



2021 - CMDA INDUSTRY SPONSORSHIP PROSPECTUS

TAX DEDUCATIBLE



MAJOR PLATINUM PARTNER



CONTACT THE CMAA FOR MORE DETAILS

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Who we are:

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'. The CMAA has approximately 2,000 Members running clubs around Australia.

The CMAA provides members with:

- 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 Sponsorship offers Sponsors the opportunity to develop relationships with the Club Industry's key 'decision-makers'.

Membership is fully tax Deductable

Zone Sponsorship

- Zone specific sponsorships are for those small regional businesses 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 that fall within the Gold, Silver and Bronze Level. Discuss with Head Office.
- 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 Sponsorship Level

- 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 1-3 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 (this ensures the businesses that are at TS level are paying above the MZS fee and have the benefits of doing so of having a national zone reach).
- 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 or Trade Sponsor of the same topic/industry

CMDA Trade Supporter Level & Sole Traders

This level is primarily for small companies or Sole Traders

Payment is via Credit Card only. More detailed information about Conferences, Zone Meetings and all of the above can be found on our Website @ www.cmaa.asn.au

Unused deliverables cannot be rolled over to subsequent years. CMDA Sponsorship is fully Tax Deductable.

Bronze Sponsorship

Ideally suited to small to medium sized companies

Unused deliverables cannot be rolled over to subsequent years. CMDA Sponsorship is fully Tax Deductable.



BRONZE SPONSORSHIP



DETAILS

Zone events

Can attend any Zone social event. Tickets

to be purchased.

Monthly EDM

Monthly EDM to all CMAA members at approx 2,500 at time of print. Submissions should be a story, case study, educational matter or a special offer for CMAA members. What is needed.- a picture, your logo, a sentence or two with a link back to your website "

Social Media Posts on discussion

CMDA events

Opportunity to purchase tickets to Head Office CMAA events. Notices will be given. Limit of one person per event. Each event Individually discussed

1 ticket to the sponsors xmas appreciation luncheon and bursary awards. held last Friday in November

CMAA inventory

Company listed on CMAA website,

App and other collateral.

CMDA logo support



Please note the following limitations:
No marketing material to be left at any CMDA/CMAA event.
No presentation Opportunities

DETAILS

Zone Events

Can attend all zone events. Purchase of ticket required.

Can leave out marketing collateral. Side table at venue (Not on dinner tables).

Can offer brief product/service explanation. Pending zone time availabilities – 3 to 5 minutes. This is a first in best dressed situation.

Consideration is given to the level of sponsorship if many apply.

Mid Year Conference and Country Managers Conference

Registration for one person to attend the annual mid-year conference. and CMC . Extra tickets can be purchased at members price.

Includes social function.

Opportunity to showcase your marketing material.

Special Annual Presentation/ Awards Function Ceremony / Xmas Luncheon

Meet the Recipients/Managers who have been successful in obtaining bursary's and various other development offers to advance their career.

Invitation for one. Opportunity to purchase extra – amount will be confirmed

Summits & Workshops

Opportunity to set up a display booth at relevant summits and conferences. Pending venue space, subject and timetable. Limited to 2 per year.

1 seat at any 2 summits per year.

Monthly EDM

Monthly EDM to all CMAA members at approx 2,500 at time of print. Submissions should be a story, case study, educational matter or a special offer for CMAA members. What is needed.- a picture, your logo, a sentence or two with a link back to your website "

Social Media Posts on discussion

Logo Use

Full use of CMDA logo as a Bronze Sponsor.

Your logo, company profile/bio and link on website and other relevant CMAA material.

CMAA App inclusion.



Silver Sponsorship

Ideally suited to medium to large companies

Unused deliverables cannot be rolled over to subsequent years. CMDA Sponsorship is fully Tax Deductable.



SILVER SPONSORSHIP



DETAILS

Zone Events

Can attend all zone events. Purchase of ticket required.

Can leave out marketing collateral. Side table at venue (Not on dinner tables)

Can offer brief product/service

explanation. Pending zone time availabilities – 3 to 5 minutes. This is a first in best dressed situation. Consideration is given to the level of sponsorship if many apply.

Mid Year Conference and Country Managers Conference

Registration for two people to attend the annual mid-year conference. and CMC. Extra tickets can be purchased at members price. Includes social function for 2.

Opportunity to showcase your marketing material.

Opportunity to display banners in room

Special annual Presentation/ Awards Function Ceremony / Xmas Luncheon

Meet the Recipients/Managers who have been successful in obtaining bursaries and various other development offers to advance their career.

Invitation for 3

Join other national sponsors at this highly enjoyable social function.

Opportunity to purchase extra.

Summits, Workshops

Opportunity to set up a display booth at relevant summits and conferences. Pending venue space, subject and timetable.

2 seats at any 4 summits per year

Monthly EDM

Monthly EDM to all CMAA members at approx 2,500 at time of print Submissions should be a story, case study, educational matter or a special offer for CMAA members. What is needed.- a picture, your logo, a sentence or two with a link back to your website "

Social Media Posts on discussion

Logo Use

Full use of CMDA logo as a Bronze Sponsor.

