



CORPORATE PARTNERSHIP OPPORTUNITIES

The Canadian Society of Club Managers (CSCM) was founded in 1957 as the national professional society focused on promoting and developing the profession of club management in Canada. Our vision is to “create great clubs through excellence in professional club management”. Given their senior management roles in over 270 clubs across Canada, CSCM members represent and are responsible for significant revenues, staff, payroll and club members within the substantial club industry in Canada.

Membership

Of the over 550 members of CSCM, over **70% are from golf and/or country clubs**, 10% from city clubs, 7% from recreation and leisure clubs, and the remainder from a variety of sports, fitness, yachting, curling and other types of clubs.

Well over **50% of the members** are in the **most senior management position** at their clubs, that of the General Manager and/or Chief Operating Officer. They are responsible for the overall business operations including **making decisions on major purchases**.

Other members include mid to senior level managers: clubhouse, facility, food & beverage, membership and various other management positions.

What We Do

CSCM offers a range of services and programs for its members, programs and services that help develop their management skills and promote networking within the industry. Part of CSCM's Professional Development is the certification program that leads to the Certified Club Manager designation (CCM), a globally-recognized standard for professional club managers in Canada. Some of our programs include:

The Annual National Conference

Typically attended by more than 125 Full Conference delegates and another 75+ daily registrations, companions, guests and sponsors, this annual Conference of three to four days offers quality education, the chance to network and the opportunity for profiling suppliers to the club management industry.

The Annual National Food & Beverage Management Conference

This two-day event is attended primarily by Clubhouse Managers, Assistant General Managers, Food & Beverage Managers, chefs, sous-chefs, and mid-level managers. Some General Managers also attend. In addition to the networking opportunities that are provided, the education program includes sessions on food & beverage operations and those that will assist these up-and-comers to grow in their careers, to become more well-versed on all aspects of a club's operations.

Club Manager Quarterly (CMQ)

Our quarterly professional journal provides another source of education and the opportunity for visibility to CSCM members, their Boards and others through the advertising program.

www.cscm.org

The CSCM website offers information about club management and the Society as well as a range of resources, programs and services for members such as the position posting service, and an online member directory, all of which are well utilized by CSCM members and others looking for information on club management and the Society.

Social Media

CSCM has just recently developed a social media strategy and continues to refine and improve use of this marketing tool. Use of social media is now being included for the top-level partnership opportunities in the Corporate Partner program.

Online Directory

Published online, this listing of member contact information is accessed on a regular basis to support the significant networking activity that characterizes the Society. Key partner logos are listed here.

Building Corporate Relationships

CSCM members have a long history of successful business relationships with a broad range of suppliers to the club industry. As the operational decision makers in clubs, the members of CSCM are a key group for suppliers.

CSCM's Corporate Partnership program provides opportunities to foster a longer-term relationship with suppliers and offers greater value by packaging existing marketing opportunities (notably conferences) including advertising in CMQ and the online directory. This is your opportunity to become more involved in the Society, increase your profile and become a Corporate Partner in the Canadian club management industry.

With respect to recognition at Conferences, Corporate Partners will all be recognized relative to their Corporate Partnership.

A significant benefit is the opportunity to profile your corporate brand on the CSCM website with a link to your own corporate website – an opportunity to make your company highly visible to CSCM members and other visitors.

Key Contacts

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PLATINUM CORPORATE PARTNER

\$30,000 per year

National Conference benefits

- Recognition as a Platinum Corporate Partner
- 3 Full Conference registrations
- 2 entries into Conference golf tournament (if applicable)
- Logo and link on Conference home page
- Logo and link on Conference sponsor page
- Logo in both preliminary and final (printed) program identifying you as a Platinum Corporate Partner
- Logo on every other page of the final program
- Full page ad in the final program
- Logo on all Conference signs (excepting golf tournament) and PowerPoint slides
- Verbal and PowerPoint recognition a minimum of three times each
- Opportunity to speak to delegates as a group during the Conference (maximum of two minutes respectfully requested)
- Option to include a promotional item (brochure, flyer, “swag”) in delegate bags
- Option to participate in Conference table top displays (mini-trade show)
- List of Conference delegates

National Food & Beverage Management Conference benefits

- Recognition as a Platinum Corporate Partner
- 2 Full Conference registrations
- Logo and link on Conference home page
- Logo and link on Conference sponsor page
- Logo in preliminary and final (printed) program identifying you as a Platinum Corporate Partner
- ½ page ad in the final program
- Verbal recognition a minimum of two times
- PowerPoint recognition a minimum of three times
- Opportunity to speak to delegates as a group during the Conference (maximum of two minutes respectfully requested)
- Option to include a promotional item (brochure, flyer, “swag”) in delegate bags
- Option to participate in Conference table top displays (mini-trade show)
- List of Conference delegates

