



# SPONSORSHIP PROSPECTUS

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CONFERENCE

**2023 National Food & Beverage  
Management Conference**  
**RISE UP - REIMAGINE - REFUEL**

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March 4th - 7th, 2023  
Calgary Marriott Downtown Hotel  
Calgary, Alberta



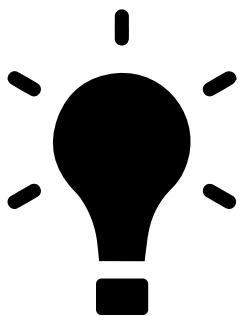


The Club Management Association of Canada is the national professional association for individuals involved in the club management profession in Canada. Since 1957, we have been supporting our members with education, networking and member events to facilitate our members being the best in the industry.

Our members are GMs, CEOs, COOs as well as Assistant Managers, Controllers, Chefs, Golf Professionals, Superintendents, Marketing Professionals, Food and Beverage Managers and other roles in club management.

Clubs from coast to coast play a huge role in the Canadian economy. Club management involves managing issues such as taxation, governance, labour and corporate law, financial planning, reporting and control, integrated maintenance programs, food and beverage operations, and environmental issues.

CMAC offers a range of services and programs for our members, programs and services that help develop their management skills and promote networking within the industry. Part of CMAC's Professional Development is the certification program that leads to the Certified Club Manager designation (CCM), a globally-recognized standard for professional club managers in Canada.



### **Vision**

- To create great leaders through excellence in professional club management.



### **Mission**

- To develop, promote and support the profession of club management by providing networking and educational opportunities for our members.

# 2023 Food & Beverage Management Conference

Join us March 4th – 7th as the 2023 National Food & Beverage Management Conference comes to beautiful Calgary, Alberta. Main aspects of the Conference will be held at the Calgary Marriott Downtown Hotel, located in the heart of the city, central to many restaurants and Calgary's most famous attractions.

This year's theme is "**Rise Up – Reimagine – Refuel**", with emphasis on navigating some of the daily issues clubs are currently experiencing within their hospitality departments in a post-pandemic world. Rising up to exceeding previous levels. Re-imagining what hospitality can look like, utilizing technology and best practices, and Refueling not only for their guests, but also their own club staff.

Attendees of the National Food & Beverage Management Conference are typically Executive Chefs, Clubhouse and Hospitality Management, providing an opportunity to engage with future club leaders in a casual and professional environment.



## Sponsor Benefits

Network with mid- and senior-level club professionals

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Connect with top-level food and beverage decision makers

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Enhance your visibility; introduce new products or services

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Build upon existing relationships and generate new ones

# Conference Program Highlights

\*Subject to change

04  
MAR

## Opening Reception

Timing: To be confirmed.

An evening you won't want to miss. The 2023 National Food & Beverage Management Conference will kick-off with an opportunity to mingle at one of Calgary's finest clubs - Calgary Petroleum Club.

Calgary Petroleum Club

06  
MAR

## TableTop Showcase

9:30-10:30am, 12:30-1:30pm,  
2:30-3:30pm

Engage with conference attendees to showcase or sample your product(s) or services throughout the day! Get some one-on-one time with delegates for future opportunities.

Calgary Marriott Downtown Hotel

05  
MAR

## Progressive Club Tours

4:00pm - 8:00pm

Delegates will have the chance to visit some of Calgary's finest clubs.

Always a highlight of each conference, come experience what makes each club unique as each look to showcase their hospitality and respective amenities and offerings.

Earl Grey Golf Club,  
Glencoe Golf & Country Club

06  
MAR

## Club Tour & Gala Dinner

6:15pm - End

The 2023 National Food & Beverage Management Conference will wrap-up with a final Club Tour and Gala Dinner at The Glencoe Club - one of Canada's largest premier sport and social club's since 1931.

The Glencoe Club



# Prix Fixe Sponsorship Packages



## Bronze Package

Includes opportunity to sponsor one of: *Breakfast, Lunch or Refreshment Break*

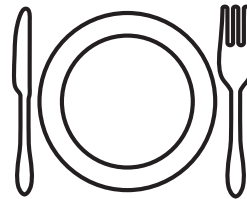
One (1) verbal recognition by Conference Chair(s)

CASL compliant delegate contact list

Tabletop display during exhibitor tradeshow

Logo advertisement in conference program, website & rotating break slides

Delegate Bag Insert



## Silver Package

Includes all elements of Bronze Package and opportunity to sponsor one of: *Opening Keynote, Lanyards or Delegate Bags*  
**PLUS:**

Two (2) verbal recognitions by Conference Chair(s)

One (1) dedicated social media post via CMAC's social media channels

Logo & website link in all pre/post event communications

1/2 page advertisement in conference program, logo on website & rotating break slides

One (1) Complimentary full conference registration

**SOLD OUT**

**\$5,000**

# Prix Fixe Sponsorship Packages



## Gold Package

Includes all elements of Silver Package and opportunity to sponsor one of: *Gala Dinner, Welcome Reception or Mobile App*  
*PLUS:*

Two (2) minute video or speaking opportunity at sponsored event

Three (3) verbal recognitions by Conference Chair(s)

Two (2) dedicated social media posts via CMAC's social media channels

Full page advertisement in conference program, logo on website & rotating break slides

Two (2) Complimentary full conference registrations

**\$7,500**



## Bundled National Conference Package

For those interested in also sponsoring our 2023 National Conference, bundled packages are now available!

Bronze Package - \$7,000  
(Savings \$500)

Silver Package - \$11,500  
(Savings \$1,000)

Gold Package - \$16,000  
(Savings - \$1,500)

**Contact for More Details**

# À La Carte Sponsorship Options

## Delegate Bag Insert \$400

One insertion of company product information or sample product in the delegate bags (subject to CMAC approval)

## Sanitization Station \$550

Logo placement on the custom branded sanitization station with optimal placement at the conference.

## Tabletop Display \$750

LIMITED

Exhibitors will receive a dedicated table in the Tabletop Vendor Marketplace, taking place on **Monday, March 6th** at the Calgary Marriott Downtown Hotel

## Program Advertisement \$500

Receive a 1/2 page (4.5" x 3.75") advertisement in our final conference program. Promote your company, product or service(s) and enhance your corporate recognition.

## Grab & Go Snacks \$650

Logo placement on nightly end of day snack table. A great way to reinforce your brand as attendees wrap their day.

## Registration Desk \$1,500

High profile opportunity to showcase your brand in front of delegates from registration to arrival. Logo placement on website and on-site registration desk.

*Looking for something more in-line with your brand voice or campaign?  
Custom solutions available! Let's work together to help bring your brand synergistically to life.*

**Thank you for your  
continued support.**

**We look forward to  
working with you to  
help achieve your  
organization's goals!**

**Contact - Business Development  
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