



2025 SPONSORSHIP PROSPECTUS



NOV 1 - 5

WINDSOR, ON - DETROIT, MI

**2025 NATIONAL
CONFERENCE**



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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.

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 management professionals in Canada.



VISION

To create great leaders through excellence in professional club management.



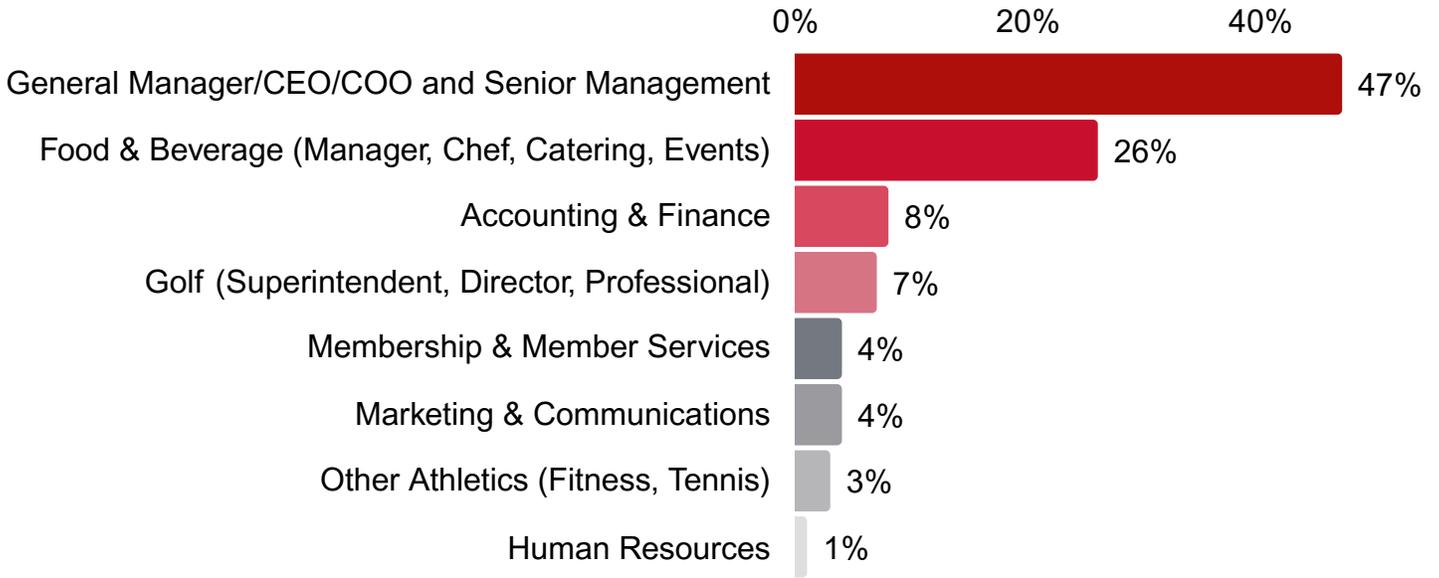
MISSION

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

CMAC BY THE NUMBERS

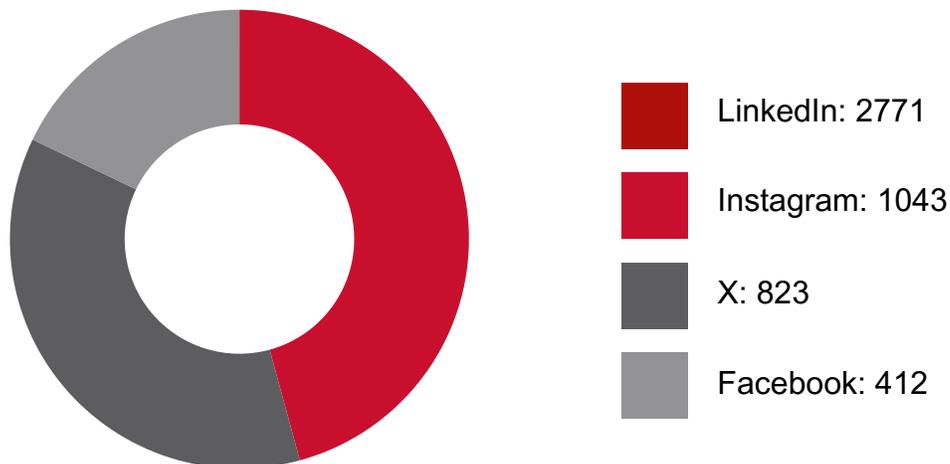
PROFESSIONAL MEMBERSHIP BY JOB TITLE

December 2024



SOCIAL MEDIA FOLLOWERS

December 2024



CMAC BY THE NUMBERS

MEMBER DEMOGRAPHICS

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

October 2024



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, connect you with key decision makers, and provide 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.



2025 NATIONAL CONFERENCE

NOVEMBER 1 - 5, 2025 | WINDSOR - DETROIT

THEME: EDUCATION WITHOUT BORDERS



The National Conference is geared towards senior managers but is open to all career levels. Attendees are typically general managers, chief operating officers, clubhouse managers, and directors of finance, with the conference providing an opportunity to engage with future club leaders in a casual and professional environment.

SPONSOR BENEFITS

- Network with COOs, GMs, and other senior-level club management professionals
- Connect with 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

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 Club Manager Quarterly (CMQ)	✓			
Dedicated social media posts via CMAC's social media channels	3	2	1	
Podium acknowledgement by Conference Chair	3	2	1	
Opportunity to sponsor a specific event or conference element	* President's Dinner * Opening Reception * Delegate Gift	* Keynote Speaker * Club Tour * Delegate Bags * Transportation (bus)	* Delegate Lanyards * Audio Visual * Registration Desk * Pre-Conference Workshop	* Breakfast * Lunch * Full Day Education * Refreshment Break
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	2	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

À LA CARTE SPONSORSHIP OPTIONS



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 | \$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

One company branded item for the delegate bag (subject to CMAC approval)

Tabletop Display | \$1,250

Exhibitors receive one 6' skirted table with two chairs during the exhibit. Participation includes two tabletop representatives at the exhibit. Activations welcome!

À LA CARTE SPONSORSHIP OPTIONS



Pre-conference CMI Workshop Sponsor (One) | \$5,000

As the sponsor for the CMI course, which will be held in-person, you will receive the opportunity to provide opening remarks and introduce the speaker. Logo recognition on the PowerPoint loop during breaks.

Hotel Key Cards (One) | \$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 (One) | \$5,000

High-profile opportunity to keep your company in front of delegates from when they register until they arrive at the conference

Transportation Sponsor (Daily - Two available) | \$7,500

Off-site events throughout the conference require shuttles for delegates.

INTERESTED? CONNECT WITH US!



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Thank you for your continued support. We look forward to working with you to help achieve your organization's goals!