

# CMAC 2022 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 of 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. The anticipation for meeting in-person in November is high and we expect a strong attendance.

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



# CMAC BY THE NUMBERS

## MEMBER DEMOGRAPHICS

**Total membership for CMAC is approximately 600 members across Canada and Internationally**



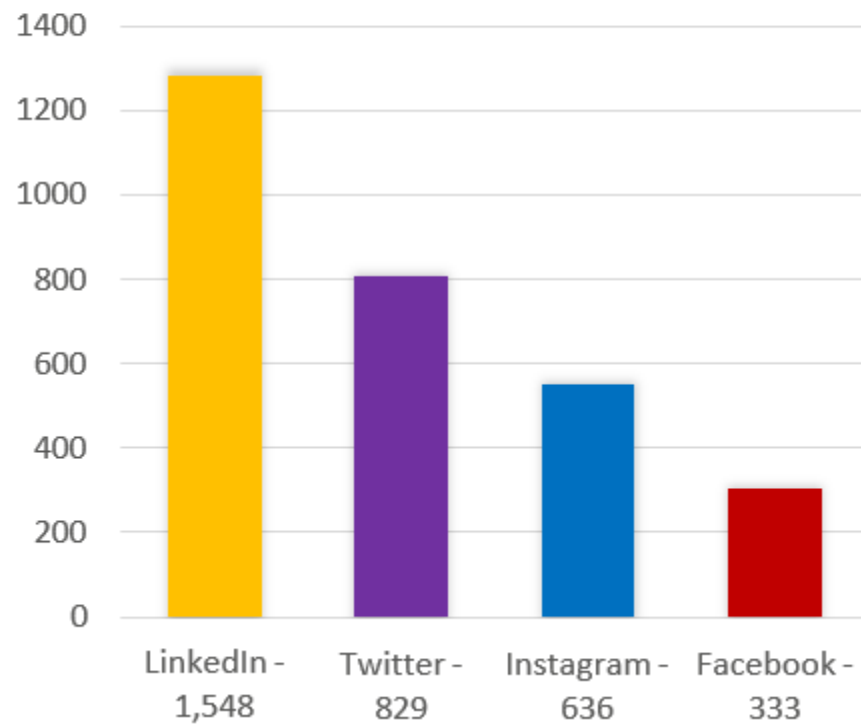
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International

