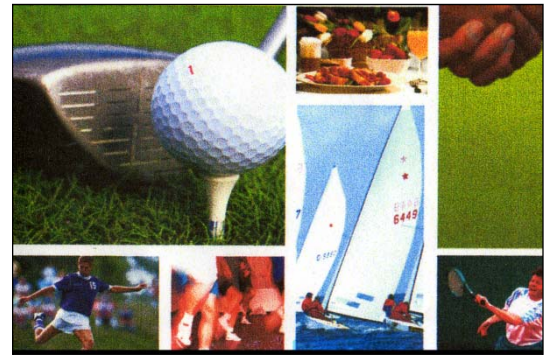




# CLUB MANAGERS ASSOCIATION OF EUROPE



## Corporate Partners Programme

This document outlines the potential benefits for a CMAE Corporate Partner. By working closely with our industry brand leaders, we can communicate with, educate and provide support to club managers throughout Europe, keeping them updated with news and developments in the trade.

## CMAE Overview

The *Club Managers Association of Europe* (CMAE) is a non-profit making professional association with members involved in the management of sports clubs (golf, tennis, sailing, rowing, rugby, football, cricket), health & fitness clubs, leisure, city and dining clubs located throughout Europe. We are an independent organisation owned by its members and we have established a close strategic alliance with the *Club Managers Association of America* (CMAA) and other industry associations, sports governing bodies and governmental organisations.

In addition, the CMAE is the pan-European 'unifying' organisation for a variety of national professional associations for club managers and club secretaries. National associations can affiliate to the CMAE, thereby giving their membership access to the CMAE education programme and other CMAE and CMAA international activities and events. Together with our partners, we represent a network of over 6,500 club management professionals in 26 countries of Europe and the Middle East.

## CMAE Education Programmes

At the core of CMAE activity is education. Members are actively encouraged to participate by attending locally organised professional development seminars and workshops, and thereby earning credits towards the *Certified Club Manager (CCM)* status, recognized by employers around the world as the benchmark qualification in club management.

## Corporate Partners

The CMAE invites companies in the sports and leisure industry to become CMAE Corporate Partners and support our vision and ambition to create this pan-European education programme for club managers. By doing so, companies will have the opportunity to develop relationships with CMAE members and others in the industry, grow awareness of their brands and benefit from a joint association.

There are four levels of support:

- CMAE Premier Corporate Partner
- CMAE Corporate Partner
- CMAE Official Supplier
- CMAE Conference Supporting Sponsor

The benefits associated with each of these levels are detailed overleaf.



## CMAE Conferences

The CMAE organises two conferences each year:

- **CMAE European Conference on Club Management** – In Feb/March each year, this conference is an educational event open to everyone in the club management industry
- **CMAE Leadership in Education Conference** – In November/December each year, this conference is for delegations of the leaders from all of our affiliate partners and regions, the national club managers associations from each country.

## European Club Education Foundation

This charitable Foundation has been set up by the CMAE to raise funds for investment in education programmes for club managers, and to provide scholarships, bursaries etc... for the industry. A percentage of all Corporate Partners fees will be allocated to the ECEF, please ask for details.



## Corporate Partnership Fees 2012

In return for a minimum contribution of €1,500 per year, we will be pleased to negotiate a package of benefits that will be provided to our Corporate Partners. Here are some examples below:

Benefit	Note	Premier Corporate Partner	Corporate Partner	Official Supplier	Conference Supporting Sponsor
Logo will be featured on the CMAE:		Website Newsletters Brochures Press Releases Conf. material	Website Newsletters Brochures Conf. material	Website Newsletters Conf. material	Conference material only
Use of CMAE logo		Yes	Yes	Yes	No
Seminar Places		8 per year	2 per year	Optional extra	Optional extra
Associate Membership		4 memberships	2 memberships	1 membership	Optional extra
CMAE European Conference on Club Management (Feb/Mar)	1	Display Booth and Delegate Place included (Premium location)	Display Booth and Delegate Place included (Secondary location)	Display Booth and Delegate Place included (Secondary location)	Display Booth and one delegate place included for ONE of these two events
CMAE Leadership in Education Conference (Nov/Dec)	1	Display Booth and Delegate Place included (Premium location)	Display Booth and Delegate Place included (Secondary location)	Delegate Place included	
Access to Clubs	2	Yes – 4 Executives	Yes – 2 Executives	Yes – 1 Executive	No
Newsletter Articles and/or case studies	3	4 per year	2 per year	1 per year	No
E-Mailshots to CMAE members	4	2 per year	1 per year	No	No
<b>Guide Price</b>		<b>€15,000</b>	<b>€10,000</b>	<b>€5,000</b>	<b>ECCM - €2,000 LEC - €1,500</b>

### Notes:

- 1: Exhibition booth is floor space only in the lobby of the conference, where delegates network. The delegate place is registration only, and does not include travel and accommodation expenses.
- 2: As a CMAE Associate Member, you will be welcomed at all clubs where CMAE members are working. Use of club facilities are subject to availability and services will be provided at member's guest rates
- 3: These articles and/or case studies will be included in the CMAE e-newsletter and stored on the CMAE website
- 4: Mailshots will be administered by the CMAE – costs of postage, labels and printed material are not included

PLEASE NOTE: The CMAE cannot guarantee exclusivity in sector to any Corporate Partner in any new agreements.

## CMAE Club Networker – Electronic Newsletter

The CMAE publishes and distributes the monthly e-newsletter 'Club Networker', which is sent to CMAE and affiliates, industry partners and the media. CMAE Corporate Partners will have the opportunity to submit feature articles about their company, products, services or people, for inclusion in the newsletter at an agreed date.

## CMAE Website – [www.cmaeurope.org](http://www.cmaeurope.org)

As an Associate Member of the CMAE, our Corporate Partners are able to login into the members-only part of the CMAE website, and communicate with CMAE members through our 'Search' facility in our Members List, and participate in our CMAE members-only business networking group on LinkedIn.



## For further information, contact

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