

Join us

CORPORATE
PARTNERSHIP
OPPORTUNITIES



CMAC
Club Management Association of Canada

Who We Are

THE CLUB MANAGEMENT ASSOCIATION OF CANADA (CMAC) 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.

What We Do

We organize seminars, workshops and professional development opportunities; sustain two annual conferences; and promote information sharing and collaboration for our members through events, special interest groups and communications such as our member email list, social media and our magazine, Club Manager Quarterly. We also represent our members' interests as required by contacting government representatives and voicing our opinions about laws and regulations that will affect members and their clubs.

Part of CMAC's professional development is the certification program that leads to the Certified Club Manager (CCM) designation, a globally-recognized standard for professional club managers in Canada.



The Annual National Conference is three to four days long and offers quality education, the chance to network and the opportunity for profiling suppliers.



The Annual National Food and Beverage Management

Conference is attended by clubhouse managers, assistant general managers, food and beverage managers, chefs, sous-chefs, mid-level managers and some general managers. In addition to networking opportunities, the three-day conference offers sessions on food and beverage operations and sessions on all aspects of a club's operations for up and comers.



Club Manager Quarterly (CMQ) is distributed to CMAC members, club board members, industry partners and interested media outlets. It highlights current issues, industry trends and the work and accomplishments of members. It also offers visibility to CMAC members, their boards and others through the advertising program.



thecmac.ca offers information about club management and the association as well as resources, programs and services for members such as the position postings service and the online member directory.



The position postings service provides a listing of senior club management opportunities, accessible to members only. The online directory, listing member contact information, supports the networking activity that characterizes the association.



Our 11 branches across the country also provide networking, educational and professional development opportunities.

Conferences



The annual National Conference is attended by more than 125 full conference delegates and over 75 daily registrations, companions, guests and sponsors.



93% of 2021 National Conference attendees indicated the education program inspired change or reinforced their existing practice.



The annual National Food and Beverage Management Conference is attended by over 100 full conference delegates and over 40 daily registrants, guests and sponsors.



The 2021 National Food and Beverage Management Conference scored a 93% satisfaction rating amongst attendees with another 97% stating how important the conference was to helping achieve their networking and educational goals.

AT THE HEART OF WHAT CMAC DOES IS EDUCATION AND NETWORKING. CMAC PROVIDES PROGRESSIVE AND INDUSTRY-LEADING EDUCATIONAL PROGRAMS THAT PREPARE OUR MEMBERS TO ACHIEVE THE CERTIFIED CLUB MANAGER (CCM) DESIGNATION, THE HALLMARK OF PROFESSIONALISM IN CLUB MANAGEMENT.

JEFF GERMOND, CCM PAST PRESIDENT

CERTIFICATION

77	15	1
Certified Club Manager (CCM) designates	Certified Chief Executive (CCE) designates	Master Club Manager (MCM) designate

EDUCATION

117 non-certified members took at least one Business Management Institute (BMI) as of 2022.

SOCIAL MEDIA FOLLOWERS

1,800	837	717	271 LIKES	348 FOLLOWS

AS OF DECEMBER 2022

CLUB MANAGER QUARTERLY

4 issues per year

50+ articles

Our Members

Our members include general managers, chief operating officers, assistant general managers, clubhouse managers, golf superintendents, chefs, controllers, food and beverage supervisors, golf professionals, and students pursuing a career in club management. Our members work at private, semi-private and public golf clubs, country clubs, city clubs, faculty clubs and recreation and leisure clubs.



Total membership: approximately 600 members across Canada and internationally.



39% are in the most senior management position at their clubs.



87% of CMAC members are in management positions at their clubs and are responsible for business operations, including managing facilities, food and beverage, financial planning, capital projects, human resources, environmental stewardship, and governance, to name a few. These managers are involved in most, if not all, major purchases for their club.

