

CMAA Connections

Strategic Partner Program

CMAA Strategic Partner Program

The CMAA Strategic Partner Program provides a valuable opportunity to partner with CMAA and maintain a strategic, consistent, high-profile presence with CMAA's members. Each sponsorship tier is tailored to maximize your ability to reach your audience and meet your company's bottom line objectives.

Strategic Partnership Plans:

1 Platinum - \$30,000/Year

- Sole presenting sponsorship of one year-round platform Sponsored platform component (limited to one (1) choice below):
 - CMAA Live Webinar Program - **Sold for 2021**
 - CMAA eLearning Program - **Sold for 2021**
 - CMAA Live Townhalls & Forums
 - CMAA Professional Construction Management (PCM) Program
 - CMAA Certified Construction Manager (CCM) Program
 - CMAA Construction Manager-in-Training (CMIT) Program

Sponsored platform components include:

Sole promotional rights around sponsored platform
Logo on electronic promotional materials and signage
Logo on sponsored platform webpages within CMAA website
Sponsor logo on collateral around sponsored platform
Verbal recognition by CMAA representative (when appropriate)

- Digital Retargeting (CMAA website visitors): 10 Months | Impressions: 100,000
- Cross-listing of Sponsored Content in both the MCX and the CMAA APP 6x/Year (video or article)
- Virtual Sponsor Demo 2x/year
- Logo or display ad on the CMAA homepage and additional pages throughout the site
- Logo on Strategic Partnerships recognition page
- CMAA Strategic Partner Logo
- Ability to include one (1) question into CMAA Member Survey or Conference Evaluation Survey
- Exclusive Strategic Partner Summary of CMAA Member Survey or Conference Evaluation Survey
- Two (2) invitations to CMAA Board Receptions
- Unlimited CMAA Associate Memberships (if applicable)
- Dedicated CMAA account executive to facilitate relationship
- Sponsorship fulfillment report detailing results/status of commitment

2 Gold- \$20,000/Year

- Sole presenting sponsorship of one year-round platform Sponsored platform component **(limited to one (1) choice below)**:
 - CMAA Live Webinar Program - **Sold for 2021**
 - CMAA eLearning Program - **Sold for 2021**
 - CMAA Live Townhalls & Forums
 - CMAA Professional Construction Management (PCM) Program
 - CMAA Certified Construction Manager (CCM) Program
 - CMAA Construction Manager-in-Training (CMIT) Program

Sponsored platform components include:

Sole promotional rights around sponsored platform
Logo on electronic promotional materials and signage
Logo on sponsored platform webpages within CMAA website
Sponsor logo on collateral around sponsored platform
Verbal recognition by CMAA representative (when appropriate)

- Digital Retargeting (CMAA website visitors): 5 Months | Impressions: 80,000
- Cross-listing of Sponsored Content in both the MCX and the CMAA APP 4x/Year (video or article)
- Virtual Sponsor Demo 2x/year
- Logo or display ad on the CMAA homepage and additional pages throughout the site
- Logo on Strategic Partnerships recognition page
- CMAA Strategic Partner Logo
- Unlimited CMAA Associate Memberships (if applicable)
- Dedicated CMAA account executive to facilitate relationship
- Sponsorship fulfillment report detailing results/status of commitment

3 Silver - \$15,000/Year

- Digital Retargeting (CMAA website visitors): 5 Months | Impressions: 80,000
- Cross-listing of Sponsored Content in both the MCX and the CMAA APP 2x/Year (video or article)
- Virtual Sponsor Demo 1x/year
- Logo or display ad on the CMAA homepage and additional pages throughout the site
- Logo on Strategic Partnerships recognition page
- CMAA Strategic Partner Logo
- Unlimited CMAA Associate Memberships (if applicable)
- Dedicated CMAA account executive to facilitate relationship
- Sponsorship fulfillment report detailing results/status of commitment