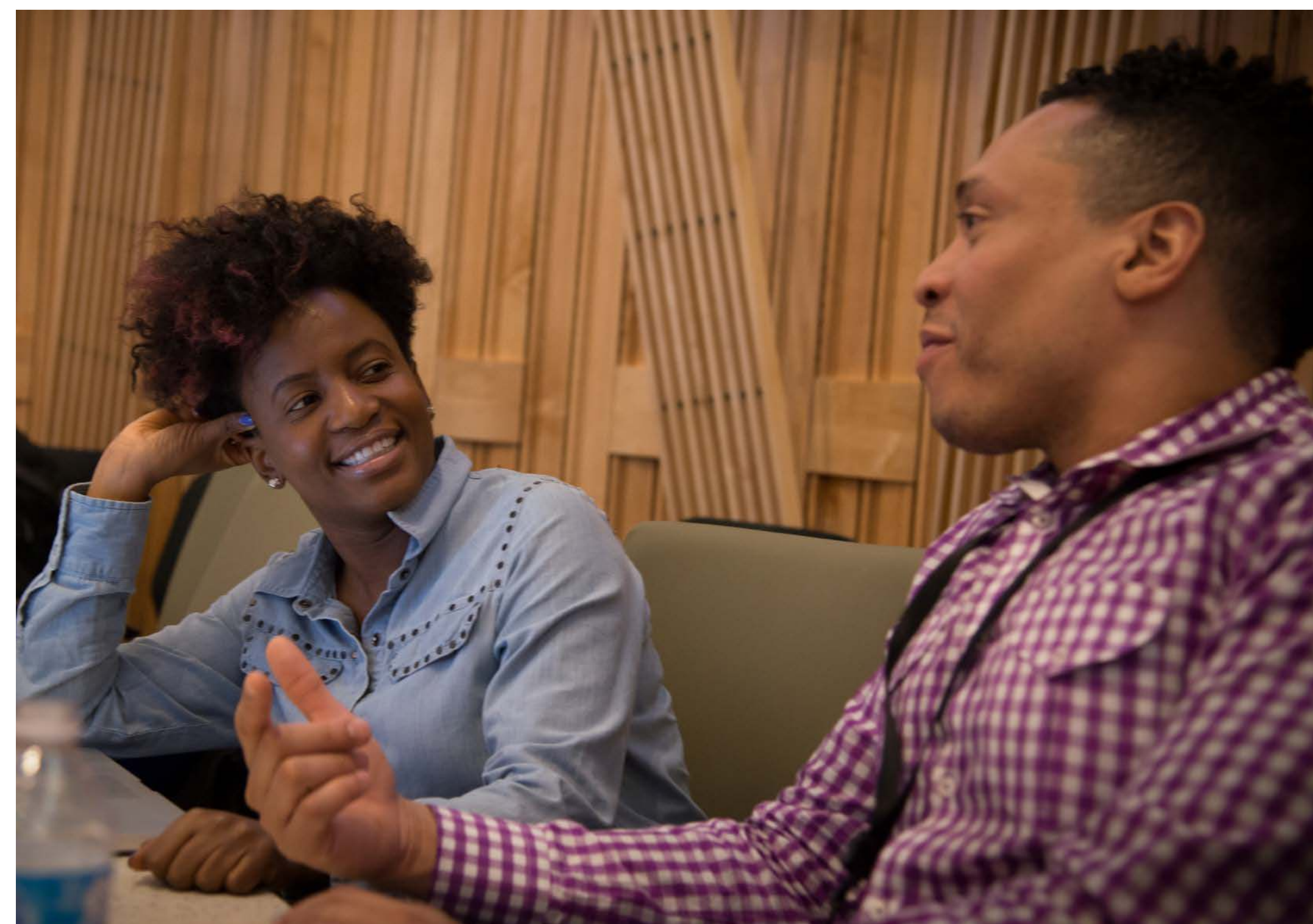




# PARTNERSHIP BENEFITS



To apply for CMMA Partnership visit: [cmma.org/apply](https://cmma.org/apply)



## PARTNERSHIP BENEFITS

### What is CMMA?

Since 1946, the Communications Media Management Association (CMMA) has been the premier not-for-profit professional development organization, dedicated to providing the nation's top media managers with the tools they need to thrive in today's world.

### Who are the members?

CMMA is made up of media managers from corporations, education, not-for-profit, government, and faith-based organizations. Each manages in-house media creation, development, and production operations ranging from video production, in-plant print facilities, audiovisual services, intra- and internet design/development, media streaming, social media, presentation technology, videoconferencing, and more.

### Why Should Your Company Become a Partner?

From an ROI perspective, the members of CMMA are the leaders within their companies who recommend services, approve equipment purchases, and develop the core strategy for media production. They have a collective purchasing power of over \$140M/year for equipment/infrastructure purchases and nearly \$160M/year for contracted services.