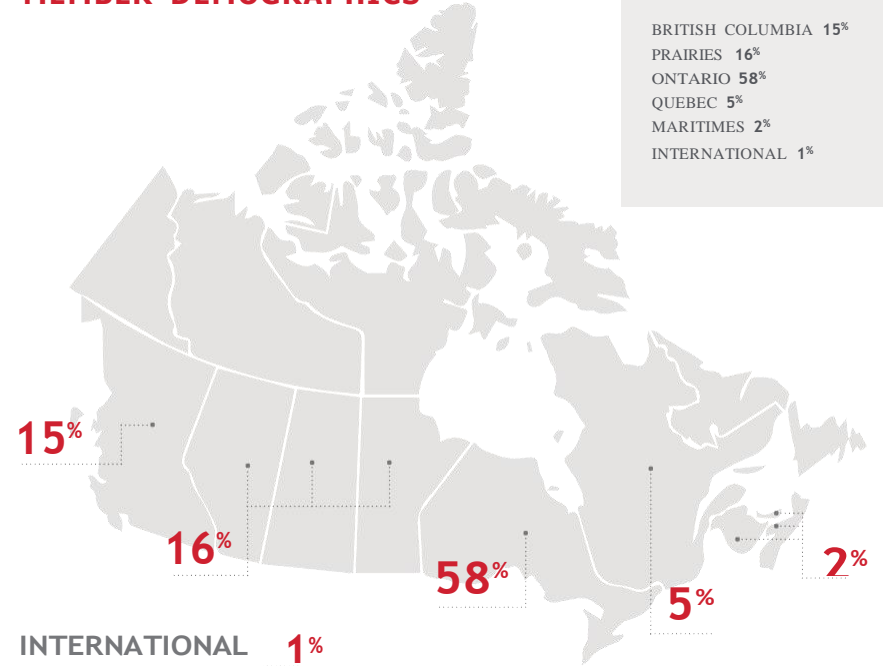


89% active member retention in 2020.



145 new members in 2022 compared to 42 new members in 2021.

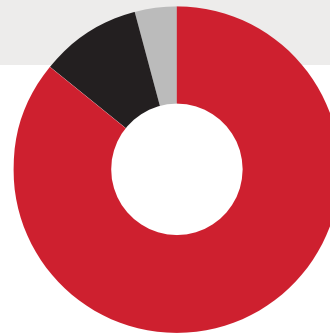
MEMBER DEMOGRAPHICS



INTERNATIONAL 1%

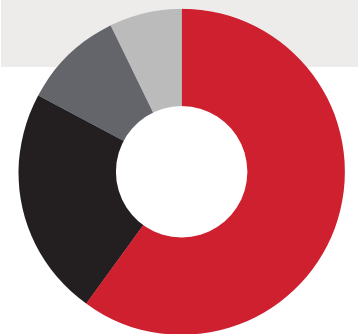
MEMBERS BY MEMBERSHIP CATEGORY

PROFESSIONAL 86%
COMMUNITY 10%
HONOURARY 4%



MEMBER CLUB BREAKDOWN

GOLF/COUNTRY CLUBS 60%
SPORT/FITNESS CLUBS 23%
CITY CLUBS 10%
RECREATION/LEISURE CLUBS 7%



OUR NAME HAS CHANGED TO MORE CLEARLY REPRESENT OUR VISION OF INCLUSIVITY AND DIVERSITY AS WE CONTINUE TO GROW. OUR OBJECTIVE IS TO REPRESENT EACH ONE OF OUR MEMBERS, REGARDLESS OF THEIR ROLE, TENURE, OR BACKGROUND IN THE CLUB MANAGEMENT INDUSTRY.

Why Partner With Us?

THIRTY-NINE PER CENT OF CMAC MEMBERS ARE IN THE MOST SENIOR MANAGEMENT POSITION AT THEIR CLUBS AND 48 PER CENT ARE MID- TO SENIOR-LEVEL MANAGERS.

By partnering with CMAC, you are in an ideal position to generate leads with key decision makers in the Canadian club industry.

Given their senior roles in around 300 clubs across Canada, CMAC members are responsible for all aspects of club functions including product/service selection, purchase authorization, quality control, budgeting and ensuring that their members benefit from professionalism and excellence in service. A message reaching these members means that you potentially reach over 500,000 club members.

Our goal is to create mutually beneficial, long-term partnerships with our corporate partners to collaborate and support the Canadian club management profession, together.

CMAC's corporate partnership program offers greater value by packaging existing marketing opportunities, including recognition at conferences, advertising in Club Manager Quarterly and visibility on the CMAC website and in the online directory. This is your opportunity to become more involved in the society, increase your profile and become a corporate partner and support the club management profession in Canada.

DID YOU KNOW?

30,000 people

Clubs in Canada employ more than 30,000 people in full- and part-time positions.

.5 M members

Clubs serve nearly half a million members annually.

\$125 M in taxes

Clubs generate over \$125 million in taxes, of which \$30 million is paid directly to communities.

\$17.5 M for charities

Clubs raise over 17.5 million for charities in Canada annually.

\$1 B annually

Gross revenues in clubs amount to over \$1 billion annually.

\$500 M local economies

Canadian clubs inject \$500 million into local economies.

CORPORATE PARTNERSHIP OPPORTUNITIES

We are dedicated to helping you get the most out of your corporate partnership with us. CMAC offers pre-designed packages or we are happy to work with you to create a unique, customized package that fits your company's goals and budget.

