACH: Put your brand in front of an engaged Saskatchewan business audience.

SHARE: Showcase your expertise, people, workplace or ideas through SPMA programming and content.

SUPPORT: Help make professional development, networking and industry opportunities more accessible.



Our Audience

Future creatives

Students preparing for their first marketing, advertising or communications role.

Emerging marketers

Early-career professionals building skills, confidence and connections.

Marketing professionals

Mid-to-senior professionals looking for insight, peer support, and leadership opportunities.



Our Events

Networking

Casual opportunities to meet others in the industry and build relationships.

Professional Development

Lunch & learns, workshops and speakers focused on practical learning.

FUZE

Saskatchewan's annual marketing conference.



Partner and Sponsor Opportunities

At a glance

Opportunity	Investment	Details (click link for more info)
<u>Next Gen Partner</u>	\$2,000	Support professional development and gain recognition for one year
<u>Connection Partner</u>	\$1,000/event	Sponsor one monthly event
<u>Behind the Brand Partner</u>	\$500/event	Host a behind-the-scenes experience for the SPMA community showcasing your expertise or project
<u>Email Banner Ads</u>	\$250/4-weeks	Feature your organization in SPMA email communications
<u>Marketing Minute</u>	\$250	One sponsored Marketing Minute article or blog post (up to 500 words) on the SPMA website
<u>Webinar Partner</u>	\$300-500	Promote an existing webinar or work with us to create an educational session for the marketing community.



Next Gen Partner

The Next Gen Partner helps make SPMA membership and professional development opportunities more accessible to students. Sponsorship funding supports free or reduced-cost memberships and event registration, allowing more students to participate in SPMA and build valuable industry connections.

Cost: \$2,000

Partnership benefits include:

- Recognition as the Next Gen Partner - one year
- Logo on relevant student communications
- Recognition on SPMA's sponsor page
- Corporate membership for up to ten internal members

Connection Partner

Support one of our monthly SPMA events and help create the kind of experience people want to come back to. Your sponsorship helps to cover the details that make these events possible- from refreshments and venues to opportunities for people to connect.

Cost: \$1,000 per event (limited to one sponsor per event)

Sponsorship includes:

- Logo placement on event promotion
- Recognition as the Connection Partner at the event
- Two complimentary event tickets
- Option to display one banner or sign at the event
- Option to introduce speaker and intro business at the event
- Corporate membership for up to 5 internal members





Behind the Brand Partner

Open your doors and give Saskatchewan marketers an inside look at your organization, team or work. Share a campaign, project, strategy or marketing challenge with the SPMA community.

Cost: \$500 per event

Sponsorship includes:

- Recognition as Behind the Brand partner
- Host an exclusive behind-the-scenes experience for the SPMA community at your workplace or chosen location
- Opportunity to showcase a campaign, project, strategy or marketing initiative
- SPMA promotion of the event
- Logo placement on event registration and promotional materials
- Two complimentary tickets to another future SPMA event (excluding FUZE)

Email Banner Ads

Keep your brand in front of Saskatchewan marketers. Feature your organization in SPMA email communications with a direct link to your website or chosen destination.

Cost: \$250 for a 4-week placement

Includes:

- Banner ad (600 x 200 px)
- Embedded clickable link on the ad
- Placement in all SPMA event emails and Find a Job Friday emails for the period





Marketing Minute

Have a great marketing tip, tool, trend or lesson to share? Put your expertise in front of the Saskatchewan marketing community through a sponsored Marketing Minute feature.

Sponsors provide the content, and SPMA will publish and promote it to help marketers discover practical, relevant insights from industry professionals.

Cost: \$250

Sponsorship include:

- One sponsored Marketing Minute article or blog post (up to 500 words) on the SPMA website
- Opportunity to provide a practical tip, trend, tool or lesson
- Partner name, logo and website link included in the feature
- Promotion through one SPMA email
- Published on the website for one year

Webinar Partner

Bring your expertise to the SPMA community. Promote an existing webinar or work with us to create an educational session for the marketing community.

