



STRATEGIC PARTNER PROGRAM

Face-to-face and digital opportunities to reach your target audience. Each sponsorship tier is tailored to maximize your brand visibility and meet your company's bottom line objectives.

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. Partnerships can also be customized to include CMAA conferences.



PLATINUM \$30,000

Sole presenting sponsorship of a CMAA year-round program platform.

CHOOSE ONE PLATFORM:

~~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

EXCLUSIVE BENEFITS AS A PLATFORM SPONSOR:

- ✓ 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)

MORE PLATINUM TIER BENEFITS:

- ✓ Digital Retargeting (CMAA website visitors): 10 Months | 100,000 impressions
- ✓ 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 Partner 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

GOLD \$20,000

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MORE GOLD TIER BENEFITS:

- ✓ 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 Partner 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

- ✓ 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 Partner 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

QUESTIONS?

Please contact Michelle Anysz, Director of Business Development, at 703-995-7384 or manysz@cmaanet.org