

2022 CMDA PARTNERSHIPS

CHRIS KEEBLE

CMAA SPONSORSHIP/ MEMBERSHIP MANAGER

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Who are we

- The Club Managers' Association Australia represents the national network of professional Club Managers.
- The CMAA is committed to the advancement and professional development of its Members and the Club Industry as a whole.
- As the Association is for senior club executives, our Members are the Club Industry's key 'decision-makers'.
- CMAA has approximately 2,000 Members running clubs around Australia. We provide for our members the following.
 - • Industrial representation & support
 - • Accredited vocational training courses
 - • Industry accreditation (Certified Club Manager Award)
 - • Professional Development advice
 - • CMA Member communications on industry issues & Sponsors services
 - • CMDA National Bursary Program
 - • Conferences & Sponsor networking events
 - • Industry contacts & networking opportunities
 - • CMAA Zone (local) Meetings and activities (the CMAA has 23 Zones in NSW, Queensland, Victoria & ACT)
 - • ACCM recognition The prestigious Active Certified Club Manager (ACCM) award



Partnership Opportunities

- Please note your investment is for the CMDA our development arm. So all funds go towards the development of our members and thus a tax deduction.
- CMDA's Industry Partners contributions are used to subscribe our Management training programs, conferences, and bursaries . Providing financially and geographically accessible professional development and experiences to our Club management diaspora and their staff is CMDA's primary goal; and we are grateful to all our Industry Partners for their ongoing support to improve management skills and knowledge across each state. All investments with the CMDA are tax deductible
- CMDA Sponsorship offers Industry Partners the opportunity to develop relationships with the Club Industry's key 'decision-makers'.

»» Catagories



MAJOR – EXCLUSIVE

GAMING

FOOD &
BEVERAGE

FACILITY
OPERATIONAL
CONSTRUCTION

FINANCE & LEGAL

TECH – DIGITAL –
MARKETING

EDUCATIONAL

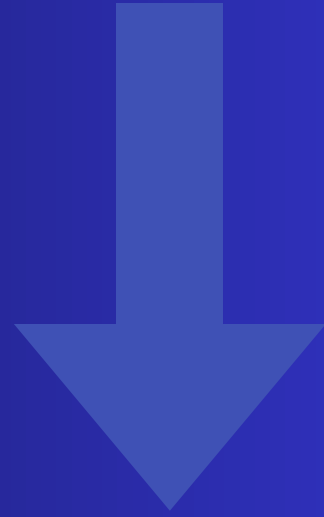
RESEARCH

Deliverable	Tier 1 Investment	Tier 2 Investment	Tier 3 Investment
		State - QLD and Vic re below but only activated in that state	
Zone meetings	Can attend all zone meetings. After purchase of ticket - limited to 1 ticket	Can attend all zone meetings After purchase of ticket - limited to 3 tickets	Can attend all zone meetings After purchase of ticket - unlimited
Head Office Signature events Mid Year Conference Country Managers QLD and Vic Conferences	Can purchase ticket to <u>Mid Year</u> and <u>Country Managers</u> , state conferences limited to 1 ticket	1 ticket to each event Can purchase extra Limited to 1 extra tickets	2 tickets to each event can purchase extra unlimited Can negotiate naming rights or presentation rights for relevant summits, conferences, workshops as they arise.
Introductions at zone events Marketing Material	NA	Can do introduction at zone meetings and leave marketing material out etc	Can do introduction at zone meetings and leave marketing material out etc Displays etc
Presentations	NA	Can offer presentation if no higher tier has similar	Can offer presentations at Zone meetings via head office to zone meetings
Summits, workshops Naming rights	NA	2 tickets to any 2 summits Can set up small displays	2 tickets to any 4 summits Can negotiate naming rights or presentation rights for relevant summits, conferences, workshops as they arise. Can set up displays any size

TIERS



DELIVERABLES



INVESTMENT TO BE DISCUSSED

Deliverable	Tier 1 Investment	Tier 2 Investment	Tier 3 Investment
		State - QLD and Vic re below but only activated in that state	
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Zone Partnerships >>

Zone specific sponsorships are for those small regional business whose only interest is to the local area in which the zone is located. Zone specific sponsorships only allow for attendance at that particular zone event. Zone Sponsorships should not conflict with any National CMDA Sponsorships. Zone Sponsors cannot present at meetings if there is any national sponsor conflict. Zone sponsorships can be discussed directly with the Zone Committee. Who after consultation with Head Office will finalise the partnership.

Multi Zone Partnerships - Maximum of 3 adjoining zones >>

The Multi Zone Sponsorship (MZS) level sits above the base Local Zone Sponsorship (LZS) level, which is for businesses who only want to sponsor one local zone, and below the Trade Sponsorship (TS) level, which is a national reach tier that allows businesses to attend all CMAA Zones with limited deliverables.

The MZS level caters for local businesses that would like to be a sponsor of between 3 adjoining zones only and that do not have a national representation for their business (subject to evaluation).

The cost of MZS for a business would be \$1000 per adjoining Zone Each Zone President is responsible for ensuring that the MZS would contribute a \$1000 per calendar year sponsorship payment to their Zone, agreed in writing by both the business representative and Zone President, and payable to the Zone directly.

Each Zone President is to consult with either the CMAA Sponsorship Manager or CMAA Executive Officer regarding the eligibility of any potential MZS applicant prior to any commitment being made between the Zone and the applicant as a matter of protocol and corporate governance.

A MZS could present once annually at CMAA Zone events in the absence of a National, State Sponsor of the same topic/industry