



WORLD CONFERENCE & CLUB BUSINESS EXPO

FEBRUARY 24-28 • ORLANDO, FL

SPONSOR GUIDE

The Club Management Association of America (CMAA) World Conference and Club Business Expo is the nation's largest event for the club management industry, bringing together thousands of decision makers from some of the most prestigious clubs around the globe. Attendees participate in five days of educational programming, networking events, and the Club Business Expo.



**CLUB
MANAGEMENT
ASSOCIATION
OF AMERICA**

Room Drop

Welcome attendees back to their rooms one evening by having a treat waiting for them with your branding. This is a delicious way to get in front of all attendees.

(1 opportunity available) \$12,000



Ice Cream Social

To celebrate CMAA's record-breaking membership year, we will be hosting an ice cream social for all of our first-timers at conference. This is a great opportunity to network with CMAA's newest members while enjoying your favorite frozen treat. Sponsor signage and recognition included.

(1 opportunity available) \$4,500



Expo Bags

Reusable tote bags branded with your logo. These totes are used throughout the week to collect collateral; watch as your logo dances throughout the convention center and to networking sessions. Your logo will appear on one side of each bag.

(5 opportunities available) \$4,000



Charge and Chill Tables

Reach attendees who are power-users of their mobile devices by sponsoring a charge and chill table during the event. The charging tables with your company branding will be placed strategically in high traffic areas throughout the Gaylord Palms.

Locations: Education Areas
(5 opportunities available) \$3,000



Product Display

Showcase your products in a dedicated 5x7 space that is set off the expo floor so you can get double exposure. Included is a directional sign to your booth space so members know where to go to see even more of your great offerings.

(5 opportunities available) \$2,500 *Exhibitors only





GOLF TOURNAMENT

February 23, 2023

Participants in the annual Club Foundation Golf Tournament will be exposed to your logo and branding while having a fun day on the course! Proceeds from this tournament are used to support The Club Foundation as well as Tee It Up For the Troops.

Sponsor Opportunities include:

Title Sponsor (1 opportunity available) \$15,000

- Title Recognition
- Foursome in Tournament
- Lunch and Beverages on the Course
- Tee Gift
- Company Name and Logo on Program and Event Materials
- Speaking Opportunity during Welcome Announcements
- Sponsor Recognition during Post-round Reception by the Club Foundation Chairman
- Presence on Tee box
- Signage at Designated Tee Box

Tee Gift Sponsor (1 opportunity available) \$4,000

- Twosome in Tournament
- Lunch and Beverages on the Course
- Tee Gift
- Sponsor Recognition during Post-round Reception by the Club Foundation Chairman
- Company Name and Logo on Program and Event Materials
- Signage at Designated Tee Gift Area

Lunch Sponsor (1 opportunity available) \$4,000

- Twosome in Tournament
- Lunch and Beverages on the Course
- Tee Gift
- Sponsor Recognition during Post-round Reception by the Club Foundation Chairman
- Company Name and Logo on Program and Event Materials
- Signage at Designated Lunch Area

Beverage Station Sponsor (3 opportunities available) \$3,000

- Sponsor Recognition during Post-round Reception by the Club Foundation Chairman
- Company Name and Logo on Program and Event Materials
- Signage at Beverage Station

Hole In One Sponsor (1 opportunity available) \$1,000

- Logo signage at event
- Conference website acknowledgement

Hole Sponsor (11 opportunities available) \$750

- Hole signage
- Opportunity for up to two company representatives to cheer on participants and give away branded items at the sponsored tee box

