



FREIGHT MANAGEMENT
ASSOCIATION OF CANADA

ASSOCIATION CANADIENNE
DE GESTION DU FRET

ANNUAL SPONSORSHIP PROSPECTUS

2019

ABOUT FMA

The Freight Management Association of Canada (FMA), The National Voice of the Shipper, is the national industry association that promotes legislation through advocacy focusing specifically on freight transportation issues by all modes. FMA represents the interests of the Canadian shipper community to help achieve positive change that will directly affect a company's bottom line. The primary role is advocacy on behalf of the buyers of freight transportation with all levels of government, carrier groups and with foreign governments and international agencies.

WHY SPONSOR

- ✓ Connect with the freight transportation industry
- ✓ Market to B2B and B2C companies
- ✓ Build brand awareness and better corporate relationships
- ✓ Increase marketing visibility and media exposure to a distinct transportation community throughout Canada

MARKETING OPTIONS

There are 3 ways you can market with FMA:

1. A la Carte
2. Customized
3. All-in

ANNUAL SPONSORSHIP OPTIONS

NEWS BULLETIN SPONSOR

- Advertisement of your choice in every weekly issue of the FMA News Bulletin
 - Please click here for all [Advertisement Options](#)
- Sent to approx. 1,015 freight transportation professionals
- Value: \$3,100 for 7 consecutive weeks (at the highest level)
- 20 available
 - Non-member rate - 10% discount on all options
 - Members rate - 15% discount on all options

E-BLAST SPONSOR

- “This e-mail is sponsored by” advertisement in every FMA e-blast
- Sent to approximately 200 individual FMA members and/or 700 FMA non-members
- An average of 1 e-blast is sent per week day
- Value: Approximately 1 e-blast per week day valued at \$5 = \$1,305/year
- 2 available
- **Non-member rate (10% discount)**
 - o Annual = \$1,175
 - o 6-month = \$587.50
 - o 3-month = \$293.75
- **Member rate (20% discount)**
 - o Annual = \$1,045
 - o 6-month = \$522.50
 - o 3-month = \$261.25

WEBSITE SPONSOR

Banner advertisement on the FMA homepage as well as “Thank you to our sponsors” in the footer of the FMA website (includes logo) [Click here to see an example](#)

- An average of 385 visits to the website per month
- Value: \$100 per month = \$1,200 per year
- 10 available
- **Non-member rate (10% discount)**
 - o Annual = \$1,080
 - o 6-month = \$540
 - o 3-month = \$270
- **Member rate (20% discount)**
 - o Annual = \$960
 - o 6-month = \$480
 - o 3-month = \$240

TRADESHOW BOOTH SPONSOR (CARGO LOGISTICS CANADA 2020)

- **Exclusive sponsor** for the FMA tradeshow booth and FMA swag at the 2020 [Cargo Logistics Canada](#) Conference taking place in Vancouver, BC, February 4-6, 2020
 - o Swag (socks) and all other promotional materials (including the [Conference Show Guide](#)) will include sponsor logo
 - o Sponsor can also provide a pop-up banner for the booth
- Event brings in 2,000+ industry professionals from across the country and internationally
- Value: Approximately \$3,000
- 1 available
- **Non-member rate (30% discount) = \$2,100**
- **Member rate (50% discount) = \$1,500**

FMA'S 2019 NETWORKING RECEPTION

- Please see the other attached document titled "Partnership Opportunities for Networking Reception" for the Prospectus
- Premier Networking event at the [Surface Transportation Summit](#)
- Network with over 200 supply chain professionals and other industry stakeholders

CUSTOM

- Choose multiple or provide a new sponsorship item that is exclusively yours!

ALL-IN

- Contact us if you wish to be the **ONLY** all-in sponsor.

CONTACT

The Association encourages you to ask questions and schedule a call to review how FMA can help you meet your marketing goals.

Contact:

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