

# Join us

CORPORATE  
PARTNERSHIP  
**OPPORTUNITIES**



**CMAC**  
Club Management Association of Canada

## Who We Are

### THE CLUB MANAGEMENT ASSOCIATION OF CANADA

CMAC 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.

## What We Do

We organize seminars, workshops, summits and professional development opportunities; sustain two annual conferences; and promote information sharing and collaboration for our members through events, special interest groups and communications such as our member email list, social media and our magazine, Club Manager Quarterly. We also represent our members' interests as required by contacting government representatives and voicing our opinions about laws and regulations that will affect members and their clubs.



Part of CMAC's professional development is the certification program that leads to the Certified Club Manager (CCM) designation, a globally-recognized standard for club management professionals in Canada.



The Annual National Conference is three to four days long and offers quality education, the chance to network and the opportunity for profiling suppliers.



The Annual National Food and Beverage Management Conference is attended by clubhouse managers, assistant general managers, food and beverage managers, chefs, sous-chefs, mid-level managers and some general managers. In addition to networking opportunities, the three-day conference offers sessions on food and beverage operations and sessions on all aspects of a club's operations for up and comers.



[Club Manager Quarterly \(CMQ\)](#) is distributed to CMAC members, club board members, industry partners and interested media outlets. It highlights current issues, industry trends and the work and accomplishments of members. It also offers visibility to CMAC members, their boards and others through the advertising program.



[thecmac.ca](#) offers information about club management and the association as well as resources, programs and services for members such as the position postings service and the online member directory.



The position postings service provides a listing of senior club management opportunities, accessible to members only. The online directory, listing member contact information, supports the networking activity that characterizes the association..

Our **11 branches** across the country also provide networking, educational and professional development opportunities.

# Conferences



The annual National Conference is attended by more than **150** full conference delegates and over **50** daily registrations, guests and sponsors.



The 2024 National Conference received an **87%** overall satisfaction rating amongst attendees, with **94%** stating that the education program inspired change or reinforced their existing practices.



The annual National Food and Beverage Management Conference is attended by over **100** full conference delegates and over **40** daily registrants, guests and sponsors.



**95%** of 2024 National Food and Beverage Management Conference attendees indicated the education program inspired change or reinforced their existing practice.

AT THE HEART OF WHAT CMAC DOES IS EDUCATION AND NETWORKING. CMAC PROVIDES PROGRESSIVE AND INDUSTRY-LEADING EDUCATIONAL PROGRAMS THAT PREPARE OUR MEMBERS TO ACHIEVE THE CERTIFIED CLUB MANAGER (CCM) DESIGNATION, THE HALLMARK OF PROFESSIONALISM IN CLUB MANAGEMENT.

**JEFF GERMOND, CCM** PAST PRESIDENT

## CERTIFICATION

**69**

Certified Club Manager (CCM) designates

**15**

Certified Chief Executive (CCE) designates

**1**

Master Club Manager (MCM) designate

## EDUCATION

**90**

non-certified members attended the Business Management Institute (BMI) in 2024 and 2025.

## SOCIAL MEDIA FOLLOWERS

**2792**



**846**



**1051**



**306**



LIKES

FOLLOWS

AS OF MARCH 2025

## CLUB MANAGER QUARTERLY

**4**

issues per year

**50+** articles

# Our Members

Our members include general managers, chief operating officers, assistant general managers, clubhouse managers, golf superintendents, chefs, controllers, food and beverage supervisors, golf professionals, and students pursuing a career in club management. Our members work at private, semi-private and public golf clubs, country clubs, city clubs, faculty clubs and recreation and leisure clubs.



Total membership:  
665 members across  
Canada and internationally.



47% are in General  
Manager/CEO/COO and senior  
management roles at their clubs.



26% of CMAC members are in Food &  
Beverage positions (Manager, Chef,  
Catering, Events).

8% of CMAC members are in  
Accounting & Finance positions.

Others work in Membership, Member  
Services, Golf, Marketing &  
Communications, Other Athletics and  
Human Resources.

