

2024



# CMTA

CALIFORNIA MANUFACTURERS & TECHNOLOGY ASSOCIATION

**SPONSORSHIP PROSPECTUS**

# 2024 CALENDAR OF EVENTS

**March 05**

**Women MakingCA Event**  
Kimpton Sawyer Hotel, Sacramento

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**March 27-28**

**Annual Board & Membership Meeting**  
Parker Hotel, Palm Springs

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**June**

**Board Member Meeting**  
Sacramento

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**June 5**

**California Aerospace Day**  
Aerospace Museum, Sacramento

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**Sept. - Oct.**

**Coolest Thing Made in California Contest**  
Statewide

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**October**

**2nd Annual MakingCA Conference**  
Sacramento

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**October**

**3rd Annual CMTA Foundation Golf Tournament**  
Valley Hi Country Club, Elk Grove

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**October**

**Board Member Meeting**  
TBD

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# TITLE OPPORTUNITIES

Become a leading sponsor of CMTA's events. These are high-visibility events reaching thousands of manufacturing professionals. Dates and times of events are subject to change.

**Gold, Silver & Bronze Level Sponsorships apply to Women MakingCA (March) Event AND MakingCA Conference (October).**

*\*Additional sponsorship opportunities are available upon request.  
Contact Ananda Rochita, [arochita@cmta.net](mailto:arochita@cmta.net) for more information.*

<b>SPONSOR BENEFITS</b>	<b>GOLD LEVEL \$10,000</b>	<b>SILVER LEVEL \$7,000</b>	<b>BRONZE LEVEL \$5,000</b>
Complimentary Event Tickets	10 to each event	7 to each event	5 to each event
Company Recognition on Press Releases	X		
Reserved Seating at Events	X	X	
Brand Recognition on CMTA Social Media	X	X	X
Company Logo on All Event Signage	X	X	X
Verbal Recognition at all Events	X	X	X



# CMTA

## Annual Board & Membership Meeting



2024 SPONSORSHIP OPPORTUNITIES



## ABOUT PARKER PALM SPRINGS

The beautiful and historic Parker Palm Springs is the backdrop of CMTA's Annual Board & Membership Meeting in March. This iconic property has attracted Hollywood icons for decades and was previously owned by Gene Autry. The lush 13-acre property provides an opportunity for our members to connect and network before and after events.



## 2024 SCHEDULE

**Wednesday, March 27** | Golf Networking Event & Welcome Reception at Parker Hotel in Palm Springs

**Thursday, March 28** | Annual Membership Meeting & Board Meeting at Parker Hotel in Palm Springs  
*(Includes lunch and dinner)*

# SPONSORSHIP OPPORTUNITIES

BENEFITS	TITLE \$25,000	WELCOME RECEPTION \$15,000	LUNCH \$10,000	GOLF PACKAGE \$7,000	SILVER \$5,000	BRONZE \$3,000
Sponsorships Available	Limit 1	Limit 1	Limit 1	Limit 2	No Limit	No Limit
Tickets to Golf Event	2	2	2	4	1	2
Hotel	2-night stay for 2	2-night stay for 2	2-night stay for 2	2-night stay for 1	2-night stay for 1	N/A
Display Table in Foyer During Meeting	X					
Exclusive Speaking Opportunity at Meeting	X					
Exclusive Speaking Opportunity at Welcome Reception		X				
Exclusive Speaking Opportunity at Lunch			X			
Speaking Opportunity at Golf Event				X		
Prominent Verbal Recognition	X	X	X	X	X	X
Logo on Meeting Promotionals	X	X	X	X	X	X
Lunch Sponsor for Golf				X		

# MORE SPONSORSHIP OPPORTUNITIES

## Welcome Gift Sponsor

**\$5,000**

1 sponsorship available

Your company's logo and/or name will be featured on our gift bags for all attendees.

- Complimentary 2-night stay for one at Parker Hotel during event
- Verbal recognition during event

## Highlight Video Sponsor

**\$2,500**

2 sponsorships available

Your company logo will be prominently featured on our highlight video recapping the event. Your company will also receive verbal recognition.

## Promotional Display

**\$2,000**

2 sponsorships available

Display tables are available in the foyer during our meeting for added exposure. Please bring your own materials and swag, and we will provide the table.

## Newsletter Sponsor

**\$1,500**

4 sponsorships available

Your company will be highlighted in our event recap email that goes across our entire membership and to our counterparts across the country. Your company will have space for a paragraph and photo/video.



3RD ANNUAL  
**WOMEN  
MAKINGCA**  
CONFERENCE



**2024 SPONSORSHIP  
OPPORTUNITIES**



**CMTA**

CALIFORNIA MANUFACTURERS & TECHNOLOGY ASSOCIATION



# WOMEN MAKINGCA CONFERENCE

Join us on March 5, 2024, at the Kimpton Sawyer Hotel in Sacramento, CA, for CMTA's 3rd Annual Women MakingCA Conference. This sellout event is all about celebrating the accomplishments and contributions of women in California's manufacturing industry.

