



SPONSORSHIP PROSPECTUS

CONFERENCE

2023 National Conference
INNOVATE - NAVIGATE - MOTIVATE

October 14th - 18th, 2023
InterContinental Toronto Centre
Toronto, Ontario





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 club professionals 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 National Conference

Join us October 14th – 18th as the 2023 National Conference returns to Toronto, Ontario. Main aspects of the Conference will be held at the InterContinental Toronto Centre hotel, directly in the heart of the city and walking distance from Union Station for those travelling by train (VIA or GO Transit), UP Express from Toronto Pearson Airport and minutes away from Billy Bishop Toronto City Airport.

This year's theme is "**Innovate – Navigate – Motivate**", with emphasis on navigating some of the daily issues clubs are currently experiencing within their day to day operations. **Innovate** – Bringing new methods and trends, **Navigate** – Directing the path to future success and **Motivate** – Creating the enthusiasm and culture to get others on board.

Attendees of the CMAC National Conference are typically GMs, COOs and other Senior Level Club Managers providing an opportunity to engage with decision makers from some of Canada's top clubs in a relaxed casual and professional environment.



Sponsor Benefits

Connect and network with
Canada's top level club
professionals

Enhance your visibility;
introduce new products or
services

Build upon existing
relationships and generate
new ones



Conference Program Highlights

**Subject to change*

**14
OCT**

Opening Reception

6:00pm – 9:00pm

An evening you won't want to miss. The 2023 National Conference will officially open with an opportunity to connect with peers at the CN Tower, one of Toronto's most famous destinations offering a world-class experience.

CN Tower

**17
OCT**

Sponsor Tradeshow

7:30am – 8:30am, 9:30am – 10:15am,
12:15pm – 1:30pm, 2:30pm – 3:00pm

Engage with conference attendees showcasing or sampling your product(s) or services! Get some one-on-one time for future business opportunities. Sponsors also receive a table during the Exhibitor Expo taking place on Sunday Oct. 15th from 1:15pm – 3:15pm

InterContinental Toronto Centre

**15
OCT**

Progressive Club Tours

6:00pm – 8:30pm

Engage with delegates throughout the day as they take part in the CMAC Golf Tournament hosted at Rosedale Golf Club. A mainstay in many of the golf's top ranked courses in Toronto, experience the beauty the property has to offer while you interact with golfers in a more relaxed setting.

Toronto Golf Club
Mississauga Golf & Country Club

**17
OCT**

President's Dinner

6:00pm – End

The 2023 National Conference will begin to come to a close with the traditional President's Dinner, held on Tuesday October 17th at the Royal Canadian Yacht Club on Toronto Island. Experience the history of Toronto at one of the world's recently recognized Top 50 yacht clubs.

Royal Canadian Yacht Club

Prix Fixe Sponsorship Packages

*Signifies Sold Out



Bronze Package

Includes opportunity to sponsor one of: *Breakfast, Lunch, or Full Day Education Session(s)*

SOLD OUT

Logo & website link in all pre/post event communications

One (1) Complimentary full conference registration

Tabletop display in BOTH Sunday Exhibitor Expo and Tuesday Sponsor Tradeshow

Delegate Bag Insert

Logo & website link in all pre/post event communications

One (1) Complimentary full conference registration

\$5,000



Silver Package

Includes ALL elements of Bronze Package and opportunity to sponsor one of: *Lanyards*, Registration Desk*, Pre-Conference CMAC Kickshop*

SOLD OUT

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

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

1/4 page advertisement in conference program, logo on website & rotating break slides

\$7,500

Prix Fixe Sponsorship Packages

*Signifies Sold Out



Gold Package

Includes all elements of Silver Package and opportunity to sponsor one of: Keynote Speaker, Club Tours, Delegate Bags, or Hotel Key Cards
PLUS:

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

Min. two (2) verbal recognitions by Conference Chair(s)

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

Two (2) Complimentary full conference registrations

\$10,000



Platinum Package

Includes all elements of Gold Package and opportunity to sponsor one of: Delegate Gift, Opening Reception, President's Dinner, or Golf Tournament
PLUS:

Three (3) dedicated social media posts via CMAC's social media channels

Min. three (3) verbal recognitions by Conference Chair(s)

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

Three (3) Complimentary full conference registrations

\$15,000

À La Carte Sponsorship Options

Delegate Bag Insert \$500

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

Refreshment Breaks \$500

Logo placement on the custom branded coffee and refreshment stations with optimal placement at the conference throughout each day.

Exhibitor Expo \$750

Exhibitors will receive a dedicated 6ft table in the Exhibitor Marketplace on Sunday October 15th. Dedicated time will be made from 1:00pm – 3:15pm.

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.

Golf Tournament Sampling \$1,000

Limited opportunity to showcase or sample your brand's products in front of delegates during the CMAC Golf Tournament on Monday October 16th at Rosedale Golf Club.

***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.
Solutions include (but are not limited to): Water Bottles, Conference Notepads, Custom Napkins or Coasters, Signature Cocktail, Hotel Branding and more!***

**Thank you for your
continued support.**

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

**Contact - Business Development
Manager - Dillon Crosby**

Phone	416 – 712 – 0797
Website	www.thecmac.ca
Email	dcrosby@thecmac.ca
Address	703 Evans Ave, Suite 202A, Etobicoke, Ontario, M9C 5E9