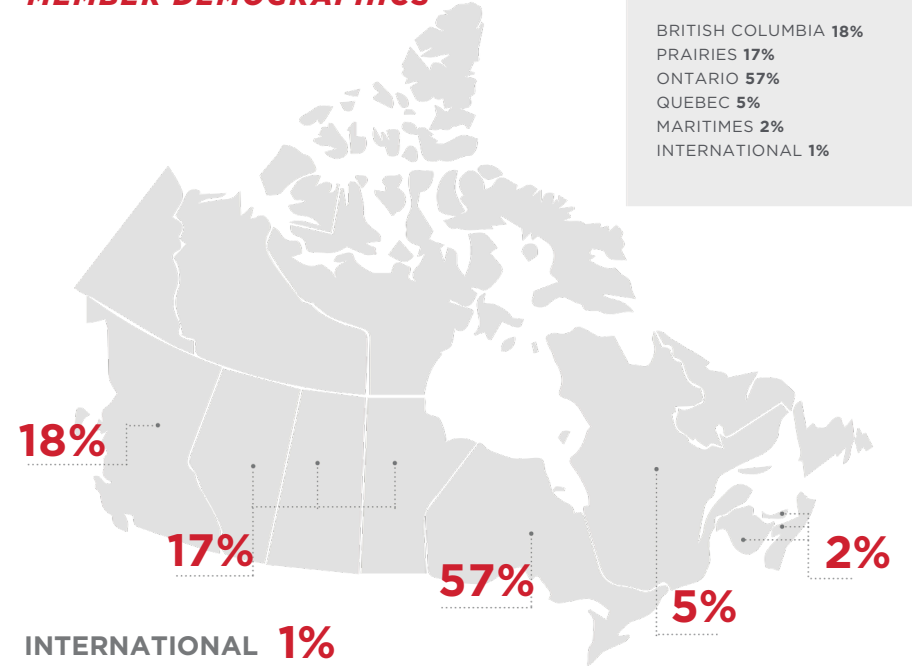


85% member  
retention in 2024.



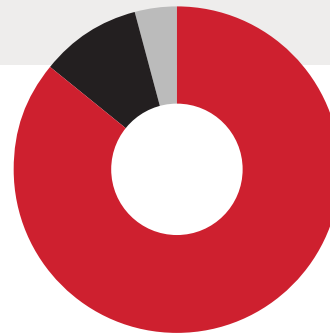
104 new members in  
2024, 170 in 2023, and  
166 in 2022.

## MEMBER DEMOGRAPHICS



## MEMBERS BY MEMBERSHIP CATEGORY

PROFESSIONAL 90%  
COMMUNITY 7%  
HONOURARY 3%



## MEMBER CLUB BREAKDOWN

GOLF/COUNTRY CLUBS 60%  
SPORT/FITNESS CLUBS 23%  
CITY CLUBS 10%  
RECREATION/LEISURE CLUBS 7%



## Why Partner With Us?

**47% OF CMAC MEMBERS ARE IN SENIOR MANAGEMENT POSITIONS AT THEIR CLUBS.**

By partnering with CMAC, you are in an ideal position to generate leads with key decision makers in the Canadian club industry.

Given their senior roles in around 300 clubs across Canada, CMAC members are responsible for all aspects of club functions including product/service selection, purchase authorization, quality control, budgeting and ensuring that their members benefit from professionalism and excellence in service. A message reaching these members means that you potentially reach over 500,000 club members.

Our goal is to create mutually beneficial, long-term partnerships with our corporate partners to collaborate and support the Canadian club management profession, together.

CMAC's corporate partnership program offers greater value by packaging existing marketing opportunities, including recognition at conferences, advertising in Club Manager Quarterly and visibility on the CMAC website and in the online directory. This is your opportunity to become more involved in the society, increase your profile and become a corporate partner and support the club management profession in Canada.

### ***CORPORATE PARTNERSHIP OPPORTUNITIES***

We are dedicated to helping you get the most out of your corporate partnership with us. CMAC offers pre-designed packages or we are happy to work with you to create a unique, customized package that fits your company's goals and budget.

We offer meaningful visibility for your products and services to an engaged target market. Benefits can include:

Branding opportunities and recognition at our annual National Conference and annual National Food and Beverage Management Conference including ads in the program; your logo on signs and in PowerPoint presentations; the opportunity to address attendees; a display in the mini tradeshow; and more.