Come and be inspired by the stories and experiences of remarkable women who have made a significant impact in various fields. Network with like-minded individuals and expand your connections. This event is a fantastic opportunity to learn, grow, and empower each other.



# CMTA

CALIFORNIA MANUFACTURERS & TECHNOLOGY ASSOCIATION

# 2023 HIGHLIGHTS

**28,000+**  
Reach on  
Social Media

**100+**  
Attendees  
Sold-Out Event

**Multiple**  
TV Segments





# SPONSORSHIP OPPORTUNITIES

<b>BENEFITS:</b>	<b>TITLE \$10,000</b>	<b>GOLD \$7,000</b>	<b>BRONZE \$3,500</b>
Sponsorships Available	Limit 1	No Limit	No Limit
Exclusive "Title" Status	X		
Guest Speaker Opportunity	X		
Logo Recognition on Attendee Name Badges	X		
Brand Recognition in CMTA Newsletters	X		
Quote in Event Press Release	X		
Attendees Contact Information	X		
Tickets to VIP Dinner	X	X	
Brand Recognition on Event Website	X	X	
Mentioned in Event-Related TV Segments	X	X	
Exhibitor Table	X	X	X
Prominent Verbal Recognition During Event	X	X	X
Logo on Event Signage	X	X	X
Logo on Event Programming	X	X	X
Reserved Seating	16	8	2
Room(s) at the Kimpton Sawyer Hotel	1		



# MORE SPONSORSHIP OPPORTUNITIES

## Lunch Sponsor \$5,500

1 sponsorship available

Your company spokesperson receives an exclusive speaking opportunity to address the sold-out crowd before lunch. This sponsor also receives a reserved table (8 tickets) in a priority location, along with verbal recognition.

## Beverage Station Sponsor \$3,500

1 sponsorship available

Your company's logo and name will be featured at our beverage station for all attendees.

## Highlight Video Sponsor \$2,500

1 sponsorship available

Your company logo will be prominently featured on our highlight video recapping the event. Your company will also receive verbal recognition and three free tickets.

## Newsletter Sponsorship \$1,500

3 sponsorships available

Your company will be highlighted in our event recap email that goes across our entire membership and to our counterparts across the country. Your company will have space for a paragraph and photo/video.



# CMTA

2024

# MakingCA Conference

**SPONSORSHIP OPPORTUNITIES**



## MakingCA Conference

Join us at one of CMTA's biggest events of the year, celebrating Manufacturing Month with the 2nd Annual MakingCA Conference in October. Designed to showcase manufacturing opportunities in the 21st Century, the conference guarantees influential keynote speakers, fireside chats, and imperative panels to discuss the needs of California's innovators.

The MakingCA Conference fosters relationships between manufacturers of all sizes across California. A Manufacturers Showcase facilitates networking opportunities for industry professionals to connect, exchange ideas, and highlight products to potential investors.

The conference boasts several keynote speakers, industry professional panelists, and an awards ceremony for CMTA's inaugural Coolest Thing Made in California competition.



# SPONSORSHIP OPPORTUNITIES

BENEFITS	TITLE \$10,000	GOLD \$7,000	BRONZE \$3,000
Exclusive Platinum Status	X		
Podium/Video Opportunity (3-min max)	X		
Logo Recognition on Marketing Materials	X		
Logo Recognition on Attendee Name Badges	X		
Company Recognition on Press Releases	X	X	
Reserved Seating at Event	X	X	
Brand Recognition on CMTA Social Media	X	X	
Brand Recognition on Event Signage	X	X	X
Brand Recognition on Event Slide Show	X	X	X
Prominent Verbal Recognition	X	X	X
Exhibit Space	X	X	X
Tickets to Event	2 Reserved Tables	1 Reserved Table	2
Complimentary Stay at the Kimpton Sawyer Hotel	2	1	





## MORE OPPORTUNITIES

### **Lunch Sponsor: \$7,000**

Your company will have the opportunity to address the crowd for a maximum of five minutes at the beginning of the MakingCA Conference luncheon.

### **Video Booth Sponsor: \$3,500**

Your company's logo will be recognized in all 360 videos taken at the MakingCA Conference. All guests who utilize the interactive video booth will receive a video to share on social media with your logo.

### **Beverage Station Sponsor: \$3,500**

Your company's logo and name will be featured at our beverage station for all attendees. You will have the opportunity to address the crowd during the conference for up to 3 minutes.

### **Breakfast Sponsor: \$3,000**

Your company's logo and name will be recognized and featured as the breakfast sponsor for the event.

### **Highlight Video Sponsor: \$2,500**

We will create a professional highlight video for our MakingCA Conference that will be showcased on all CMTA social media platforms after the event. This video will thank our sponsors, and your logo will be featured at the beginning and end of the video.

The logo for the California Manufacturers & Technology Association (CMTA), featuring a stylized gear and circuitry icon to the left of the acronym "CMTA".

CMTA

A graphic featuring a green outline of the state of California. A black gear is positioned behind the map, with its teeth overlapping the top and right sides of the state. The entire graphic is set against a background of a dark, industrial scene with sparks flying from a metalworking process.

