

MEDIA KIT



CMP Canadian Mortgage Awards **2010**

April 23, 2010 • Liberty Grand • Toronto

Award sponsors



Official publication

CMP
Another event
organized by



www.canadianmortgageawards.com

CMP

Canadian Mortgage Awards 2010

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The CMP Canadian Mortgage Awards is the pre-eminent event for recognizing and celebrating exceptional mortgage professionals and organizational practices. This glamorous black-tie gala offers an unparalleled opportunity for your company, as a sponsor, to support mortgage brokering in Canada. Align your corporate brand with exceptional mortgage professionals and practices – all while promoting your products and services to the entire industry.

RECOGNIZING THE **BRIGHTEST STARS** IN THE MORTGAGE BROKERING INDUSTRY

The CMP Canadian Mortgage Awards recognizes and celebrates excellence across the entire spectrum of mortgage brokering. There are 21 organizational and individual categories that have been designed to ensure national recognition of both large and small organizations on their individual merits. This annual black-tie gala is the event highlight of the year that attracts the biggest names in the business throughout Canada. Mortgage industry professionals gather to praise the achievements of their peers and industry leaders at the majestic ballroom of the Liberty Grand in Toronto. An estimated 500 guests are expected to attend the award festivities in 2010.

FINDING THE **BEST AND THE BRIGHTEST**

Beginning in September 2009, CMP Magazine will commence one of the largest industry surveys ever undertaken. Through a collective process of telephone interviews, online and e-mail surveys, CMP asks the entire industry "Who do YOU think is the best and brightest?" across several award categories. To ensure a transparent and pure process, no personal or own company nominations are accepted. For 2010, three new awards have been added to the event for a total of 18 awards to be handed out at the lavish ceremony.

Once a short list of official nominees is announced, CMP will start to work with all nominees across each category to compile detailed individual reports. These will then be presented to judges for their consideration. All winners will be announced on April 23, 2010 at Toronto's Liberty Grand in Academy Award fashion.

SHINE ALONG WITH THE **BEST AND BRIGHTEST**

All award sponsors will enjoy valuable networking and high-profile exposure at the black-tie dinner and awards ceremony – along with pre and post event coverage. The combination of the lavish setting of the Liberty Grand, black-tie formal dress, a four-course gourmet dinner – along with the announcement of all winners in an 'Oscars' style ceremony – guarantees a high profile evening not to be missed. Adding to the excitement is the strict policy that no winners are informed of their success in advance – making the atmosphere and anticipation of the evening truly palpable as each nominee is read out and a winner is announced.

EXPERIENCE

KMI Publishing and Events Ltd is a leading international multimedia company of trade and consumer publications. We are the leading mortgage and property industry publisher in Australia and Asia-Pacific and produce CMP magazine and the hot consumer title Canadian Real Estate magazine in Canada. KMI has an established in-depth knowledge of the mortgage and property markets, and unparalleled insight into the forces that drive and shape the industry. Our events division is a leading organizer of conferences, gala dinners, award ceremonies, trade shows, corporate summits, industry seminars and workshops. Our events are designed to cater to the needs of professionals, senior executives, and other business leaders.

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AWARD CATEGORIES

The 2009 Canadian Mortgage Awards are:

- Best Internet Presence **FOR SALE**
- Best Advertising **FOR SALE**
- Best Newcomer (mortgage brokerage firm) **FOR SALE**
- Best Newcomer (individual) **FOR SALE**
- Employer of Choice **FOR SALE**
- Best Customer Service from an Individual Office **SOLD**
- Lifetime Achievement **SOLD**
- Commercial Broker of the year **FOR SALE**
- Best Industry Service **FOR SALE**
- Best Branding **FOR SALE**
- Alternative Lending Broker of the Year **SOLD**
- Mortgage Broker of the Year (More than 25 employees) **SOLD**
- Mortgage Broker of the Year (Less than 25 employees) **FOR SALE**
- Mortgage Brokerage of the Year (More than 25 employees) **FOR SALE**
- Mortgage Brokerage of the Year (Less than 25 employees) **FOR SALE**
- Best Lender BDM of the Year **FOR SALE**
- Best Lender Underwriter of the Year **FOR SALE**
- Best Local Community Service Broker Award **FOR SALE**

NEW
THIS YEAR

- Best Newcomer, Lender BDM **FOR SALE**
- Best Newcomer, Lender Underwriter **FOR SALE**

** "FOR SALE" categories are still available for sponsorships**

SPONSORSHIP OPPORTUNITIES:

Opportunities still exist to become a dedicated award and/or event sponsor. Sponsoring organizations receive strategic brand placement to their target audience in the Canadian mortgage brokering industry. These opportunities help sponsors promote best practice and raise their profile to the entire mortgage industry in Canada in the most high-profile and newsworthy event of the year for mortgage brokers. In addition to brand visibility at the awards ceremony, sponsors also receive significant exposure in a series of pre-event marketing initiatives (see appendix of marketing schedule) that are implemented before the gala. The combined activities reinforce the sponsor's presence and brand integrity in the marketplace.