Your logo, company profile/bio and link on website and other relevant CMAA material.

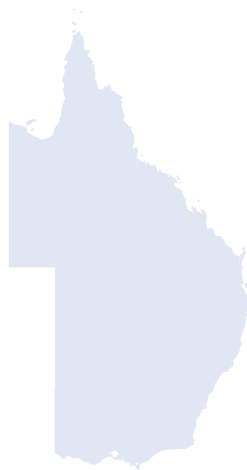
CMAA App inclusion.



Gold Sponsorship

Ideally suited to large, national or global companies

Unused deliverables cannot be rolled over to subsequent years. CMDA Sponsorship is fully Tax Deductable.



GOLD SPONSORSHIP



DETAILS

Zone Events

Can attend all zone events. Purchase of ticket required

Can leave out marketing collateral. Side table at venue (Not on dinner tables) Pull up Banners accepted

Can offer brief product/service explanation. Pending zone time availabilities – 3 to 5 minutes.

Mid Year Conference and Country Managers Conference

Registration for three people to attend the annual mid-year conference and CMC. Extra tickets can be purchased at member price.

Includes social function for 3.

Opportunity to showcase your marketing material.

Pull Up Banners in venue conference room

Special Annual Presentation/ Awards Function Ceremony / Xmas Luncheon

Meet the Recipients/Managers who have been successful in obtaining bursary's and various other development offers to advance their career.

Invitation for three.

Join other national sponsors at this highly enjoyable social function.

Summits, Workshops

Opportunity to set up a display booth at relevant summits and conferences. Pending venue space, subject and timetable.

Can attend any summit, conference or workshop of your choice for 2 people.

Monthly EDM

Monthly EDM to all CMAA members at approx 2,500 at time of print. Submissions should be a story, case study, educational matter or a special offer for CMAA members. What is needed.- a picture, your logo, a sentence or two with a link back to your website "

Social Media Posts on discussion

Logo Use

Full use of CMDA logo as a Gold Sponsor.

Your logo, company profile/bio and link on website and other relevant CMAA material.

CMAA App inclusion.



QLD State Sponsorship

For QLD based companies only

Unused deliverables cannot be rolled over to subsequent years. CMDA Sponsorship is fully Tax Deductable.



QLD STATE SPONSORSHIP



DETAILS

QLD Zone Events

Can attend all QLD zone events. Purchase of ticket required

Can leave out marketing collateral. Side table at venue (Not on dinner tables)

Can offer brief product/service explanation. Pending zone time availabilities – 3 to 5 minutes. This is a first in best dressed situation.

Special annual Presentation/ Awards Function Ceremony QLD

Meet the Recipients/Managers who have been successful in obtaining QLD bursary's and various other development offers to advance their career.

Invitation for two.
Opportunity to purchase extra

Gold Coast and Brisbane Race Day event

2 tickets to zone Race Day

QLD Summit or workshop

Ticket for one to Workshop. Includes social event

CMAA Mid Year Conference

Registration for 1

Monthly E-newsletter

Monthly EDM to all CMAA members at approx 2,500 at time of print Submissions should be a story, case study, educational matter or a special offer for CMAA members. What is needed.- a picture, your logo, a sentence or two with a link back to your website "

Social Media Posts on discussion

QLD Appreciation Christmas Luncheon/Dinner

Invitation for Two.
Join other national sponsors at this highly enjoyable social function.

National Xmas luncheon

1 Ticket to the Head Office xmas Sponsors appreciation Luncheon
Held in Sydney

Logo Use

Full use of CMDA logo as a QLD State Sponsor.

Your logo, company profile/bio and link on website and other relevant CMAA material.

CMAA App inclusion.

Extra's

Further donations and support can be negotiated direct with the Zones in QLD..
eg Individual bursary sponsorships etc.

Revenue to be paid directly to the Zone.

Sponsorship of races or other relevant events negotiated direct with Zones.



Victorian State Sponsorship

For VICTORIAN based companies only

Unused deliverables cannot be rolled over to subsequent years. CMDA Sponsorship is fully Tax Deductable.



VIC STATE SPONSORSHIP



DETAILS

VIC Zone Events

Can attend all VIC zone events. Purchase of ticket required

Can leave out marketing collateral. Side table at venue (Not on dinner tables)

Can offer brief product/service explanation. Pending zone time availabilities – 3 to 5 minutes. This is a first in best dressed situation.

Consideration is given to the level of sponsorship if many apply.

VIC Summit or workshop

Ticket for one to any 1 x VIC Summit or Workshop. Includes social event

CMAA National Mid Year Conference

Ticket and registration for 1.

Monthly E-newsletter

Monthly EDM to all CMAA members at approx 2,500 at time of print. Submissions should be a story, case study, educational matter or a special offer for CMAA members. What is needed.- a picture, your logo, a sentence or two with a link back to your website "

Social Media Posts on discussion

VIC Appreciation Christmas Luncheon or similar

Invitation for one.

Logo Use

Full use of CMDA logo as a VIC State Sponsor.

