



Canadian Society of Club Managers

CORPORATE PARTNERSHIP OPPORTUNITIES 2009

*"50 Years of creating great clubs through excellence in
professional club management"*



CANADIAN CLUB INDUSTRY FACTS

Clubs in Canada employ more than 30,000 people in full and part-time positions.

General Managers and/or senior managers in the club are responsible for the management of human resources in the clubs. Conservative figures from our survey of club managers indicate that clubs employ more than 30,000 individuals on a full-time, part-time and seasonal basis, and annually spend over \$425 million in payroll.

Clubs serve nearly 1/2 million members annually;

Clubs are membership driven organizations and, for the most part, the General Manager will report to a volunteer Board comprised of club members. Clubs provide direct member services, that is, most members will receive their services on the premises. Through our members, more than 400,000 individuals receive these services annually

Gross revenues in clubs are over \$1 billion annually;

Most clubs have a variety of sources of revenue, including member dues, food and beverage revenues, green fees, and the sale of products and services directly to their members. The Society estimates that gross revenues for all clubs were in excess of \$1 billion in 2001.

Canadian clubs inject \$500 million into local economies;

No club in Canada operates independently from the community in which it exists. Not only has our survey indicated that club members come from the surrounding community, in many cases, so do the suppliers and service providers to the clubs. Our survey indicated that in 2001, more than \$500 million worth of supplies and services were purchased directly from the community in which the club operated.

Clubs generate \$125 million in taxes, of which \$30 million is paid directly to communities;

Tax rules vary across Canada and between communities. However, our survey found that in 2001, of those communities where a local or property tax is paid, local clubs contribute over \$30 million. We also project that clubs pay over \$72 million in Goods and Services Taxes to the federal government and over \$22 million in provincial taxes. Clubs in Canada are good corporate citizens.

Clubs raise over \$17.5 million for charities in Canada;

Finally, clubs raise over \$17.5 million dollars for Canadian charities, either directly through their members or indirectly through events held in the club setting.

CSCM: THE SOCIETY

The Canadian Society of Club Managers (CSCM) was founded in 1957 as the national professional society focused on promoting and developing the profession of club management in Canada. Our vision is to “create great clubs through excellence in professional club management.” Given their senior management roles in over 300 clubs across Canada, CSCM members combined represent and are responsible for significant revenues, staff, payroll and club members within the already substantial and growing club industry in Canada.

Of the 500 members of CSCM, over 70% are from golf and/or country clubs, 10% from city clubs, 7% from recreation and leisure clubs, and the remainder from a variety of sports, fitness, curling and other types of clubs.

CSCM offers a range of services and programs for its members. The following may be of particular interest to those organizations who support clubs.

The Annual National Conference

Attended by more than 200 delegates and companions annually, the conference offers quality education, the chance to network and the opportunity for profiling suppliers to the club management industry through the sponsorship program.

Club Manager Quarterly (CMQ)

With a growing circulation of close to 700, our quarterly professional journal provides another source of education and the opportunity for visibility to CSCM members, their Boards and others through the advertising program.

National Web site (www.cscm.org)

The CSCM Web site offers information about club management and the Society as well as a range of resources, programs and services for members including an on-line discussion forum, resource library, position postings, and an on-line member directory, all of which are well utilized by CSCM members and others looking for information on club management and the Society.

CSCM Annual Member Roster

Published in the spring annually, this listing of member contact information travels widely with members and accessed on a regular basis to support the significant networking activity that characterizes the Society. This is another opportunity for significant visibility for advertisers.



BUILDING CORPORATE RELATIONSHIPS

CSCM members have a long history of successful business relationships with a broad range of suppliers to the club industry. As the operational decision makers in clubs, the members of CSCM are a key group for suppliers.

For many years now, CSCM as an organization has enjoyed successful relationships with many suppliers through sponsorship opportunities provided by the national conference, and advertising opportunities in our journal (*Club Manager Quarterly*) and the Member Roster.

Looking ahead to the future, CSCM is continuing to build programs and services for its members to achieve its vision of creating great clubs through excellence in club management. As it considered strategies for augmenting the resources needed for these programs, it also considered how it could enhance the value it could offer its corporate friends.

CSCM has therefore developed a “Corporate Partnership” program which will provide opportunities to foster a longer term relationship with suppliers, one that will offer greater value to those organizations by “packaging” the existing sponsorship opportunities.

Our “Partnership Program” will offer these suppliers the opportunity to become more involved in the Society, increase their profile and become Corporate Partners in the club management industry. The following pages outline the various levels of partnership which include the benefits conference sponsorship and advertising in the journal and Member Roster have to offer. However the most significant addition is the opportunity being offered to Corporate Partners only for profiling your corporate brand on the CSCM Web site and link to your own corporate Web site – an opportunity that makes these organizations highly visible to CSCM members and other visitors to the site.

We hope that you will consider the following options and we would be pleased to discuss them further with you. Please contact the CSCM Executive Director at the CSCM National Office:

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CORPORATE PARTNERSHIP OPPORTUNITIES

The following Partnership Levels are available with corresponding benefits:

Exclusive Corporate Partnership (1 only)

\$20,000 / year

\$35,000 / 2 years

- ◇ Platinum level of conference sponsorship benefits
- ◇ Corporate Profile (logo) on CSCM Website
- ◇ Link to company website with CSCM identification logo use on company website
- ◇ Full page ad on outside back cover of the annual Member Roster
- ◇ One (1) outside cover ad in each edition of CMQ (4 per year)
- ◇ Corporate profile and logo identification in CSCM membership promotional materials

Elite Corporate Partnership (5 only)

\$12,500 / year

\$20,000 / 2 years

- ◇ Gold level of conference sponsorship benefits
- ◇ Full page ad in Member Roster
- ◇ one 1/2 page ad inside front or inside back cover in each issue of CMQ (4 per year)
- ◇ Ad on home page of CSCM website with link to company website

Distinguished Corporate Partnership (10 only)

\$7,500 / year

\$10,000 / 2 years

- ◇ Silver level of conference sponsorship benefits
- ◇ 1/2 page ad in CSCM Member Roster
- ◇ One 1/4 page ad in each edition of CMQ (4 per year)



Options for Conference 2009 Events or Products to Sponsor

Gain exposure and benefits by selecting items that will bring you up to a Platinum -, Gold -, Silver -, or Bronze level sponsorship level

Platinum Sponsor

\$10,000

Gold Sponsor

\$6,000

Silver Sponsor

\$4,000

Bronze Sponsor

\$3,000

Choose from the following Conference events or products – see the following pages for details of each event and the benefits attached.

Conference Events

Opening Reception \$5,000
 Opening Ceremonies & Awards \$4,000
 Club Tours \$5,000
 President's Ball \$6,000
 Companion Program \$5,000

Catering, Entertainment & Refreshment Breaks

Closing Brunch \$4,000
 Hospitality Suite *SOLD*
 Conference Breakfasts 3 @ \$2,000
 Delegates' Lunches 3 @ \$3,000
 Bus Transportation to all Events \$4,000
 Registration Desk \$4,000

Education

Opening Keynote Presentation \$5,000
 Education Sessions 5 @ \$1,500 per session

Signage/Conference Material

Delegate bags \$3,500
 Lanyards for Name Badges \$3,000
 USB Flash Drives \$3,500

Golf Tournament

Golf Tournament \$6,000
 Golf Holes (18) \$500 per hole
 Food Stations (2) \$1,500

Corporate Advertising Opportunities

Insert in Delegate Bag \$500 per item
 Table top Displays \$1,000 (*unless entitled to this as a benefit for other purchases*)