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THE FOLLOWING AWARD SPONSOR SPOTS ARE CURRENTLY AVAILABLE:

Platinum sponsor (exclusive – one spot only)

The platinum sponsorship package offers an exclusive opportunity for one company to shine the brightest in the build-up to the awards, the gala evening and the post-awards publicity, coverage and discussions. As a Platinum Sponsor you will receive:

- **Exclusivity:** Only one Platinum Sponsor
- **Industry leader:** The Platinum Sponsor will make an opening address and introduce the keynote speaker
- **Award naming rights:** The biggest award of the evening will be named after the Platinum Sponsor. This award will close the evening and award presentations. The nominee readings, winner announcement and award presentation will be made on stage by your company representative. This award is the 'Mortgage Brokerage of the Year' (National Network)
- **Networking:** A VIP table for 10 at the awards ceremony
- **Branding and awareness:** The Platinum Sponsor's logo will be featured as the most prominent on all promotional materials. These include:
 - > **Trophies:** Your logo will be placed on all category trophies as a permanent memento for the winners and all who see them
 - > **Advertisements:** CMA enjoys an extensive series of advertisements in CMP magazine pre and post-event issues; Your logo and credit as 'Platinum Sponsor' will be featured as the most prominent of all sponsors. As Platinum Sponsor you will also receive one full-page colour advertisement on the outside back cover of the CMA program along with a second full-page colour advertisement next to the Mortgage Brokerage of the Year category page
 - > **Website:** Company logo and credit as 'Platinum Sponsor' with hyperlink to your own website on the CMA website
 - > **E-newsletters:** Company logo and credit as 'Platinum Sponsor' with hyperlink to your own website on the CMA website
 - > **Signage:** Company logo and credit as 'Platinum Sponsor' on signage
 - > **AV and Video:** Company logo and credit as 'Platinum Sponsor' on AV screens during breaks and interludes plus animated company logo during introduction video

Platinum sponsorship investment \$45,000 + GST

Cocktail reception sponsor (exclusive – one spot only)

This sponsorship package offers one company the exclusivity of the awards Cocktail Reception. This themed pre-event celebration will open the night, welcoming the gala attendees to the ceremony. As sponsor you will receive branding and exposure through the reception, the awards ceremony and coverage in our CMP magazine post-event issue. As the cocktail reception sponsor you will receive:

- **Naming rights:** Exclusive naming rights of the pre-event cocktail reception and award naming rights of your chosen award
- **Industry prestige:** The nominee readings, winner announcement and award presentation will be made on stage by your company representative at the gala, black tie event
- **Networking:** A VIP table for 10 at the awards ceremony
- **Branding and awareness:**
 - > **Advertisements:** CMA enjoys an extensive series of advertisements in CMP magazine pre and post-event issues; Full page colour advertisement, 50-word description and presenter bio in the CMA program
 - > **Website:** Company logo and credit as 'Cocktail Reception Sponsor' with hyperlink to your own website on the CMA website
 - > **E-newsletters:** Company logo and credit as 'Cocktail Reception Sponsor' with hyperlink to your own website on the CMA website
 - > **Signage:** Company logo and credit as 'Cocktail Reception Sponsor' on signage as well as creative input for the theme of the cocktail reception
 - > **AV and Video:** Company logo to appear on AV screens during the ceremony

Cocktail reception sponsorship investment \$20,000 + GST

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THE FOLLOWING AWARD SPONSOR SPOTS ARE CURRENTLY AVAILABLE:

Award Sponsor (exclusive)

An extensive package of sponsor benefits ensures that your company shines as prominently as the winners to the entire mortgage community. As an Award Sponsor, you will receive:

- **Award naming rights:** An award will be named after your company
- **Industry prestige:** The nominee readings, winner announcement and award presentation will be made on stage by your company representative at the black-tie awards ceremony
- **Networking:** A complimentary table for 10 at the awards ceremony
- **Branding and awareness:**
 - > Company logo to be featured on advertisements and promotional materials in the lead up to the event
 - > Company logo and credit as "Award Sponsor" on event signage
 - > Company logo placement on the award trophy
 - > Company logo and credit as "Award Sponsor" on AV displays during the ceremony
 - > Animated company logo during ceremony introduction video
 - > Company logo and credit as "Award Sponsor", with hyperlink to your own website on the CMA website and e-newsletters
 - > Full-page advertisement within the CMA program, next to the relevant award category page

Award Sponsorship Investment \$15,000 + GST

Post-Event Celebrations Party Sponsor (exclusive – one spot only)

The post-event celebrations will be one of the event highlights with live music, free-flowing wine, an open bar and celebrations from the gala attendees. Held within the sophisticated atmosphere of the Liberty Grand, literally next door to the gala dinner, the sponsor of the Post-Event Celebrations Party will enjoy significant branding and exposure through both this event and the awards evening, including coverage in our CMP magazine post-event issue.

