



CMAC 2024 National Conference

SPONSORSHIP PROSPECTUS

Club Management Association of Canada



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.

Sponsor the National Conference

Sponsorship is a great way to demonstrate your commitment to the professional development of the club management industry. All sponsors, at various levels, receive increasing degrees of exposure via in-person and online promotions.

Sponsorship allows you to build visibility for your brand, connects you with key decision makers and provides you with a well-respected forum to share your organization's expertise.

Based on the level of sponsorship investment, you will qualify as a sponsor under the tiers provided on the following pages. Your organization will be recognized for your sponsorship and identified in marketing materials and online as noted under the sponsorship benefits.

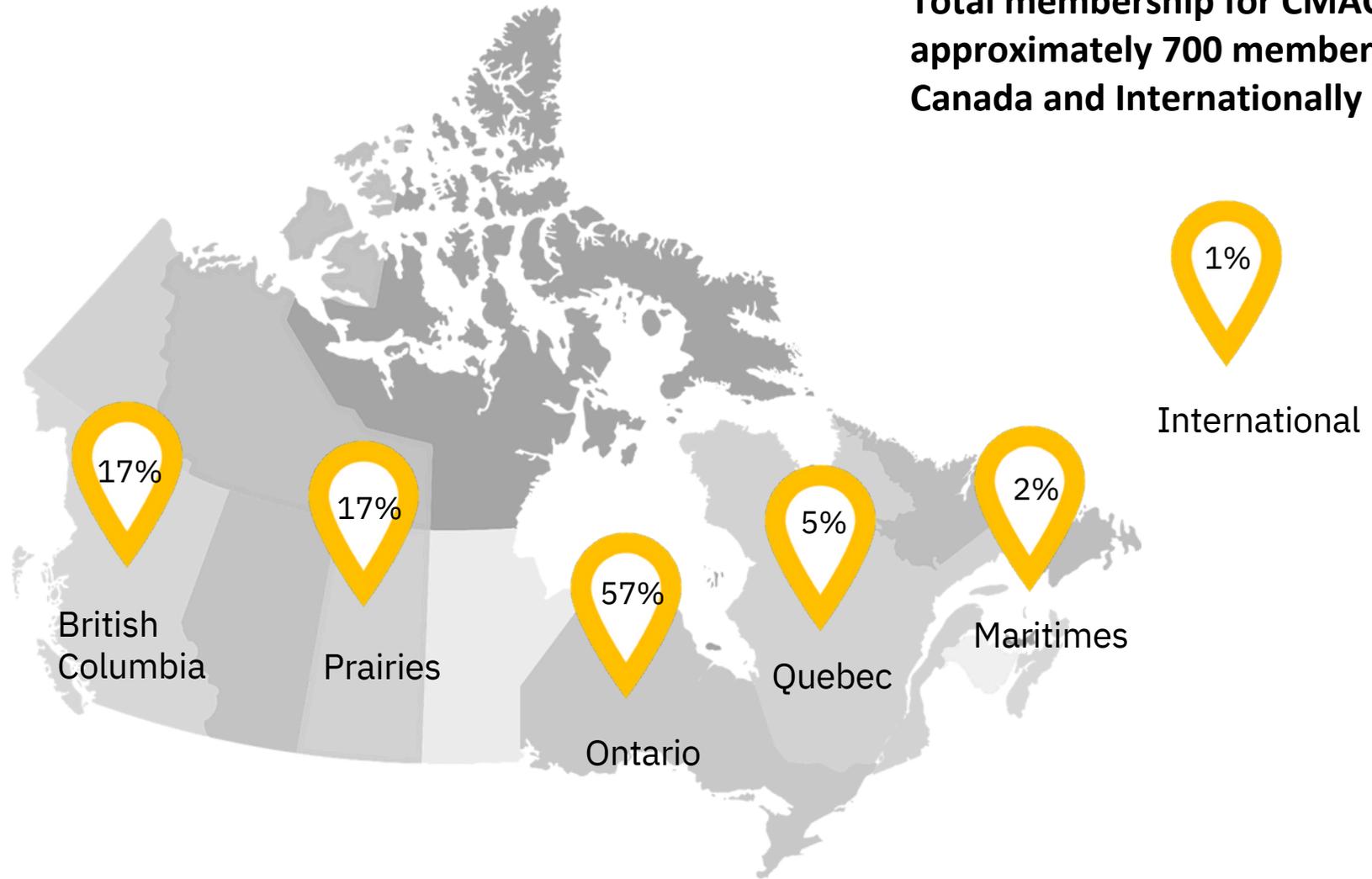
Becoming a sponsor of the National Conference allows you to:

