



# **NEW ENGLAND CHAPTER**

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**CLUB MANAGEMENT  
ASSOCIATION OF AMERICA**

## **Sponsorship Program**

The New England Chapter of the Club Management Association of America (CMAA) is the original chapter of the CMAA and is the professional association for managers of private clubs. The New England Chapter is comprised of more than 200 members representing clubs in Maine, New Hampshire, Vermont, Rhode Island and Massachusetts. As one of CMAA's largest chapters, New England is very active and proud of the value of the education, networking and social opportunities offered and afforded to its members. The New England Chapter members manage clubs ranging from seasonal to year-round, golf to city to country clubs, member-owned to developer-owned, and everything in between.

## **Chapter Mission Statement**

The purpose of the New England Chapter is to provide consistently relevant and compelling education and social interaction that facilitates networking and mentorship amongst professionals connected with the management of clubs. Education is the backbone of the Association. Each year, the chapter holds quarterly meetings, spring and fall workshops as well as other events. The chapter provides education which is aligned with what CMAA deems as the ten competency areas of club management and meets requirements for certification.

The New England Chapter sponsorship program is a collaborative effort between the New England Chapter and a number of exclusive Partners that have demonstrated an interest in and support of the club industry. The program is intended to create a bridge between club management professionals and the companies most closely connected and committed to serving the industry. The sponsorship program provides your company the opportunity to participate at one of three sponsorship levels: Gold (three with category exclusivity), Silver (six) and Bronze.

The sponsorship program offers organizations year-round exposure to club management professionals in New England through sponsorship and marketing packages. In return, each supporting organization makes a commitment to provide the chosen level of monetary support to the Chapter. This support will enhance the quality education and programming offered to Chapter members and hospitality students within the New England Chapter of the Club Management Association of America.

**Gold Sponsorship**  
**\$10,000 per year**  
**Three available with Category Exclusivity**

**Communications**

- Highlighted as the “Featured Chapter Sponsor” on the New England Chapter website with link to company website
- Listed as a Gold Sponsor at all meeting registration tables
- Top placement on Chapter Social Media (Instagram, Facebook, Linked In)

**Events**

- Twice per year 15-minute company presentation at chapter education session
- New England Chapter Golf Tournament Two full foursomes (\$3000 value)
- Exclusive Invitation to the following Chapter Events (2 spots per company, additional fees apply):
  - Annual NECMA Wine Dinner
  - Annual NECMA Managers Golf Tournament
  - Annual NECMA Holiday Gala (when applicable)
  - Annual NECMA Summer Social (when applicable)
- Printed NECMA member directory with online access
- 1 full page marketing opportunity in the Tournament Brochure
- Recognition at all Chapter Business Meetings
- Table at New England Chapter Business Expo (\$750 value)
- Complimentary attendance at all chapter meetings
- Complimentary attendance for 6 people at the Chapter Social at CMAA World Conference
- Recognition at chapter Annual Meeting including displaying Company Name, Logo, Contact Information and Headshot for point of contact

**Silver Sponsorship**  
**\$6,000 per year**  
**Six Available**

**Communications**

- Highlighted as the “Featured Chapter Sponsor” on the New England Chapter website with link to company website
- Prominent placement on Chapter Social Media (Instagram, Facebook, Linked In)
- Listed as a Silver Sponsor at all meeting registration tables

**Events**

- Once per year 10-minute company presentation at chapter education session
- New England Chapter Golf Tournament One full foursome (\$1500 value)
- Exclusive Invitation to the following Chapter Events (2 spots per company, additional fees apply):
  - Annual NECMA Holiday Gala (when applicable)
  - Annual NECMA Summer Social (when applicable)
- ½ full page marketing opportunity in the Tournament Brochure
- Recognition at all Chapter Business Meetings
- Table at New England Chapter Business Expo (\$750 value)
- Complimentary attendance at all chapter meetings
- Complimentary attendance for 4 people at the Chapter Social at CMAA World Conference
- Recognition at chapter Annual Meeting including displaying Company Name, Logo, Contact Information and Headshot for point of contact

**Bronze Sponsorship**  
**\$3,000 per year**  
**Open Availability**

**Communications**

- Highlighted as the “Featured Chapter Sponsor” on the New England Chapter website with link to company website
- Listed as a Bronze Sponsor at all monthly meeting registration tables
- Placement on Chapter Social Media (Instagram, Facebook, Linked In)

**Events**

- Recognition at all Chapter Business Meetings
- Table at New England Chapter Business Expo (\$750 value)
- Complimentary attendance at all chapter meetings
- Complimentary attendance for 2 at the Chapter Social at CMAA World Conference
- Recognition at chapter Annual Meeting including displaying Company Name, Logo, Contact Information and Headshot for point of contact