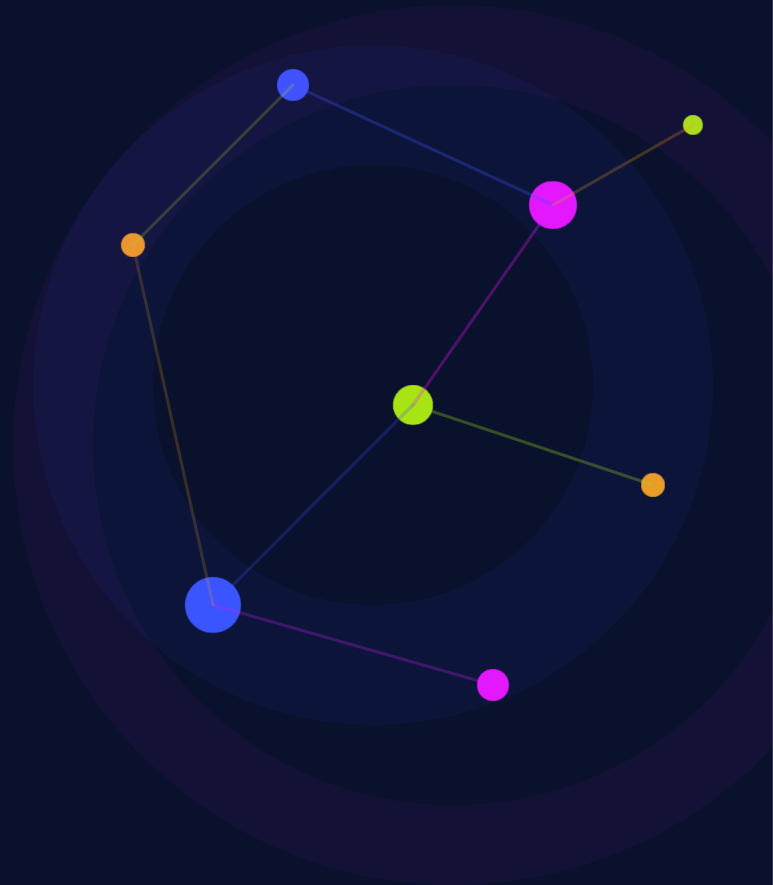




ONE INDUSTRY. UNITED.

Sponsorship Opportunities

2026 Media Kit



Who We Are

CICCA is **Canada's leading national organization** representing the creator economy.

We unite influencers, brands, agencies, governments, media and influence world leaders under one professional framework.



120+

Canadian Influencers
Event Attendees

25M+

Event Potential Reach

12.5K

Newsletter Subscriptions

76k+

Combined Monthly
Impressions

45+

Brand Partners

2

Annual Events

Why Partner With CICC?



Authentic Access

Connect directly with Canada's most influential content creators. Our members trust CICC — and that trust extends to our partners.



Multi-Channel

Reach audiences through events, podcasts, magazines, newsletters, and social media — all in one partnership.



Industry Leader

Align your brand with Canada's definitive voice for the creator economy. Be seen as a champion of creator rights.

Our Reach

AUDIENCE METRICS

120+

Annual Event Attendees

25M+

Event Potential Reach

12K

Newsletter Subs

76k+

Combined Monthly Impressions

5.4%

Avg Social Engagement Rate

AUDIENCE DEMOGRAPHICS

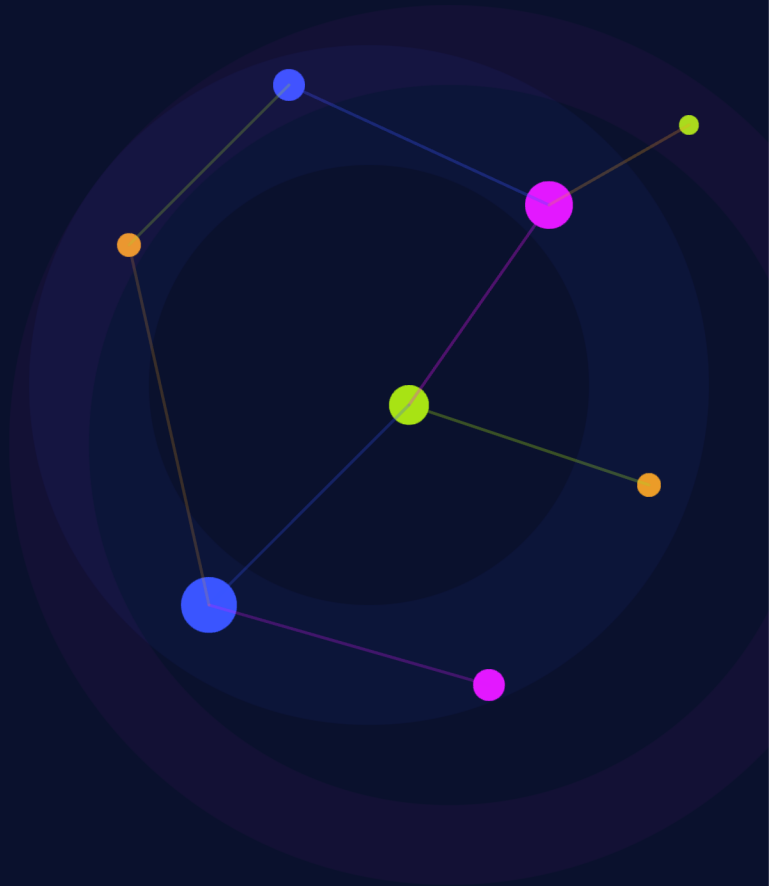
- **Age Range** 18-44 years (92%)
- **Gender** 79% Women
- **Location** 100% Canada-based
- **Interests** Lifestyle, Food, Beauty, Travel, Humor, Mom Life and more



