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 Certified Construction Manager (CCM) Program
     - CMAA Professional Construction Management (PCM) Program
     - CMAA Construction Manager-in-Training (CMIT) Program
   - 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
   - Unlimited CMAA Associate Memberships (if applicable)
   - Dedicated CMAA account executive to facilitate relationship
   - Sponsorship fulfillment report detailing results/status of commitment

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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)
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 Certified Construction Manager (CCM) Program
  - CMAA Professional Construction Management (PCM) 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

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