**COOLEST THING**  
MADE IN CALIFORNIA

**WHAT'S THE COOLEST  
THING MADE IN  
CALIFORNIA?**

**2024 SPONSORSHIP OPPORTUNITIES**



# MANUFACTURING POWERS CALIFORNIA

1.31

Million Californians employed in the manufacturing industry.

\$310

Billion contributed to California's annual GDP.

\$89,912

Average manufacturing wage in California.

## ABOUT THE CONTEST

CMTA is searching for the second winner of the "Coolest Thing Made in California" contest. The association's second-annual competition aims to recognize the innovation and ingenuity behind the state's 30,000 manufacturing firms leading into National Manufacturing Month.

## HOW IT WORKS

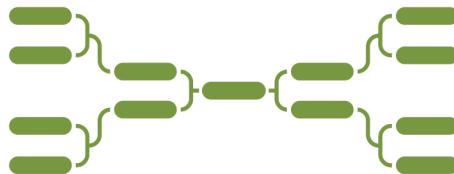
The contest is a bracket-style tournament where the public votes for their favorite California-made product. Once nominations close, the public can vote online to determine the top 16 products. Voting will continue in head-to-head matchups until a winner is selected. The winner will be announced at CMTA's 2nd Annual MakingCA Conference.



Nominations



Popular Vote



Bracket Rounds



Winner

# COOLEST THING MADE IN CA MAKES HEADLINES



The inaugural competition hosted by CMTA in 2023 was picked up by 70+ media outlets, including national media. The competition received more than \$400,000 in earned media value. Millions of eyes were on the competition, and almost 100,000 votes were counted from August to October.





## CMTA'S REACH

In the first year, the Coolest Thing Made in California contest reached millions of viewers and almost 100,000 accounts on social media.



# 95,870+

Accounts reached on all CMTA social media platforms since the Coolest Thing Made in California competition from August to October, 2023.

# 5,800+

Social media followers on all CMTA branded accounts.

# MILLIONS

Of combined views from 70+ California and national media outlets showcasing the innovative products made in the Golden State.



# 7,800+

CMTA newsletter subscribers, with an average of a 32% open rate with the Coolest Thing Made in California contest campaign.



# SPONSORSHIP OPPORTUNITIES



BENEFITS:	TITLE \$10,000	PLATINUM \$5,000	GOLD \$3,000
<b>PRINT AND DIGITAL EXPOSURE</b>			
Exclusive "Title Sponsor" Status	X		
Dedicated Social Media Campaign	X		
Mentioned in Contest TV Segments	X		
Mentioned in All Contest Press Releases	X	X	
Logo Recognition on Marketing Materials	X	X	X
Social Media Sponsor Recognition	X	X	X
<b>AWARDS CEREMONY EXPOSURE</b>			
Quote in Contest Press Release	X		
Podium/Video Opportunity (3-Minute Max)	X		
Recognition on Event Conference Screens	X	X	X
Verbal Recognition During Ceremony	X	X	X
Tickets for Awards Ceremony	Table (8)	4	2



# IN-KIND OPPORTUNITIES

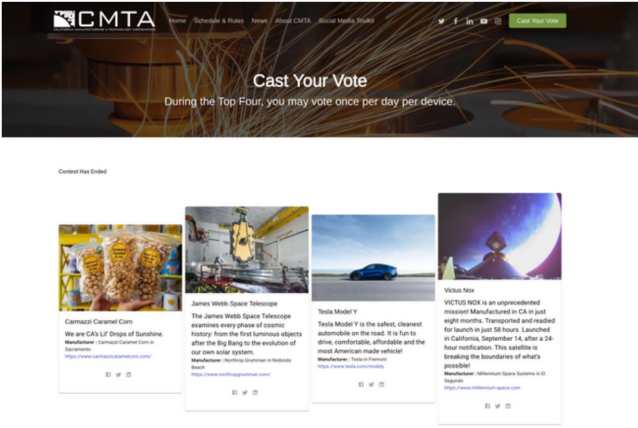


**Media Sponsor:**  
**\$5,000**

- In-kind sponsorship value
- Segments with finalists
- Emcee opportunity

**Web Sponsor:**  
**\$5,000**

- In-kind sponsorship for voting website
- Logo on website
- Social media recognition



**Award Sponsor**  
**\$10,000**

- In-kind sponsorship for the four finalist awards
- Logo on all trophies
- Social media recognition

# PARTNER WITH CMTA TODAY

**TO RESERVE YOUR SPONSORSHIP OR FOR CUSTOM OPPORTUNITIES, PLEASE CONTACT:**

**Ananda Rochita**, Vice President of Communications  
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**Katie Durham**, Vice President of Member Engagement  
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The California Manufacturers & Technology Association (CMTA) works to improve and enhance a strong business climate for California's 30,000 manufacturing, processing, and technology-based companies. CMTA represents about 400 businesses from the entire manufacturing community.



**CMTA.net**



**@CMTA**



**@MakingCA**