As Post-Event Celebrations Party Sponsor you will receive:

- **Naming rights:** Exclusive naming rights of the Post-Event Celebrations party
- **Networking:** A complimentary table for 10 at the awards ceremony
- **Branding and awareness:**
 - > Company logo and credit as "Post-Event Celebrations Party Sponsor", to be featured on advertisements and promotional materials in the lead up to the event
 - > Company logo and credit as "Post-Event Celebrations Party Sponsor" on event signage
 - > Company logo and credit as "Post-Event Celebrations Party Sponsor" on AV displays during the ceremony
 - > Company logo and credit as "Post-Event Celebrations Party Sponsor" with hyperlink to your own website on the CMA website and e-newsletter
 - > Full page advertisement within the CMA program
 - > Animated company logo during ceremony introduction video
 - > Branding through corporate coloured lighting within venue
- KMI will cover the first hour of refreshments for the post-event celebrations party

Post-Event Celebration Party Sponsorship Investment

\$20,000 + GST



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MARKETING SCHEDULE FOR SPONSORS:

The CMP Canadian Mortgage Awards sponsors for 2010 will benefit from a eight-month pre and post marketing and advertising campaign that will include advertising exposure and editorial coverage in CMP magazine, as well as being promoted via direct mail and e-newsletters. The CMP awards will also have a strong web presence for the duration of the campaign.



Website

Launch October 2009.
The CMP Canadian Mortgage Awards website (www.canadianmortgageawards.com) will have all the up to the minute news on presenters, sponsors, nominations,

venue, entertainment and breaking news. Regularly updated and constantly monitored, the awards 2010 website will be a constant source of information for those in the industry. Additional coverage will take place on CMP's website www.mortgagebrokernews.ca.

Exposure includes: Sponsor logos placed on every page of the awards website and a hyperlink between active icons that drive traffic to sponsor company's home page.

Direct e-mail Campaign

Reaching our database of over 10,000 mortgage industry professionals in Canada, monthly awards e-newsletter updates will keep the industry up to date on sponsors, nominations, finalists and news on the award ceremony.

Exposure includes: Sponsor logos placed in every e-newsletter sent out to promote the awards and a hyperlink between active icons that drive traffic to the sponsor company's home page.

Media Campaign

All sponsors will be announced in the pages of CMP magazine after confirmation. There will also be editorial coverage of the event in each magazine over the six-month campaign.

Exposure includes: Sponsors will also be mentioned event media kit documents.

Direct Mail

Post event promotional DVD will be sent out to the key stakeholders of the CMP Canadian Mortgage Awards 2010.

Exposure includes: Post-event profile.

CMP MAGAZINE MARKETING

4.10 Full page ad, news write up

4.11 Full page ad

4.12 Full page ad News write up

5.1 Full page ad

5.2 Finalist announced

5.3 Full page ad

5.4 Full page ad finalist profiles

5.5 Post event feature

* Marketing schedule subject to change

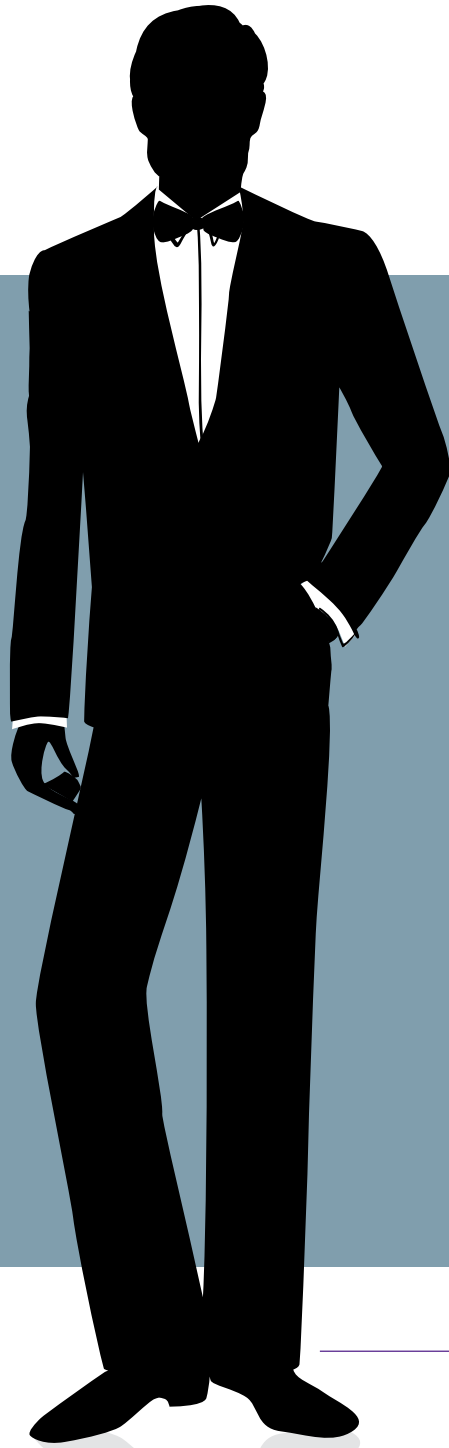


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COVERS



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ADVERTISEMENTS

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CONTACT

Take advantage of these limited unique, high-profile sponsorship packages and ensure that your company shines among the mortgage brokers and the industry!

To discuss sponsorship opportunities today, please call:

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Contact Us

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