



# CMAC

Club Management Association of Canada

# 2026 SPONSORSHIP PROSPECTUS



**OCT 16-20**  
**MONTREAL, QC**

**2026**  
**National Conference**

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# Club Management Association of Canada

## About Us

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 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 management professionals in Canada.



### Vision



To create great leaders through excellence in professional club management.



### Mission

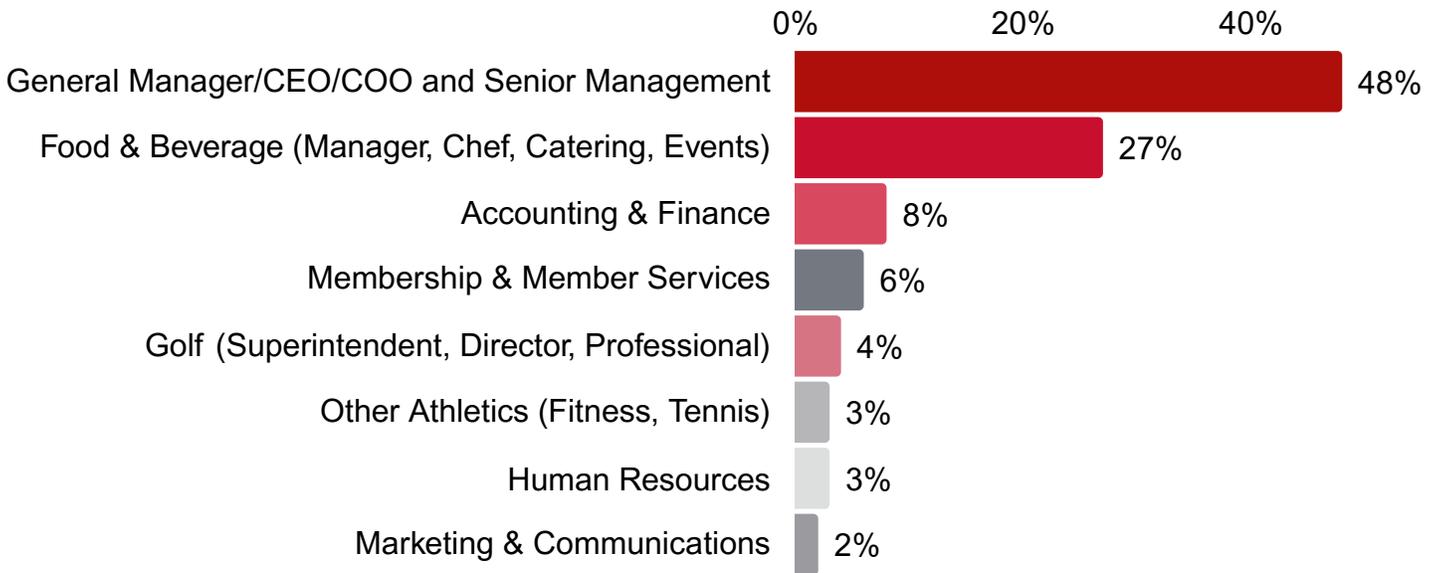


To develop, promote and support the profession of club management by providing networking and educational opportunities for our members.

