

Associate Partners receive year-round benefits

- Acknowledgment as Associate Partner in digital *News & Views* newsletter under Associate Partner Spotlight (minimum once annually)
- Knowledge Sharing interview opportunity on *CMUA Water & Power Leadership* podcast Standard listing in *CMUA Annual Membership Directory* (print and digital)
- Standard listing in *CMUA Annual Buyer's Guide* (print and digital)
- Discounted ad placement in *CMUA Annual Membership Directory* (print and digital) Subscriptions to weekly digital *News & Views* newsletter (unlimited)
- Subscription to *CMUA Annual Membership Directory* (print and digital)
- Listing on CMUA website with link to company URL
- Opportunity to sponsor/speak with a CMUA Knowledge Sharing Webinar (single or series)
- Letter of introduction to member key decision-makers (one time only and at time of joining)

Become a CMUA Sponsor to expand your reach and get more leads

| BENEFITS | SILVER \$4,000 7 AVAILABLE | GOLD \$7,000 5 AVAILABLE | DIAMOND* \$10,000 1 AVAILABLE |
|---|----------------------------------|--------------------------------|-------------------------------------|
| GENERAL | | | |
| Upgraded listing and full page ad in <i>CMUA Annual Membership Directory</i> and <i>Buyer's Guide</i> | | | ✓ |
| 1/2 page ad in <i>CMUA Annual Membership Directory</i> and <i>Buyer's Guide</i> | | ✓ | |
| CAPITOL DAY | | | |
| One (1) live or pre-recorded company message opportunity for delivery during event | | | ✓ |
| Company logo on luncheon table top cards | | | ✓ |
| Sponsor provided brochure or flyer distributed at Capitol Day | | | ✓ |
| Full member contact list for pre-event marketing opportunities | | | ✓ |
| Recognition as Sponsor in post-event sponsored email sent to Capitol Day attendees (minimum one edition and as space permits) | | ✓ | ✓ |
| Attendee mailing list provided post event | | ✓ | ✓ |
| Company representative(s) identified as Sponsor on event name badge | ✓ | ✓ | ✓ |
| Recognition as Sponsor on digital and print promotional materials (pre-selected), event signage, and event landing page | ✓ | ✓ | ✓ |
| Company promotional item and/or brochure placed in event portfolio (media by sponsor) | ✓ | ✓ | ✓ |
| Recognition as Sponsor in targeted email(s) to CMUA members and stakeholders (number of opportunities based on event partner level) | 1 | 3 | 6 |
| Complimentary 2025 Capitol Day Registration (includes event hosted meals and programs) | N/A | 1 | 2 |

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|--|----------------------------------|--------------------------------|-------------------------------------|
| ANNUAL CONFERENCE | | | |
| Company logo placement at each onsite registration kiosk (vinyl decal) | | | ✓ |
| Company logo and placecard on select event meal table top cards | | | ✓ |
| Branded conference materials portfolio | | | ✓ |
| Complimentary full page ad in conference program | | | ✓ |
| Sponsor a Utility Leader - underwrite full conference registration for one (1) utility general manager/utility director/executive level staff member | | | ✓ |
| Full member contact list for pre-event marketing opportunities | | | ✓ |
| Company logo on conference portfolio | | ✓ | ✓ |
| Complimentary Sponsor Vendor Showcase table | | ✓ | ✓ |
| Recognition as Sponsor in post-event sponsored email to Annual Conference attendees and in CMUA News & Views newsletter (minimum one edition and as space permits) | | ✓ | ✓ |
| Complimentary 1/2 page ad in conference program | | ✓ | |
| Two (2) live or pre-recorded company message opportunity during event | | | ✓ |
| One (1) live or pre-recorded company message opportunity for delivery during event | | ✓ | |
| One (1) pre-recorded company message opportunity for delivery during event | ✓ | | |
| Company promotional item and/or brochure placed in conference portfolio (media provided by Sponsor) | ✓ | ✓ | ✓ |
| Company representatives identified as Sponsor on event name badge | ✓ | ✓ | ✓ |
| Recognition as Sponsor in all promotional materials, event signage, and event landing page | ✓ | ✓ | ✓ |
| Attendee mailing list provided post event | ✓ | ✓ | ✓ |
| Sponsored Digital and/or print promotional message/materials distributed to CMUA members and stakeholders (number of opportunities based on event partner level) | 1 | 3 | 6 |
| Complimentary Annual Conference Full Registration Package (includes all CMUA hosted meals and events. Does not include CMUA Golf Tournament) | 1 | 2 | 3 |

*A credit equal to one (1) year's Associate Partner annual dues (\$800 or \$2,000 pre-determined by business size and type) is included in this level of sponsorship. If you are an existing Associate Partner, you must be in good standing to receive the dues credit which will be applied to the following year's dues and is not transferable to an existing balance due (example: if you sign up in 2024, credit will be applied to 2024-2025 dues)