- Network with COOs, GMs, and other senior level club managers
- Connect with the top-level decision-makers
- Enhance your visibility and introduce new products or services to delegates by participating with a display
- Build upon existing relationships and generate new ones



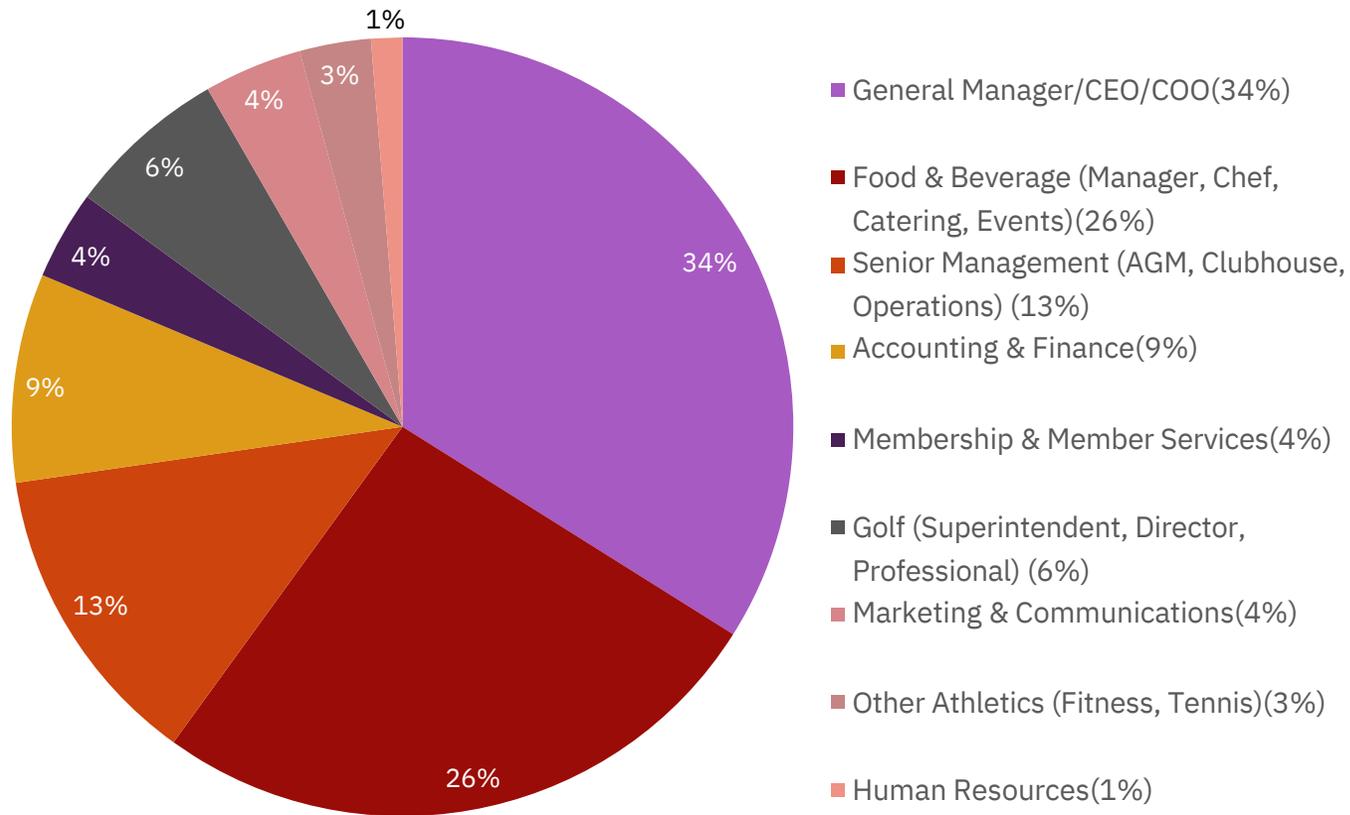
MEMBER DEMOGRAPHICS

Total membership for CMAC is approximately 700 members across Canada and Internationally