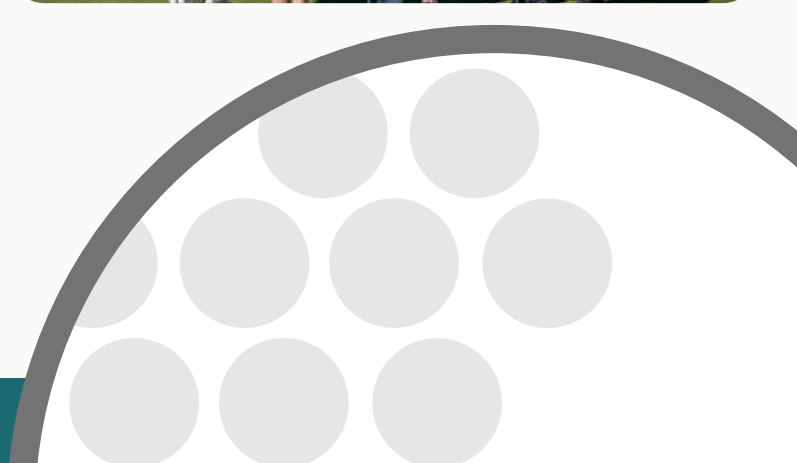
Contest Sponsors (5 opportunities available) \$500 each

Closest to the pin – unisex

Longest putt – M/W x2

Longest drive – M/W x2

- Logo Signage
- Highlighted as Contest Sponsor at tournament awards presentation





MORNING WORKOUTS

Show off your brand during our conference morning workouts and align your company with club fitness and wellness. Workouts are scheduled Friday-Sunday and on Tuesday from 6:30-7:30 a.m. at the Gaylord Palms Resort. Participants are provided a head-to-toe workout to get their blood and brain flowing before each day of education and networking.

The workout and your brand will be promoted in the Conference agenda, on social media, and in pre-conference communications.

What's Included:

- Space for workout
- Audio/Visual (wireless mic and speakers)
- Social media coverage of workout on CMAA channels (twitter and instagram)
- Opportunity to provide workout participants with a branded gift (towel, accessory, t-shirt, etc.)

INDIVIDUAL (4 OPPORTUNITIES AVAILABLE) \$1,500

PACKAGE \$3,000

Attach your company brand to this wellness-centric event that supports scholarships and grants of The Club Foundation. Always a popular event at the annual Conference, this year's ClubLove Fun Run/Walk travels a gorgeous five kilometers along the grounds of the beautiful Gaylord Palms Resort and Convention Center.

February 27 | Monday**6:30-7:45 a.m.****Title Sponsor (1 opportunity available) \$10,000**

- Logo on signage
- Mention of sponsorship/company name during the Closing Business Session
- Opportunity to give welcome/speak at beginning of event
- Logo on t-shirt
- Logo on Start/Finish banner
- Logo on conference website and event app

Awards Sponsor (1 opportunity available) \$2,500

Awards for multiple categories including for placement in age/gender categories.

- Logo on signage
- Mention of sponsorship/company name during the awards presentation
- Opportunity to assist during awards presentation
- Mention of sponsorship on event app

**Hydration/Refreshment Sponsor (1 opportunity available)
\$2,000**

- Logo on signage
- Opportunity to network with runners at the end of the race and distribute food and beverage
- Mention of sponsorship on conference website and event app

T-Shirt Sponsor (7 opportunities available) \$750

- Company logo placed on the back of the 2023 ClubLove Fun Run/Walk t-shirt



CMAA AFTER DARK

Party

OPEN AT 9:30PM

PERFORMANCE BY

KILLER KEYZ

MONDAY FEBRUARY 27

**GET YOUR COMPANY IN FRONT OF MEMBERS ONE LAST TIME BY SUPPORTING
THE LAST SOCIAL EVENT OF THE 2023 CMAA WORLD CONFERENCE**

Bar Sponsor (3 available) \$5,000

- Logo on event signage
- Logo listed on Conference Website
- Company name included on all sponsorship marketing material including social media
- Logo and thank you message included on electronic jumbo screen during the event
- Website/event app mention

Show Sponsor \$3,000

- Logo on event signage
- Logo listed on Conference Website
- Company name included on all sponsorship marketing material including social media
- Website/event app mention