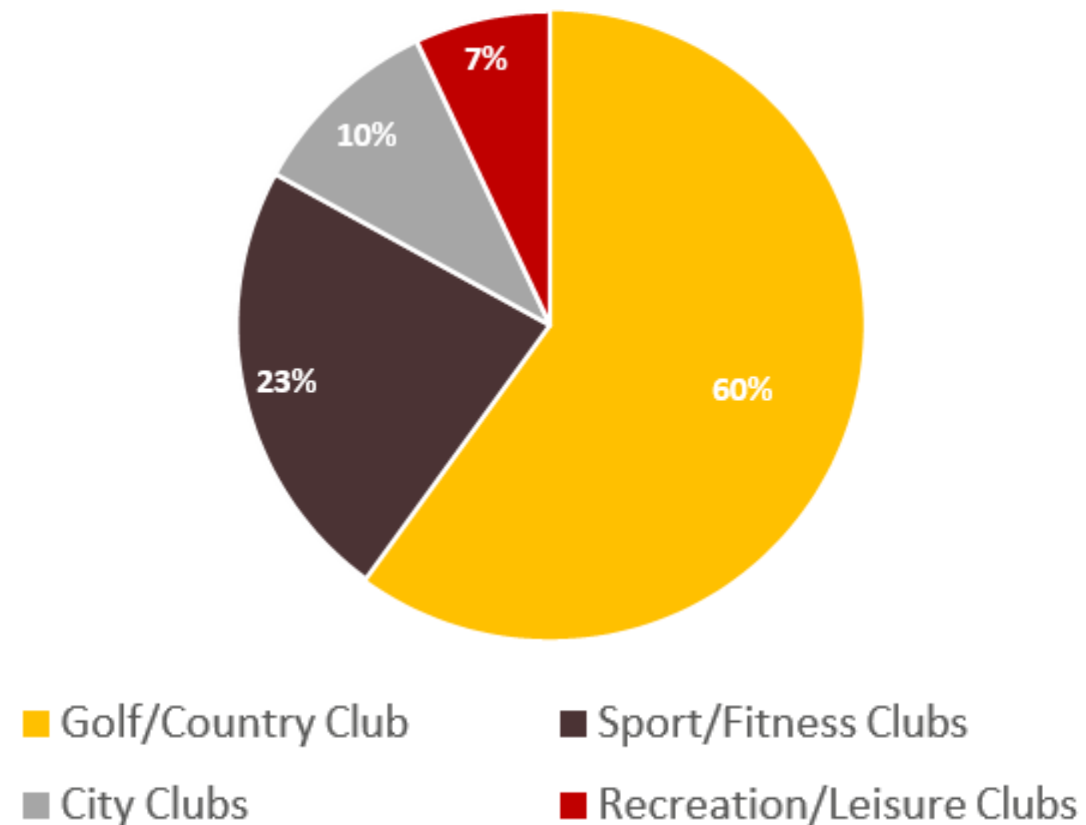
# CMAC BY THE NUMBERS



SOCIAL MEDIA FOLLOWERS



MEMBER CLUB BREAKDOWN



# 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)	✓			
Logo recognition on conference name badges	✓			
Opportunity to sponsor a specific event or conference element	Mobile App Opening Reception President’s Dinner	Opening or Closing Keynote Club Tour Delegate Bag	Delegate Lanyards Breaks Registration Desk	Breakfast Lunch Full Day Education Sessions
Dedicated social media posts via CMAC’s social media channels	3	2	1	
Podium acknowledgement by Conference Chair	✓	✓	✓	
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

# À LA CARTE SPONSORSHIP

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- **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. Recognition in the conference program.
- **Tabletop Display** - \$900  
Exhibitors receive one 6' skirted table with two chairs and room for a pop-up display, during the mini tradeshow on November 8, 2022. Participation includes two representatives, meals and recognition in the conference program. 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 and network with delegates during the breaks.
- **Conference Program Advertising (5)** - \$500  
Receive a half-page (4.5" x 3.75") 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. Recognition in the conference program. (Insert is subject to CMAC approval and excludes flyers and brochures)
- **Sanitization Station Sponsor (2)** - \$650  
Logo placement on the custom branded sanitization station with optimal placement at the conference. A minimum of two stations included per sponsor. Recognition in the conference program.



# À LA CARTE SPONSORSHIP

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- **Post Event Recordings Sponsor (1) - \$4,500**

As the sponsor of the post event recordings, you will receive the opportunity to provide a two-minute video for the viewers. This includes logo recognition on the conference website and the printed program.

- **Pre-Conference CMI Workshop Sponsor (1) - \$3,000**

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 on opening day. Logo recognition on the PowerPoint loop during breaks. The pre-conference workshop will take place the day of the opening reception, on November 5, 2022.

- **Transportation Sponsor (1) - \$5,000**

The progressive club tour afternoon requires buses shuttling delegates to the various clubs. Sponsorship includes branding ribbon banner on all buses. Additionally, CMAC will provide sponsor-branded directional signage indicating buses at the hotel and clubs.

- **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) - \$3,000** **SOLD!**

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.

- **Grab & Go Snacks (1) - \$700**

This is an ongoing way to keep your message in front of the delegates with a healthy snack offering at the registration desk.



# À LA CARTE SPONSORSHIP

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- **Opening Reception** - \$5,000

This highly anticipated gathering brings together members on the first night. Sponsor recognition is on all communications plus the opportunity to show a 2-minute video or address the audience from the podium.

- **President's Dinner** - \$7,500

The President's Dinner is the social highlight of the conference and Vancouver will offer a memorable evening. The sponsor receives high-profile recognition on all advance and on-site communications in addition to the opportunity to make a two-minute address to the attendees. A priority position table for six is included in the sponsorship.

- **Mobile App** - \$5,000

The mobile app is the go-to resource for delegates for scheduling, networking, gamification, and required feedback surveys. Sponsorship includes logo & link on conference app; daily push notification; rotating 300x250 ad on conference app.

# 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](mailto:events@thecmac.ca).