As of April 2024

CMAC Professional Membership by Job Title April 2024



Social Media Followers

■ LinkedIn ■ X ■ Instagram ■ Facebook



■ LinkedIn: 2446
 ■ X: 845
 ■ Instagram: 979
 ■ Facebook: 397

SPONSORSHIP PACKAGE LEVELS AT A GLANCE

PACKAGE ELEMENTS	Platinum \$15,000	Gold \$10,000	Silver \$8,000	Bronze \$5,000
Two-minute speaking opportunity at the conference	✓			
½ page advertisement in the <i>Club Manager Quarterly</i> (CMQ)	✓			
Opportunity to sponsor a specific event or conference element	* President's Dinner * Opening Reception * Opening Keynote * Delegate Gift	* Closing Keynote * Club Tour * Delegate Bags * Transportation (bus)	* Delegate Lanyards * Audio Visual * Registration Desk * Pre-Conference Workshop	* Breakfast * Lunch * Full Day Education * Refreshment Break
Dedicated social media posts via CMAC's social media channels	3	2	1	
Podium acknowledgement by Conference Chair	3	2	1	
Delegate contact list - name, title, company and email address (delegates who have given permission according to CASL legislation)	✓	✓	✓	✓
Logo and website link in pre- and post-event communication	✓	✓	✓	✓
Complimentary full conference registration	3	2	1	1
Tabletop display	✓	✓	✓	✓
Advertisement in the on-site e-program	Full page	Half page	Quarter page	Logo
Logo recognition on all conference signage and PowerPoint presentations	✓	✓	✓	✓
Delegate bag insert	1	1	1	1

SOLD

SOLD

1 LEFT

À LA CARTE SPONSORSHIP

- **IN-KIND GIFTING - STARTING AT \$250**

Opportunity to provide a digital or physical prize to be awarded during the conference and presented to the winning attendee.

- **CONFERENCE PROGRAM ADVERTISING (5) - \$500**

Receive a half-page (8.5” wide x 5.5” high) advertisement in the conference e-program. Promote your company, product or services and enhance your corporate recognition with the delegates.

- **DELEGATE BAG INSERT - \$500**

Ability to include one insert consisting of a company product or promotional material in the delegate bags. This provides an opportunity to familiarize delegates with your product and services. (Insert is subject to CMAC approval)

À LA CARTE SPONSORSHIP

- **TABLETOP DISPLAY - TWO DAYS! - \$1,250**

Exhibitors receive one 6' skirted table with two chairs throughout the conference. Participation includes two tabletop representatives at the exhibit. Displays are available on a “first-come-first-serve” basis with priority given to Platinum, Gold, and Silver level sponsors. Great opportunity to showcase a new product or service or simply network with delegates during the breaks. Activations welcome!

SOLD OUT

- **PRE-CONFERENCE CMI WORKSHOP SPONSOR (1) - \$5,000**

As the sponsor for the CMI course, which will be held in-person and virtually, you will receive the opportunity to provide opening remarks or show a two-minute video and introduce the speaker. Logo recognition on the PowerPoint loop during breaks. The pre-conference workshop will take place the day of the opening reception, on October 19, 2024.

À LA CARTE SPONSORSHIP

- **HOTEL KEY CARDS (1) - \$5,000**

Having your branding on the hotel key cards is a great way to keep your company in front of delegates throughout the conference.

- **REGISTRATION DESK (1) - \$5,000**

This is a high-profile opportunity to keep your company in front of delegates from when they register until they arrive at the conference. Logo recognition includes the registration page, confirmation e-mails and on arrival at the registration desk on-site.

- **TRANSPORTATION SPONSOR (1) - \$7,500**

The progressive club tour afternoon requires buses to shuttle delegates to the various clubs. CMAC will provide sponsor-branded directional signage indicating buses at the hotel and clubs.

À LA CARTE SPONSORSHIP

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):

- Lounge space
- Conference notepads
- Branded napkins
- Branded coasters
- Signature cocktail
- Water bottles
- Your suggestions ...

Interested? Connect with us!

If you are interested in more information on how you can become involved, please reach out to us via email at events@thecmac.ca