Non-Conference Benefits

- Corporate Profile (logo) on CSCM web site
- Link to company web site with CSCM identification logo use on company website
- Logo on the downloadable on-demand Member Roster
- One full page ad in each edition of Club Manager Quarterly (CMQ) (4 per year). Cover pages (outside back, inside front and back), offered on a “seniority” basis.
- Subscription to CMQ
- Option to submit one article per year for CMQ

- Option to request CSCM to broadcast one email to the CSCM membership message per year
- Opportunity to be included on CSCM social media channels
- One complimentary registration to the annual Western Regional Seminar
- Only one company / supplier of a business type will be accepted as a Platinum Partner (a competing business may be accepted at another Corporate Partner level or as a Conference sponsor at any level)

GOLD CORPORATE PARTNERSHIP

\$22,000 per year

National Conference benefits

- Recognition as a Gold Corporate Partner
- 2 Full Conference registrations
- 2 entries into Conference golf tournament (if applicable)
- Logo and link on CSCM web site Conference home page
- Logo and link on CSCM web site Conference sponsor page
- Logo in both preliminary and final (printed) program identifying you as a Gold Corporate Partner
- Logo on every other page of the final program
- Full page ad in the final program
- Logo on all Conference signs (excepting golf tournament) and PowerPoint slides
- Verbal and PowerPoint recognition a minimum of three times each
- Opportunity to speak to delegates as a group during the Conference (maximum of two minutes respectfully requested)
- Option to include a promotional item (brochure, flyer, “swag”) in delegate bags
- Option to participate in Conference table top displays (mini-trade show)
- List of Conference delegates

National Food & Beverage Management Conference benefits

- Recognition as a Gold Corporate Partner
- 1 Full Conference registration
- Logo on CSCM web site Conference sponsor page
- Logo in preliminary and final (printed) programs identifying you as a Gold Corporate Partner
- ¼ page ad in the final program
- Verbal recognition at the sponsored event
- PowerPoint recognition a minimum of two times
- Option to include a promotional item (brochure, flyer, “swag”) in delegate bags
- Option to participate in Conference table top displays (mini-trade show)
- List of Conference delegates

Non-Conference Benefits

- Corporate Profile (logo) on CSCM web site
- Link to company website with CSCM identification logo use on company web site

- Logo on the downloadable on-demand Member Roster
- One-half page ad in each edition of Club Manager Quarterly (CMQ) (4 per year)
- Subscription to CMQ
- Option to submit one article per year for CMQ
- Option to request CSCM to broadcast one email message to the CSCM membership per year
- One complimentary registration to the annual Western Regional Seminar

SILVER CORPORATE PARTNERSHIP

\$15,000 per year

Benefits at one of the annual national conferences

- **Recognition as a Silver Corporate Partner**
- 2 Full Conference registrations
- Logo and link on CSCM web site Conference home page
- Logo and link on CSCM web site Conference sponsor page
- Logo in preliminary and final (printed) program identifying you as a Silver Partner
- ½ page ad in the final program
- Logo affiliated with an agreed-upon event in the final program and on Conference signage
- Verbal recognition a minimum of two times and in conjunction with affiliated event
- PowerPoint recognition a minimum of three times
- Opportunity to speak to delegates as a group during the Conference (maximum of two minutes respectfully requested)
- Option to include a promotional item (brochure, flyer, “swag”) in delegate bags
- Option to participate in Conference table top displays (mini-trade show)
- List of Conference delegate

Benefits at one of the annual national conferences

- Recognition as a Silver Corporate Partner
- 1 Full Conference registration
- Logo on CSCM web site Conference Sponsor page
- Logo in preliminary and final (printed) programs identifying you as a Silver Corporate Partner
- Logo affiliated with an agreed-upon event in the final program and on Conference signage
- Verbal recognition in conjunction with affiliated event
- PowerPoint recognition a minimum of two times
- Option to include a promotional item (brochure, flyer, “swag”) in delegate bags
- List of Conference delegate

Non-Conference Benefits

- Logo on the downloadable on-demand Member Roster
- One-half page ad in two issues of CMQ per year and a one-quarter page ad in two issues of CMQ per year

- Logo on home page of CSCM website with link to company website
- Subscription to CMQ
- Option to submit one article every second year for CMQ

BRONZE CORPORATE PARTNERSHIP

\$10,000 per year

Benefits at one of the annual national conferences

- Recognition as a Bronze Corporate Partner
- 1 Full Conference registration
- Logo on CSCM web site Conference sponsor page
- Logo in preliminary and final (printed) programs identifying you as a Bronze Corporate Partner
- ¼ page ad in the final program
- Logo affiliated with an agreed-upon event in the final program and on Conference signage
- Verbal recognition in conjunction with the affiliated event
- PowerPoint recognition a minimum of two times
- Option to include a promotional item (brochure, flyer, “swag”) in delegate bags
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- Option to participate in Conference table top displays (mini-trade show)
- List of Conference delegates

Non-Conference Benefits

- Logo on the downloadable on-demand Member Roster
- Subscription to CMQ