ONE INDUSTRY. UNITED.

Summer Event Opportunities

2026 Media Kit



Brand Activations

Showcase your brand through contributions at our events



Services

- Professional photography
- On-site wellness (massage, skincare)
- Tech support & charging stations



Food & Drinks

- Catering & appetizers
- Branded beverages
- Coffee & specialty drinks
- Desserts & treats
- Health snacks or smoothies



Activities

- Photo booths & backdrops
- Interactive brand games
- Live demos & workshops
- Entertainment & DJ sets



Goodies

- Swag bag items
- Product samples
- Branded merchandise
- Exclusive giveaways
- Gift cards & vouchers

WHAT YOUR BRAND GETS

Logo Placement

Featured on event materials & social posts

Brand Mentions

Shoutouts during event & in stories

Content Creation

Influencers create content with your products

Direct Engagement

Face-to-face with 100+ creators

COST TO PARTICIPATE

FREE

In exchange for your contribution

All Opportunities

Complete summer sponsorship bundle for maximum brand exposure



Event Banner

Premium banner placement at the conference venue on event day. Starting at 750\$



Newsletter Feature

Featured in newsletter to 12K Canadian influencer subscribers. Starting at 750\$



Presented By

Title naming rights: "CICCA Summer Event
"Presented by" across all materials



Panel Sponsorship

Host or moderate a panel discussion
(Presented by your brand) or speaking slot



July Magazine

Logo featured in the July issue of CICCA magazine. Starting at 900\$



Creator Network

Access to 100 influencers with on average
50K followers each

POTENTIAL REACH

25M+

Event Potential Reach

100
influencers

x

245K+
avg followers

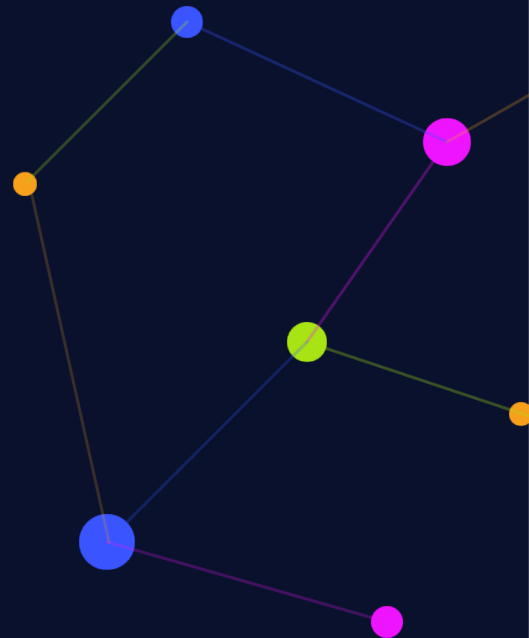
CICCA Network



ONE INDUSTRY. UNITED.

Newsletter, Podcast & Magazine Opportunities

2026 Media Kit



Newsletter Sponsorship

"The Creator Brief" - Weekly insights for 12.5K engaged subscribers

12K

Subscribers

48.3%

Open Rate

Weekly

Frequency

SPONSORSHIP OPTIONS



Presented By

\$750 /issue

- Logo + link in header
- "Presented by" callout
- 11K impression guarantee
- Performance report



Full Takeover

PREMIUM

\$2,400 /issue

- Entire newsletter branded
- Dedicated content section
- Custom CTA placement
- Exclusive send (no other sponsors)



Annual Partner

\$10,300 /year

- 12 "Presented by" placements
- 2 full takeover issues
- Priority scheduling
- Save 25% vs à la carte



Podcast Sponsorship

"The Creator Economy" — Canada's #1 podcast for influencers and brands

Pre-Roll Ad

\$1,500 /episode

- 15-second host-read spot
- Placed at episode start
- Custom script approval
- Performance metrics

Mid-Roll Ad **BEST VALUE**

\$2,500 /episode

- 30-second host-read spot
- Native integration style
- Highest engagement rates
- Discount code tracking

Season Sponsor

\$5,000 /season (13 eps)

- "Brought to you by" intro
- Pre + Mid-roll every ep
- Guest interview slot
- Social media promotion