In terms of prospective business, our members have strongly indicated that they prefer working with a CMMA Partner company and 87% report that they have included a CMMA Partner company in an RFI/RFP in the past year.

### What is a CMMA "Partner"?

CMMA does not treat their industry Partners like a vendor. CMMA is all about relationships. Our members want to learn from you, in turn, provide feedback on needs and future capabilities. It is truly a partnership, not a vendor/customer relationship.

Unlike tradeshow and exhibit organizations like NAB or InfoComm, CMMA engages with its industry Partners in ways that are mutually beneficial. Partner participate with our members in discussions, networking, sharing of expertise and planning/purchasing discussions.

Partners join the members for our national conferences, and local and regional meet-ups to discuss latest trends, show off products and services relevant to our members, and create deep and lasting relationships among members and industry colleagues.

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## PRESIDENT'S CIRCLE PARTNERSHIP

\$7,500/yr

All benefits of Silver Circle and Gold Circle Partnerships **PLUS**:

- Six annual product or service announcements to the membership per calendar year
- Sponsor Naming Rights on CMMA Media Manager's Podcast on an equal, rotating basis with other President's Circle Partners
- Sponsorship and attendance of up to 3 representatives at CMMA Regional meetings
- 1st opportunity to sponsor up to 2 Metro Meet-up events per year
- 2 Complimentary registrations for the CMMA National Conference\* \*\*
- 3 Additional National Conference registrations at the regular member price\* \*\*
- 1st choice of location for exhibit display table at the CMMA National Conference
- Up to a 5-minute live presentation or pre-produced video, multi-media, or live presentation in front of the attendees at the National Conference
- Opportunity for exclusive sponsorship of major pre-conference events or social activities during the conference
- Complimentary branded sponsorship of a meal, event, segment or gathering during the National Conference
- 1st Opportunity for exclusive branded underwriting of a keynote or featured speaker at the National Conference including branded video playback on CMMA.org for 2 years
- Logo and link to your website included in CMMA email blasts, member, and prospect communications
- Prominent inclusion in CMMA conference marketing materials and electronic program guide
- Direct email and phone access to the President and Executive Director of CMMA

## GOLD CIRCLE PARTNERSHIP

\$5,200/yr

All benefits of Silver Circle Partnership **PLUS**:

- Access to all member contact and demographic information
- Prominent branding on the CMMA homepage
- Four annual product or service announcements to the membership
- Cross-promotion of Partner-hosted or CMMA-hosted virtual events
- Rotating "voiced promotions" embedded in the CMMA Media Manager's Podcast
- Digital and End of Show credit sponsorship on the CMMA Media Manager's Podcast. Listed as a show sponsor on all digital hubs (podcast page, emails, any podcast platforms that allow for sponsor listings) for the program as well as rotating sponsorship mentions at the end of the podcast
- 2nd opportunity to sponsor up to 2 Metro Meet-up events per year
- 2nd choice of location for exhibit display table at the CMMA National Conference
- 2 Additional National Conference registrations at the regular member price\* \*\*
- Up to a 3-minute pre-produced video or multi-media presentation to be shown during the plenary session at the National Conference
- Logo and link to your website included in CMMA email blasts, member, and prospect communications
- Inclusion in CMMA conference marketing materials
- Opportunity for shared, branded underwriting of a keynote or featured speaker at the National Conference including video playback for 2 years
- Direct email access to the President and Executive Director of CMMA

## SILVER CIRCLE PARTNERSHIP

\$3,200/yr

- Access to membership email distribution list
- Representation of brand and product/service description on the Partner page of CMMA.org
- Two annual product or service announcements to the membership
- Contribute articles, white papers, or industry announcements via CMMA social media channels
- CMMA or Partner initiated press releases shared with all CMMA members
- Sponsorship and attendance of up to 2 representatives at CMMA Regional meetings
- Opportunity to sponsor one Metro Meet-up event each year
- Assigned exhibit display table in the Partner area at the CMMA National Conference
- 1 Complimentary registration for the CMMA National Conference\* \*\*
- 1 Additional National Conference registrations at the regular member price\* \*\*
- Inclusion in CMMA conference program guide
- Copy of National Conference attendee list with email addresses
- Opportunity for sponsorship of a pre-conference event or social activity during the conference
- Direct email and phone access to the Executive Director of CMMA

\* Complimentary and paid conference registrations include the President's Opening Reception (hors d'oeuvre's and beverages), breakfast and lunch on Monday and Tuesday, snacks and beverages at the Bijou Content Experience Showcase, beverages and snacks during conference breaks, and food, beverages, and entertainment at the President's Dinner on Tuesday night.

\*\* Conference registration is valued at the regular member rate of \$995/person.

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# PROVIDING MEDIA MANAGERS THE TOOLS THEY NEED TO MEET THE LEADERSHIP CHALLENGES OF THE FUTURE.

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