

## CONSTRUCTION MANAGEMENT ASSOCIATION OF AMERICA (CMAA)

Construction Management, or CM, is a service that uses specialized, project management techniques to manage the planning, design, and construction of a project, from its beginning to its end. The purpose of CM is to control a project's time, cost and quality. CM is compatible with all project delivery systems, including design-bid-build, design-build, CM-at-Risk and Public Private Partnerships. No matter the setting, a CM's responsibility is to the owner, and to a successful project.

The Construction Management Association of America (CMAA) is an industry association dedicated to the practice of professional construction management. CMAA represents more than 16,000 members including federal/state/local government and private sector owners, construction consultants, technology suppliers, academia, and legal organizations all with a common goal: to improve our nation's infrastructure. Construction Managers adhere to CMAA's Construction Management Standards of Practice, which establishes industry standards of service and serves as a guide to the range of services that constitute professional construction management.

## CMAA NORTHERN CALIFORNIA CHAPTER

The Northern California Chapter's mission is to promote and encourage the growth and development of Construction Management (CM) as a professional service, and to enhance the quality of the CM practice at the regional level. Proceeds from all programs go to a scholarship fund to help local Rising CMs through their education.

### Geographic Reach

The Northern California construction industry, from the Bay Area to the Greater Sacramento region, and from San Luis Obispo up to the Oregon border.

**1318** Nor Cal Chapter Members

**50%** PM/CM Firm members

**15%** Owners

**14%** General Contracting Firm Members

**16%** A/E firms

**5%** Student Members

### Event Participation

**125+** Average Attendees for Programs

**100+** Average Attendees for Education Events

**50+** Average Attendees for Owners Events

**20+** Average Attendees for Emerging Professionals Events

**70+** Average Attendees for CCM Workshop Events

**35+** Average Attendees for CODE Events

**230+** Average Attendees for Awards Gala

**144** Attendees for Golf Tournament (Typically Sells Out)

### Digital Reach

**4,600+** Mailing List Recipients

**300+** Website Page Views per month

**600+** LinkedIn Followers

**300+** Instagram Followers

### Events Per Year

**Up to 9 Programs** (in-person or webinars)

**Up to 6** Education Events (in-person or webinars)

Up to 3 CODE Events

**Up to 4** CCM/Professional Development Events (2 in-person and 2 webinars)

**Up to 2** CMIT workshops

**Up to 2** Project Tours

**Up to 1** in-person CMIT/Emerging

Professionals Social Event per year

**Up to 2** Student Services/Scholarships Events per year (including Student Chapter meetings and Industry Speakers series)

**Up to 2** Holiday Mixers per year

**Up to 1** Membership Mixer

**Annual Special Events include the Awards Gala and Golf Tournament**

**MEGA & COMMITTEE SPONSORSHIPS**

**Annual Mega Sponsor – \$15,000 (Limit 1 per calendar year, Jan through Dec)**

*Ideal for showcasing your firm's commitment to the Construction Management industry at large.*

Logo premier placement on the CMAA NorCal Chapter website

- Recognition as the "Annual Mega Chapter Sponsor" at the CMAA Annual Project Awards and Student Scholarships Gala
- Recognition in social media (LinkedIn, Instagram) with link to company website once each quarter
- 2 complimentary registrations to every CMAA NorCal event
- 1 guaranteed seat at the head table, for in-person CMAA NorCal events
- Pre-event networking with Speakers, if applicable
- Logo premier placement in the event e-blasts and introduction slides
- Opportunity to provide promotional items as event giveaway
- 1-2 minute opportunity to speak during the event introductions at 4 Programs or Education Events a year
- Opportunity to assist with program development\* for Programs or Education Events (meet regularly with Sponsorship Chair to suggest topics and speakers, and participate in committee preparation of appropriate events)
- Opportunity to email firm information to CMAA for distribution to attendees after each event.

*\*NOTE: To adhere with CMAA Nor Cal's charter and associated goals, programs must highlight Owner capital improvement plans and moderators must be a CM or market/topic related industry expert.*

**Annual CODE Sponsor – \$10,000 (Limit 1 per calendar year, Jan through Dec)**

CODE Events – up to 3 per year

*Ideal for showcasing your firm's commitment to supporting Small, Local, and Disadvantaged Businesses in our industry. The CODE (Creating Opportunities for Diversity and Equity) Committee is dedicated to helping develop and provide resources for these businesses.*

Logo premier placement on the CMAA NorCal Chapter website

- Recognition as the "Annual CODE Chapter Sponsor" at the CMAA Annual Project Awards and Student Scholarships Gala
- Recognition in social media (LinkedIn, Instagram) with link to company website once each quarter
- 1 complimentary registration to every CMAA NorCal event (2 complimentary registrations for CODE Events)
- 1 guaranteed seat at the head table, for in-person CMAA NorCal CODE Events
- Pre-event networking with CMAA NorCal CODE Event Speakers, if applicable
- Logo premier placement on CMAA NorCal CODE event introduction slides
- Opportunity to provide promotional items for CMAA NorCal CODE event giveaways

**CMIT/Emerging Professionals and CCM/Professional Development Committees Sponsor – \$5,000**

CCM/Professional Development Events – up to 2 in-person events and 2 webinars per year

CMIT/Emerging Professionals Events – up to 2 CMIT workshops, 2 project tours, and 1 in-person social events per year

*Ideal for showcasing your firm's commitment to industry leadership, professional development, and recruitment and retention efforts.*

1 complimentary registration each to 2 CMAA NorCal Program or Education Events of your choice