Title Sponsor

\$10,000 /year

- Podcast name integration
- Logo placement
- All Season benefits
- Co-host special episodes
- Exclusive category rights

Your brand featured in our studio



CANADIAN INFLUENCERS
& CONTENT CREATORS
ASSOCIATION

Magazine Placement

"Creator Canada" — Digital magazine with limited print editions (Sent to 12.5k newsletter subscribers)

PRINT EDITION (LIMITED RUN)

DIGITAL (PRIMARY CHANNEL)

Full Page

Premium placement, limited availability

\$3,000

Half Page

Horizontal or vertical layout

\$1,800

Quarter Page

Brand awareness, select issues

\$900

Back Cover

Highest visibility, 2 per year

\$5,000

Digital Edition Banner

Clickable, tracked

\$2,500

Sponsored Article

1,000 words + imagery

\$5,000

Brand Profile Feature

2-page spread + interview

\$7,500

Annual Bundle (4 issues)

Full digital + 2 print issues

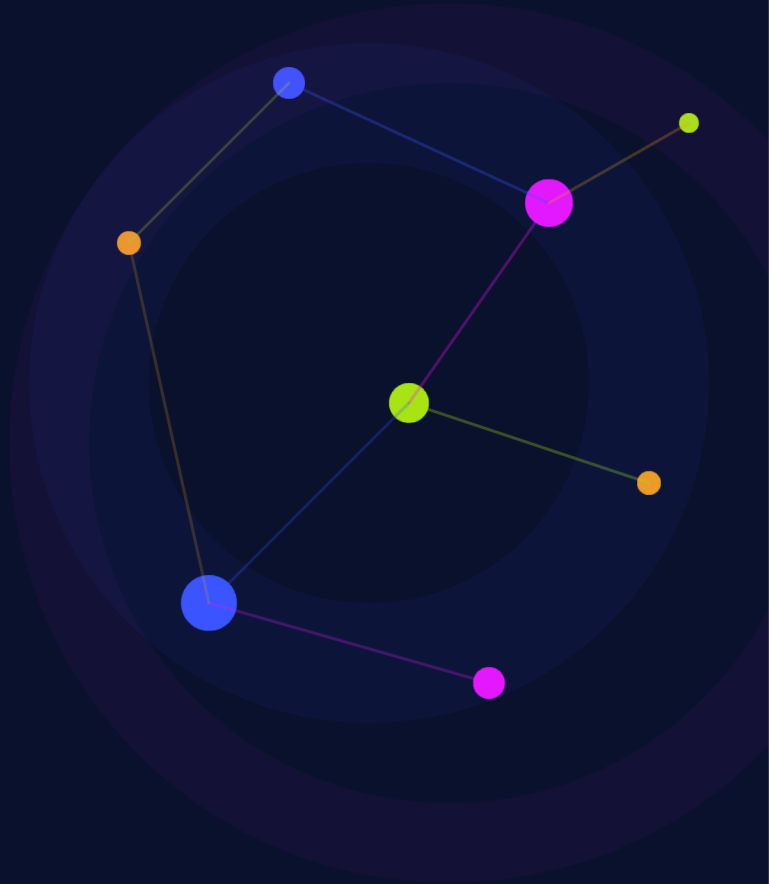
\$28,000



ONE INDUSTRY. UNITED.

Packages

2026 Media Kit





Event Opportunities

2 annual events: Summer Edition (local) and Winter Edition (international)

● Bronze

\$1,000

per event

- Logo on event signage
- Social media mention
- Post-event attendee list

● Silver

\$2,500

per event

- **All Bronze benefits**
- Featured in email blast (12.5k emails)
- 5-min stage presentation
- Photos of the event

● Gold **POPULAR**

\$5,000

per event

- **All Silver benefits**
- Panel sponsorship
- Speaking opportunity
- Exclusive networking hour
- Video recap

● Platinum

\$10,000

annual (all events)

- **All Gold benefits**
- **"Presented by" naming**
- Co-branded event series
- Custom activation support
- Year-round sponsorship

Partnership Packages

Starter

\$5K

per year

2 event sponsorships
(Bronze)
4 Newsletter mentions
1 Magazine ads
(quarter page)

Growth SAVE 10%

\$15K

per year

2 event sponsorships
(Silver)
4 Newsletter mentions
2 digital half-page ads
1 Sponsored article
Social amplification

Pro SAVE 22%

\$25K

per year

2 event sponsorships
(Platinum)
Panel sponsorship
8 Newsletter mentions
2 full page ads + back
cover
1 Sponsored article

Enterprise

Custom

tailored solutions

**"Presented by" naming
rights**
Panel sponsorship
Co-branded content
series
Dedicated partnership
team
Category exclusivity



CANADIAN INFLUENCERS
& CONTENT CREATORS
ASSOCIATION

Let's Build Something Together

Ready to reach Canada's creator community?

EMAIL

partnerships@cicca.ca

WEBSITE

canadianinfluencersassociation.org

[Schedule a Call](#)

