



2026 CMDA *Sponsorship*

TAX DEDUCTABLE

The Club Managers' Association Australia (CMAA) 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 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



CMDA PARTNERSHIP OPPORTUNITIES

Club Management Development Australia (CMDA) is the education arm of the CMAA; providing financially and geographically accessible professional development and experiences to our Club Management diaspora and their staff is CMDA's primary goal. CMDA Sponsorship allows Industry Partners to develop relationships with the Club Industry's key 'decision-makers'. These Industry Partner contributions are used to subsidise our management training programs, conferences, and bursaries. 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.



HOSTPLUS

MAJOR PARTNER (EXCLUSIVE)

GAMING

FOOD, BEVERAGE & SUPPORT

FACILITY, OPERATIONAL,
CONSTRUCTION

FINANCE, LEGAL & INSURANCE

TECH, DIGITAL & MARKETING

EDUCATIONAL & DEVELOPMENT

WOHLSEN
—CONSULTING—

RESEARCH PARTNER (EXCLUSIVE)

Bronze

For small businesses only, where networking is a key strategy

- + Allows Industry Partners to purchase tickets to all zone events.
(Limited to 2 tickets max per event.)
- + 1 x ticket to the end-of-year sponsors appreciation luncheon
- + Acknowledgment at CMAA Head Office events by MC
- + Tickets can be purchased for Head Office events such as Mid-Year Managers Conference, Country Managers Conference and State Conferences.
(Limited to 2 tickets max per event.)

Please Note: Limitations apply. e.g no presentations or marketing material.

Investment is \$5,500+GST per annum, fully tax deductible

Silver

For Medium to growing businesses, where networking and marketing brand support for your business are a key strategy

- + Allows Industry Partners to purchase tickets to zone events
(Limited to 2 tickets max per event.)
- + 1 x complimentary ticket for Head Office events such as: Mid-Year Managers Conference, Country Managers Conference and State conferences. Two extra tickets can be purchased.
(excludes events combined with other associations, e.g. CCV, Clubs NSW, Clubs QLD).
- + 2 x tickets to the end-of-year sponsors appreciation luncheon
- + Marketing Material can be left out at all events e.g. banners, displays, and brochures.
- + 3-minute introduction to members after CMAA zone meeting
(max of 4 intros per meeting - first in, best dressed.)
- + Opportunity to present an education-based presentation to members
(negotiated with zone committees and Head Office.)
- + Invitation to relevant panel discussions if a higher tier cannot attend
- + Sharing news and offers on CMAA social media platforms (Facebook, LinkedIn, and Instagram.)
- + Some sharing of news and offers via email to members based on content - educational or special offers
- + Logo recognition on website
- + Acknowledgment at event attendances by MC/Facilitator

Investment is \$10,000+GST per annum, fully tax deductible

GOLD

For medium to large Businesses, for philanthropic networking and bespoke deliverables to suit your strategy. Available options are:

- + Allows Industry Partners to purchase tickets to zone events, unlimited tickets can be purchased.
- + Stand-alone email to members based on genuine members only offer or educationally based information
2-3 x complimentary tickets for Head Office events such as Mid-Year Managers Conference, Country Managers Conference and State conferences. Unlimited extra tickets can be purchased.
(excludes events combined with other associations, e.g. CCV, Clubs NSW, Clubs QLD).
- + Naming rights to various events (on discussion.)
- + 3-4 tickets to the end-of-year Sponsor's Appreciation Luncheon
- + Marketing material can be left out at all events, e.g. banners, displays, and brochures.
- + 5-minute introduction to members after CMAA zone meeting
(max of 4 intros per meeting first in)
- + Opportunity to present an education-based presentation to members
(negotiated with zone committees and Head Office.)
- + Invitation to relevant panel discussions
Sharing news and offers on CMAA social media platforms (Facebook, LinkedIn, and Instagram.)
- + Sharing of news and offers via email to members based on content - educational or special offers
- + Ability and support to host webinars for members
- + Targeted invitations to co-produced events (on discussion) e.g. luncheons with gaming managers
- + Logo recognition on website and events
- + Acknowledgment at all events by MC/Facilitator

Investment is bespoke to work with your objectives. From \$20,000

ZONE PARTNERSHIPS - For local business only

- + Zone-specific partnerships are for those small regional business whose only interest is to the local area in which the zone is located.
- + Zone-specific partnerships only allow for attendance at that particular zone event.
- + Zone partnerships should not conflict with any National CMDA Sponsorships.
- + Zone partners cannot present at meetings if there is any national sponsor conflict.
- + Zone partnerships 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 MZP level caters for local businesses that would like to be a sponsor of up to 3 adjoining zones only and that do not have a national representation for their business (subject to evaluation).
- + MZP can't conflict with National Sponsors of the Tier 2 and 3 levels- Subject to discussion and evaluation
- + The cost of MZP for a business would be \$1000 per Zone. Max 3 adjoining Zones
- + Deliverables vary pending zones.

THANK YOU

CONTACT



Chris Keeble

STAKEHOLDER ENGAGEMENT MANAGER

chris@cmaa.asn.au or 0418 970 963

Club Managers' Association

Phone (02) 9746 4199 • CMAA Care 1300 464 262

training@cmaa.asn.au • www.cmaa.asn.au

Facebook @clubmanagersassociationaustralia

Instagram @cmaaustralia