# CMAC By The Numbers

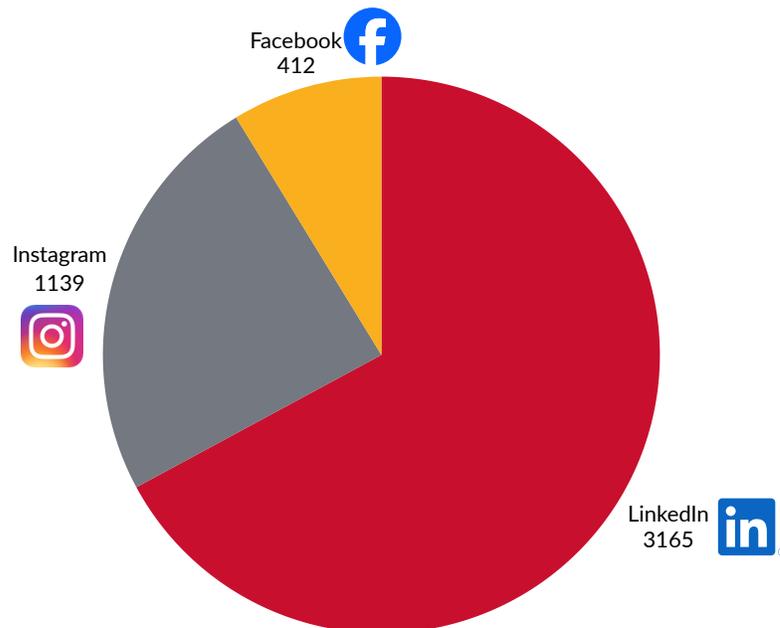
## PROFESSIONAL MEMBERSHIP BY JOB TITLE

November 2025



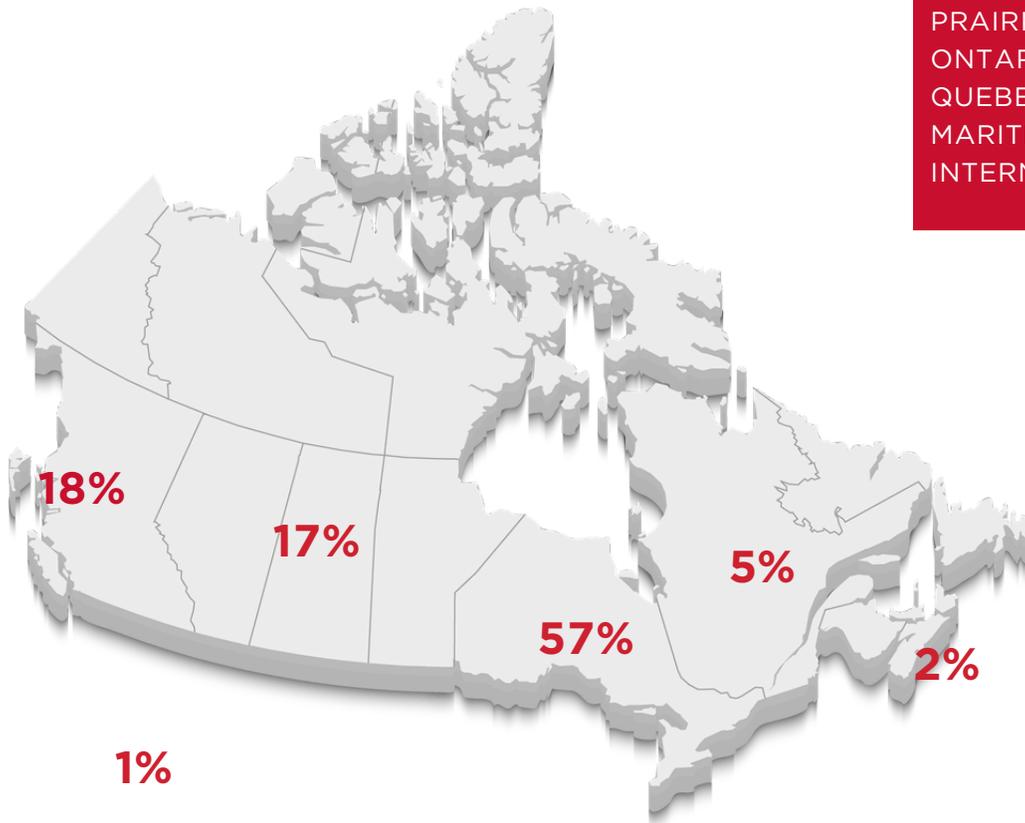
## SOCIAL MEDIA PRESENCE

November 2025



# CMAC By The Numbers

## Member Demographics



BRITISH COLUMBIA 18%  
PRAIRIES 17%  
ONTARIO 57%  
QUEBEC 5%  
MARITIMES 2%  
INTERNATIONAL 1%

## Maximize Your Impact

Sponsorship is a strategic way to elevate your brand, demonstrate your commitment to the club management industry, and connect directly with key decision-makers. Our sponsorship tiers offer growing levels of exposure—both in person and online—ensuring your organization is recognized across conference materials, signage, and digital platforms.