Your logo, company profile/bio and link on website and other relevant CMAA material.

CMAA App inclusion.

Extra's

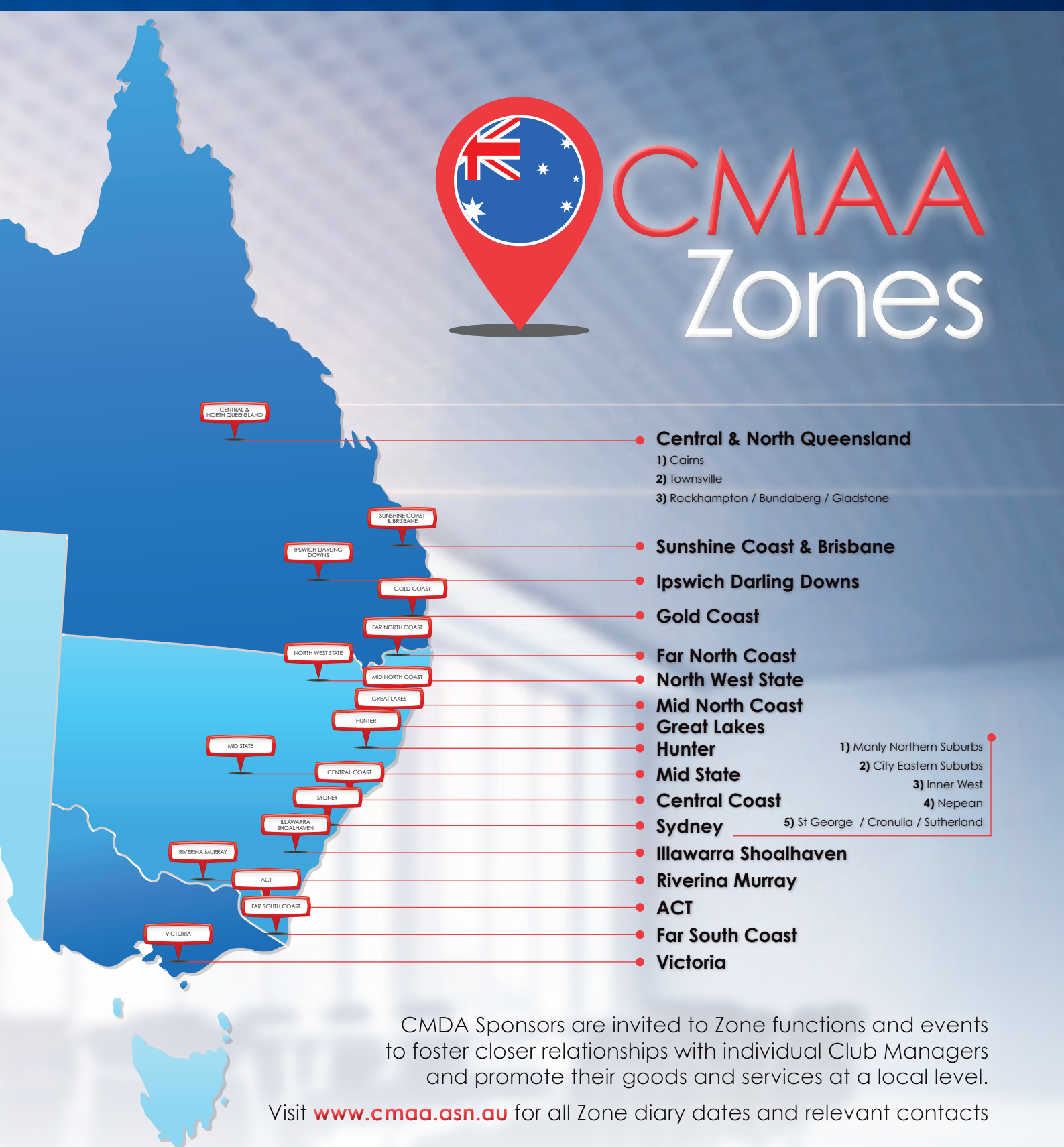
Further donations and support can be negotiated direct with the Zones.. eg Individual bursary sponsorships etc.

Revenue to be paid directly to the Zone.

Sponsorship of races or other relevant event outcomes.



CMAA Zones



Central & North Queensland

- 1) Cairns
- 2) Townsville
- 3) Rockhampton / Bundaberg / Gladstone

Sunshine Coast & Brisbane

Ipswich Darling Downs

Gold Coast

Far North Coast

North West State

Mid North Coast

Great Lakes

Hunter

Mid State

Central Coast

Sydney

Illawarra Shoalhaven

Riverina Murray

ACT

Far South Coast

Victoria

- 1) Manly Northern Suburbs
- 2) City Eastern Suburbs
- 3) Inner West
- 4) Nepean
- 5) St George / Cronulla / Sutherland

CMDA Sponsors are invited to Zone functions and events to foster closer relationships with individual Club Managers and promote their goods and services at a local level.

Visit www.cmaa.asn.au for all Zone diary dates and relevant contacts

CONTACT THE CMAA FOR MORE DETAILS

