2021 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
     - CMAA eLearning 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
CMAA Connections

**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
  - CMAA eLearning 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

**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

For questions please **Contact Us**