With two major annual conferences attracting more than 250 leaders and emerging professionals from clubs across Canada, you'll gain valuable access to General Managers, COOs, assistant general managers, F&B leaders, and other senior decision-makers. CMAC sponsorship delivers strong visibility, meaningful engagement, and a proven return on investment.



# 2026 National Conference

**OCTOBER 16-20, 2026 | MONTREAL QC**

THEME: Motivate, Transform, and Lead



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.

The 2026 conference is coming to **Montreal - the city with more!** This year's theme is **Motivate, Transform, and Lead** as we explore exceptional learning, connect with peers, and soak in the energy of a city that never stops inspiring.

## Sponsor Benefits

	Connect with COOs, GMs, and senior leaders in club management
	Engage with key decision-makers shaping the industry
	Showcase your products and services to an attentive, relevant audience
	Strengthen existing relationships and cultivate new opportunities

# 2026 National Conference

## 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 Management 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 * Welcome Reception * Delegate Gift	* Keynote Speaker * Club Tour * Delegate Bags * Transportation (bus)	* Delegate Lanyards * Audio Visual * Registration Desk	* 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

# 2026 National Conference

## 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**

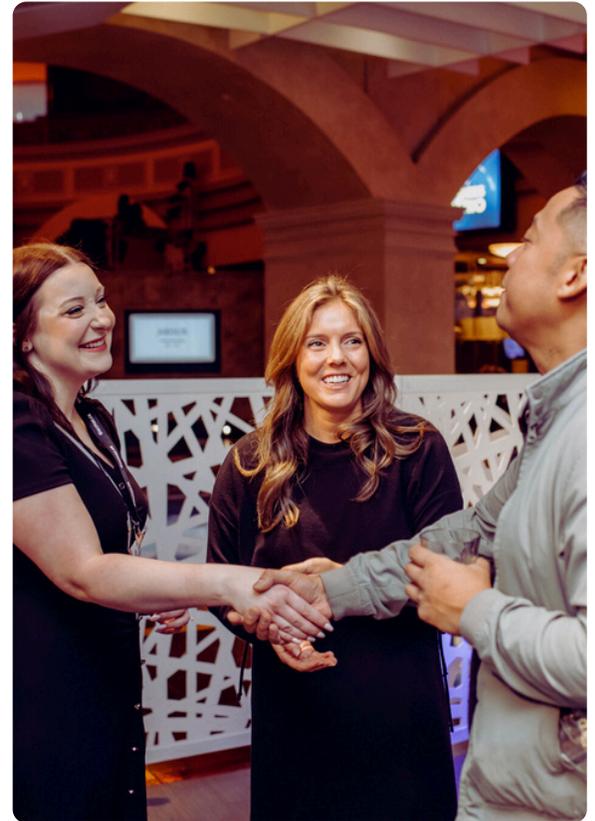
Receive a half-page (8.5" wide x 5.5" high) advertisement in the conference e-program. Promote your company, product or services and enhance your corporate recognition with the delegates.

### **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!

### **Delegate Bag Insert | \$500**

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



# 2026 National Conference

## À LA CARTE SPONSORSHIP OPTIONS



### **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.

# 2026 National Conference

## GLIMPSES FROM THE CONFERENCE



# Interested? Connect With Us!

 <p><b>National CONFERENCE</b></p> <p><b>CMAC</b></p> <p><b>2026 MTL</b> Motivate Transform Lead</p> <p><b>NATIONAL CONFERENCE</b> Montreal   October 16 - 20</p> <p>Strengthening Clubs &amp; Communities</p>	<h2>CMAC National Office</h2> <p> (416) 979-0640 ext. 235</p> <p> <a href="http://www.thecmac.ca">www.thecmac.ca</a></p> <p> <a href="mailto:events@thecmac.ca">events@thecmac.ca</a></p> <p> 703 Evans Ave, Suite 202A Etobicoke, ON, M9C 5E9</p>
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Together, we can make a real impact. Thank you for your continued support—we can't wait to create success with you!