We offer meaningful visibility for your products and services to an engaged target market. Benefits can include:

Branding opportunities and recognition at our annual National Conference and annual National Food and Beverage Management Conference including ads in the program; your logo on signs and in PowerPoint presentations; the opportunity to address attendees; a display in the mini tradeshow; and more.

Messaging and branding opportunities on our website, email blasts, social media and our quarterly magazine, Club Manager Quarterly.

Conference passes, golf tournament entries and passes to the annual Western Regional Seminar.

Or bring us your ideas!

TYPICAL PARTNERSHIP PACKAGES

Corporate Partner Benefits		Platinum \$30,000/year Limited*	Gold \$22,000/year	
NATIONAL CONFERENCE	Conference passes	3	2	
	Golf tournament attendance <i>(when applicable)</i>	X	X	
	Logo and link on conference home and sponsor pages	X	X	
	Logo in the program identifying you as a corporate partner	X	X	
	Logo on every other page of the program	X	X	
	Ad in the program	Full page	Full page	
	Logo on all CMAC signs <i>(except golf tournament)</i> and PowerPoint recognition	X	X	
	Verbal and PowerPoint recognition	At least 3 times	At least 3 times	
	Opportunity to address delegates <i>(maximum 2 minutes)</i>	X	X	
	Promotional item in delegate bags	X	X	
	Tabletop display in mini trade show	X	X	
	CASL list of delegates	X	X	
	NATIONAL FOOD & BEVERAGE MANAGEMENT CONFERENCE	Conference passes	2	1
Logo and link on conference home page		X		
Logo and link on conference sponsor page		X	X	
Logo in the program identifying you as a corporate partner		X	X	
Ad in the program		1/2 page	1/4 page	
Verbal recognition		At least 2 times		
PowerPoint recognition		At least 3 times	At least 2 times	
Opportunity to address delegates <i>(maximum 2 minutes)</i>		X	X	
Promotional item in delegate bags		X	X	
Tabletop display in mini trade show		X		
CASL list of delegates		X	X	
NON-CONFERENCE		Logo and link on the CMAC website	X	X
		Use of the CMAC logo on your website	X	X
	Logo in online member directory	X	X	
	Ad in four issues of Club Manager Quarterly (CMQ) <i>(outside back and inside front and back offered on a seniority basis)</i>	Full page	1/2 page	
	One article submission to CMQ per year	X	X	
	One email broadcast to the CMAC membership per year	X	X	
	Social media recognition	X		
	Western Regional Seminar pass	X	X	

TYPICAL PARTNERSHIP PACKAGES

Corporate Partner Benefits		Silver \$15,000/year	Bronze \$10,000/year
AT ONE OF THE ANNUAL CONFERENCES	Conference passes	2	1
	Logo and link on conference home page	X	
	Logo and link on conference sponsor page	X	X
	Logo in the program identifying you as a corporate partner	X	X
	Ad in the program	1/2 page	1/4 page
	Logo affiliated with agreed-upon event in the program and on signs	X	X
	Verbal recognition at the affiliated event	At least 2 times	X
	PowerPoint recognition	At least 3 times	At least 2 times
	Opportunity to address delegates <i>(maximum 2 minutes)</i>	X	
	Promotional item in delegate bags	X	X
	Tabletop display in mini trade show	X	X
	CASL list of delegates	X	X
	AT ONE OF THE ANNUAL CONFERENCES	Conference passes	1
Logo on conference sponsor page		X	
Logo in the program identifying you as a corporate partner		X	
Logo affiliated with agreed-upon event in the program and on signs		X	
Verbal recognition at the affiliated event		X	
PowerPoint recognition		At least 2 times	
Promotional item in delegate bags		X	
NON-CONFERENCE	CASL list of delegates	X	
	Logo and link on the CMAC home page	X	
	Logo in online member directory	X	X
	Ad in four issues of Club Manager Quarterly (CMQ) <i>(outside back and inside front and back offered on a seniority basis)</i>	1/2 page x 2 1/4 page x 2	
One article submission to CMQ every second year	X		

*Only one company/supplier of a business type accepted as a Platinum Partner. A competing business may be accepted at another Corporate Partner level or as a Conference Sponsor at any level.

WE LOOK FORWARD TO PARTNERING WITH YOU. FOR MORE INFORMATION ON CORPORATE PARTNERSHIP OPPORTUNITIES CONTACT US.



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Our Partners Include

PLATINUM CORPORATE PARTNER



GOLD CORPORATE PARTNER



SILVER CORPORATE PARTNER





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