- Logo placement on the CMAA NorCal Chapter website as Sponsor for the CMIT/Emerging Professionals and CCM/Professional Development Committees
- Recognition in social media (LinkedIn, Instagram) with link to company website once during the year
- 1 complimentary registration to every CMIT/Emerging Professionals and CCM/Professional Development Committee Event
- Logo placement on CMIT/Emerging Professionals and CCM/Professional Development Committee Event introduction slides, if applicable
- Opportunity to provide promotional items for Committee Event giveaways



**CCM/Professional Development Lunch 'N Learn Sponsorship - \$300 each (2 per year)**

- 1 complimentary registration to the Lunch 'N Learn
- Logo on the event webpage
- Logo on event e-blasts
- Logo on event signage

**University/College Chapter Sponsor – \$1,000 each University/College, or \$6,000 for all**

Student Services/Scholarships Events – up to 2 events per year, including Student Chapter meetings and Industry Speakers series

*Ideal for showcasing your firm's commitment to the youth interested in our industry. University/College Chapters include CSU Cal Poly San Luis Obispo, CSU Chico, CSU East Bay, CSU Fresno, CSU Sacramento, CSU San Jose, UC Davis, Stanford University, and City College San Francisco.*

- Logo placement on the CMAA NorCal Chapter website as the University/College Chapter Sponsor
- Recognition in social media (LinkedIn, Instagram) with link to company website once during the year
- 1 complimentary registration to Student Services/Scholarships Events
- Logo placement on Student Services/Scholarships Event introduction slides, if applicable
- Opportunity to provide promotional items for University/College Chapter and/or for Student Services/scholarships Event giveaways
- Firm name included in plaques given to the Scholarship recipients
- If sponsoring all University/College Chapters for \$6,000, 1 complimentary registration each to 2 CMAA NorCal Program or Education Events of your choice

**Membership Sponsor – \$5,000**

*Ideal for showcasing your firm's commitment to our members and industry leadership.*

- Logo placement on the CMAA NorCal Chapter website as Committee Sponsor
- Recognition in social media (LinkedIn, Instagram) with link to company website once during the year
- 1 complimentary registration each to 2 CMAA NorCal Program or Education Events of your choice
- 2 complimentary registrations to the CMAA NorCal Membership Mixer
- Logo on the CMAA NorCal Membership Mixer webpage
- Logo on CMAA NorCal Membership Mixer e-blasts
- Logo on CMAA NorCal Membership Mixer signage
- Opportunity to provide promotional items for Membership Mixer giveaways
- Recognition in social media (LinkedIn, Instagram) with link to company website post-event

**Website and Social Media Sponsor – \$1,000**

*Ideal for showcasing your firm's commitment to our members and your recent high-profile project.*

- Logo premier placement on the CMAA NorCal Chapter website
- Recognition in social media (LinkedIn, Instagram) with link to company website once during the year
- Project profile in social media (LinkedIn, Instagram) showcasing project photo, brief firm/project description, and a link to company website once during the year

*\* For Small, Local, and Disadvantaged Businesses: Sponsorships may be discounted by 50% upon the presentation of your M/W/S/D/DVBE certification from any California agency, subject to availability and the approval of the Executive Board.*



**IN-PERSON PROGRAMS & EDUCATION EVENTS**

*Programs – up to 9 per year  
Education Events – up to 6 per year*

**Platinum – \$1,000 (Limit 1 per event)**

- 2 complimentary registrations to the event
- 2 guaranteed seats at the head table
- 1-2 minute opportunity to speak during the event introductions
- Pre-event networking with Speakers, if applicable
- Logo premier placement in the event introduction slides
- Opportunity to provide promotional items as event giveaway
- Opportunity to assist with program development \*(work with the committee to develop the topic, identify and invite speakers, and participate in committee preparation of the event)
- Opportunity to staff 1 person at event registration table
- Company name on the event webpage
- Logo premier placement on the event e-blasts

**Gold – \$500 (as available)**

- 2 complimentary registrations to the event
- 1 guaranteed seat at the head table
- Logo in the event introduction slides
- Opportunity to provide promotional items as event giveaway
- Company name on the event webpage
- Logo on the event e-blasts

**Silver – \$250 (unlimited)**

- 1 complimentary registration to the event
- Small logo in the event introduction slides
- Company name on the event webpage
- Small logo on the event e-blasts

*\*NOTE: To adhere with CMAA Nor Cal's charter and associated goals, programs must highlight Owner capital improvement plans and moderators must be a CM or market/topic related industry expert.*



**WEBINAR PROGRAMS & EDUCATION EVENTS**

*In lieu of In-Person Events, depending on current policies surrounding health and safety  
Programs – up to 9 per year  
Education Events – up to 6 per year*

**Platinum – \$750 (Limit 1 per event)**

- 2 complimentary registrations to the event
- 1-2 minute opportunity to speak during the event introductions
- Logo premier placement in the event introduction slides
- Opportunity to assist with program development\*(work with the committee to develop the topic, identify and invite speakers, and and participate in committee preparation of the event)
- Company name on the event webpage
- Logo premier placement on the event e-blasts

**Gold – \$350 (unlimited)**

- 2 complimentary registrations to the event
- Logo in the event introduction slides
- Company name on the event webpage
- Logo on the event e-blasts

**Silver – \$150 (unlimited)**

- 1 complimentary registration to the event
- Small logo in the event introduction slides
- Company name on the event webpage
- Small logo on the event e-blasts

**HOLIDAY MIXERS**

**Bay Area or Sacramento - \$500 each**

- 2 complimentary registrations to the event
- Logo on the event webpage
- Logo on event e-blasts
- Logo on event signage
- Recognition in social media (LinkedIn, Instagram) with link to company website post-event

**SPECIAL EVENTS**

*Special Events throughout the year include the Awards Gala in the Spring and the Golf Tournament in the Summer. Information on Sponsorship Levels for Special Events will be made available as soon as possible, as the Events get closer.*

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