Messaging and branding opportunities on our website, email blasts, social media and our quarterly magazine, Club Manager Quarterly.

Conference passes, golf tournament entries and passes to the annual Western Regional Seminar.

**Or bring us your ideas!**

TYPICAL PARTNERSHIP PACKAGES

| Corporate Partner Benefits                                | Platinum<br>\$30,000/year<br>Limited* | Gold<br>\$22,000/year | Silver<br>\$15,000/year | Bronze<br>\$10,000/year |
|---|---------------------------------------|-----------------------|-------------------------|-------------------------|
| <b>NATIONAL CONFERENCE</b>                                |                                       |                       |                         |                         |
| Conference passes   | 3                                     | 2                     | 2                       | 1                       |
| Golf tournament attendance (when applicable)              | 2                                     | 1                     | N/A                     | N/A                     |
| Logo and link on conference sponsor page                  | X                                     | X                     | X                       | X                       |
| Logo in the program                                       | X                                     | X                     | X                       | X                       |
| Ad in the program   | Full page                             | Full page             | ½ page                  | ¼ page                  |
| Logo on all signage (except golf tournament)              | X                                     | X                     | X                       | X                       |
| Verbal and PowerPoint recognition                         | At least 3 times                      | At least 2 times      | At least 2 times        | At least 1 time         |
| Opportunity to address delegates (maximum 2 minutes)      | X                                     | X                     | N/A                     | N/A                     |
| Promotional item in delegate bags                         | X                                     | X                     | X                       | X                       |
| Tabletop display in mini trade show                       | X                                     | X                     | Reduced pricing         | Reduced pricing         |
| CASL list of delegates                                    | X                                     | X                     | X                       | X                       |
| <b>NATIONAL FOOD &amp; BEVERAGE MANAGEMENT CONFERENCE</b> |                                       |                       |                         |                         |
| Conference passes   | 2                                     | 1                     | 1                       | N/A                     |
| Logo and link on conference sponsor page                  | X                                     | X                     | X                       | X                       |
| Logo in the program                                       | X                                     | X                     | X                       | X                       |
| Ad in the program   | Full page                             | ½ page                | ¼ page                  | ¼ page                  |
| Logo on all signage                                       | X                                     | X                     | X                       | X                       |
| Verbal and PowerPoint recognition                         | At least 3 times                      | At least 2 times      | At least 2 times        | At least 1 time         |
| Opportunity to address delegates (maximum 2 minutes)      | X                                     | X                     | N/A                     | N/A                     |
| Promotional item in delegate bags                         | X                                     | X                     | X                       | X                       |
| Tabletop display in mini trade show                       | X                                     | X                     | Reduced pricing         | Reduced pricing         |
| CASL list of delegates                                    | X                                     | X                     | X                       | X                       |
| <b>NON-CONFERENCE</b>                                     |                                       |                       |                         |                         |
| Logo and link on the CMAC website                         | X                                     | X                     | X                       | X                       |
| Use of the CMAC logo on your website                      | X                                     | X                     | X                       | X                       |
| Logo in online member directory                           | X                                     | X                     | X                       | X                       |
| Ad in four issues of Club Manager Quarterly (CMQ)         | Full page                             | ½ page                | ¼ page                  | Reduced pricing         |
| CMQ article(s) per year (Subject to CMAC approval)        | 2                                     | 2                     | 1                       | 1                       |
| One email broadcast to the CMAC membership per year       | X                                     | N/A                   | N/A                     | N/A                     |

We look forward to partnering with you.

For more information on corporate partnership opportunities contact:

**SUZANNE GODBEHERE**  
**Chief Executive Officer**  
 416-979-0640 x242  
 sgodbehere@thecmac.ca



\*Only one company/supplier of a business type can be accepted as a Platinum Partner. A competing business may be accepted at another Corporate Partner level or as a Conference Sponsor at any level. CMAC does not offer category-wide exclusivity to its partners.

# Our Partners Include

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## **PLATINUM CORPORATE PARTNER**



## **GOLD CORPORATE PARTNER**



## **SILVER CORPORATE PARTNER**





**CMAC**

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