

CMAA Connections

Focus21

Focus21



April 12-15, 2021
Online

Sponsorship Opportunities

CMAA Focus21 is a suite of four, virtual events each focused on one of the four stages or roles within the profession: students; early-career professionals; professional CMs and CCMs leading teams, projects, or programs; and senior executive leaders. Our spring conference will include Plenary Session & Keynotes, Educational Sessions, Live Community Conversation, CMAA Member Forums and Live Sponsor Demos.

Previous CMAA National Event Sponsors Include:



Highlights



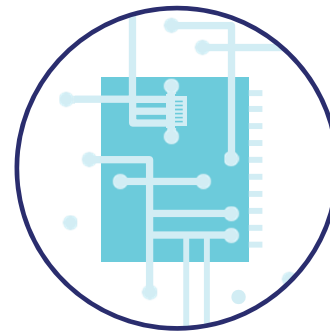
**1 Week > 4 Conferences
Something for Everyone!**



**Thought-Provoking Plenary
Sessions & Keynotes**



Live Educational Sessions



**Live Community
Conversations**



CMAA Live Town Hall



**Sponsor Demos
and Forums**



Sponsorship Packages



LEVEL FEATURES	★Gold \$7,500	★Silver \$5,500
Logo/Link Focus21 Conference Platform	Yes	Yes
Banner Ad on CMAA Focus21 Website Page 250x250	2	1
Logo/Link CMAA Focus21 Website page	Yes	Yes
Logo/Link CMAA Focus21 Marketing Emails	Yes	Yes
Recognition throughout Focus21 Conference	Yes	Yes
Full-Conference Registration Tickets*	3*	3*
Sponsor Demo Session	Yes**	No
Sponsor Company Page on Conference Platform	Yes	Yes
Company Representatives on Conference Platform	5	2
Playlist (# of Media Items)	5	2
Leads & Stats Dashboard	Yes	Yes
Pre-Arranged Roundtable Meetings	Yes	Yes

*Registration Tickets Includes:

- 1 ticket to Future Leaders
- 1 ticket to Critical Path Professionals
- 1 ticket to Senior Leaders Summit

Gold Sponsorship Packages: Pick 1

- Plenary Session & Keynote (3 Sponsors total)
 - Educational Sessions (5 Sponsors total)
 - Live Community Conversations (3 Sponsors total)
- **Gold Level Sponsors have the option to host a Live 1-Hour Sponsor Demo during the conference. There are 7 Slots total and is on a First Come/First Serve Basis**

Silver Sponsorship Packages: Pick 1

- CMAA Member Forums (3 Sponsors total)
- Daily Opening Communications (4 Sponsors total)
- Daily Closing Communications (4 Sponsors total)
- Live Town Hall (1 Sponsor total)
- Virtual Reception (1 Sponsor total)

All Sponsor Packages (with the exception of the Silver CMAA Membership Forum) allow you the option to create a 1-minute video that will play before the start of your session or in daily communications
Sponsorship packages are assigned based on the date the signed agreement received.

Conference Add-On: Sponsor Digital Retargeting Campaign

Get exclusive direct access to Focus21's website visitors and retarget them with your company's ads that will showcase your brand, services, and products anywhere they visit online.

- 25,000 Impressions
- 1-Month Duration
- Trackable Impressions
- Audience Reporting

Cost: +\$1,500 to the Gold or Silver Sponsorship Package

Questions?

Please contact Michelle Anysz at 703-995-7384 or manysz@cmaanet.org