Cost:

\$300 Promote your webinar OR

\$500 Cohost a webinar with SPMA

Partnership includes:

- Promotion through agreed-upon SPMA channels
- Recognition as the webinar partner
- Opportunity to share relevant expertise with Saskatchewan marketers
- For co-hosted webinars: collaboration with SPMA on the session topic and format
- Opportunity to connect with attendees around a topic that matters to the industry



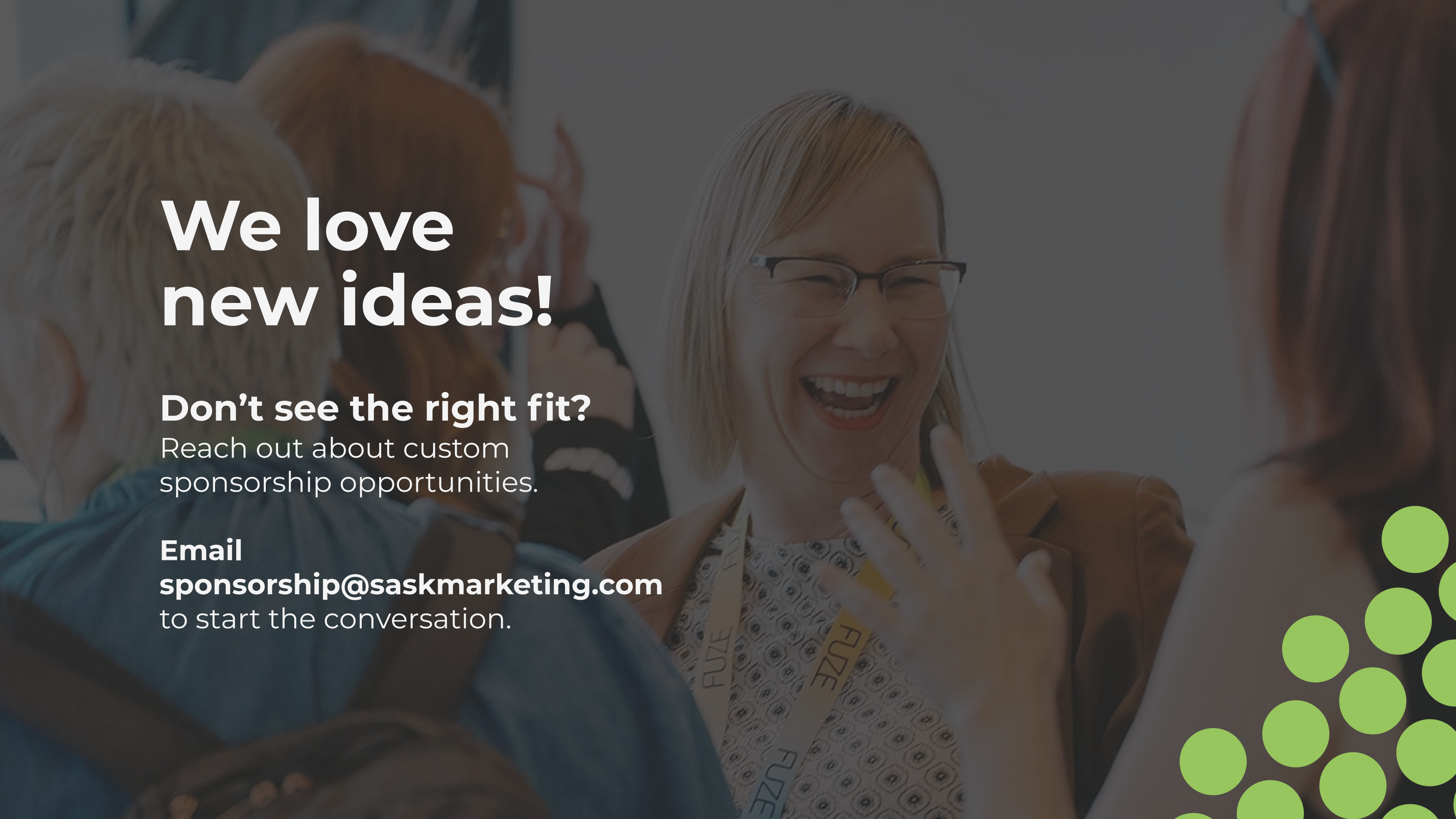
A photograph of a crowd of people at a conference or event, overlaid with a semi-transparent green filter. The image features several large, overlapping circles and a central diamond shape, creating a modern, geometric design. The text is centered within the diamond shape.

Let's Work Together

Email

sponsorship@saskmarketing.com

to start the conversation.



We love new ideas!

Don't see the right fit?

Reach out about custom
sponsorship opportunities.

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sponsorship@saskmarketing.com

to start the conversation.





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Thank you!