



**THE NEW JERSEY  
CLUB MANAGERS ASSOCIATION  
AND  
THE NEW JERSEY  
CLUB FOUNDATION**

**CORPORATE  
PARTNERSHIP PROGRAM  
2015-2016**



[www.njcma.org](http://www.njcma.org)

# Who are we?

Founded in 1937 as an affiliate chapter of the Club Managers Association of America, the New Jersey Chapter has been committed to the support and development of the state's professional club managers. Representing more than 165 members in 67 clubs, the NJ Chapter maintains a full schedule of education along with many social and recreational activities for its members and friends.

## NJCMA Mission Statement

NJ Club Manager's Association promotes and advances the profession of club management by fulfilling the educational, fraternal, social, recreational and related needs of its members.

## NJCMA Officers

President	Albert Costantini, CCM, CCE Canoe Brook Country Club
Vice President	Karl Habib, CCM Spring Lake Golf Club
Treasurer/Secretary	Michael Pollack, CCM, CCE Deal Golf & Country Club
Past President	John Gomez, CCM Echo Lake Country Club
Managing Director	Rosemary Panno NJCMA

## Board of Directors

Michael Azbill, CCM, CCE	Indian Trail Club
David Bachman, CCM, CCE	Springbrook Country Club
Ryan Brennan, CCM	Manasquan River Golf Club
Jackie Graziano	Morris County Golf Club
Gavin Inglis, CCM, CCE	Knickerbocker Country Club
Michael Kurtas, CCM, CCE	Rumson Country Club
Thorsten Loth, CCM	Upper Montclair Country Club
Judith Mann	Roxiticus Golf Club
Thomas Petruzzello, CCM	North Jersey Country Club

## What do we do?

The NJCMA promotes the professional development of its members through networking and communicating with fellow managers within the industry. We are dedicated to the advancement of the student chapter at Fairleigh Dickinson University and the University of Delaware. Encouraging and supporting students through internships, job fairs, and other educational opportunities. We support the New Jersey Club Foundation financially and socially through the annual golf outing and vendor trade show.

We organize, facilitate & support social events for our members such as:

- Food and Wine Experience (Taste of the Private Club Chefs)
- Wine Dinners
- Holiday Dinner
- Club Executive/President Golf Classic
- Annual Workshop Welcome Social
- Annual CMAA Conference Social



# New Jersey Club Foundation

Established by the New Jersey Club Managers Association in 1996, the New Jersey Club Foundation is a non-profit organization incorporated under the laws of the State of New Jersey. The Board of Directors consists of twelve members: eight CMAA New Jersey Chapter members, a financial advisor, a student/faculty advisor, and two individuals from club-related industries.

The NJCF supports educational programs for club managers and assistant managers to further the club management profession. It provides financial assistance to individuals from the public sector, including minorities, interested in the club and hospitality fields and in doing so create a greater public awareness of professional opportunities. NJCF promotes the club management profession through academic programs offered by community colleges, culinary schools and universities both in New Jersey and other states. NJCF assists in the dissemination of professional information to allied Associations, academic institutions, and other groups involved in the Hospitality field. The NJCF supports a variety of charitable organizations.

Since its inception, the NJCF has contributed more than \$90,000 to Shelter Our Sisters. Funding of over \$29,000 has been provided for student chapter programs at the University of Delaware and Fairleigh Dickinson University. The Foundation has reimbursed more than \$29,000 to member clubs for Business Management Institute scholarships and approximately \$45,000 for hospitality students. A donation of \$10,000 was contributed to the Red Cross Katrina Hurricane Relief Fund and \$5,000 to the Hurricane Sandy Relief Fund. The NJCF accomplished its initial goal of raising \$500,000 in endowment funds to continue its mission and, in 2005, the Directors increased the objective to \$1,000,000. A prudent, conservative investment strategy combined with annual fund-raisers promise to put this goal well within reach.

## NJCF Officers

Chairman	John Gomez, CCM	Echo Lake Country Club
Vice Chairman	Albert Costantini, CCM, CCE	Canoe Brook Country Club
Secretary/Treasurer	Andrew Moore, CCM	Canoe Brook Country Club
Managing Director	Rosemary Panno	NJCMA
Emeritus	Charles Kelly	Arcola Country Club
Past Chairman	Michael Lusk	Maplewood Country Club

## Board of Directors

Gregg Angelillo	Neuberger Berman
Peter Cafaro	Judd Brown Designs/Jefferson Group Architects
John Dana	Arthur J. Gallagher
Elizabeth Fritz-Grant, CCM	Somerset Hills Country Club
James Messina	Preakness Hills Country Club
David Schutzenhofer	Trump National Golf Club
Kirsten Tripodi, Ph.D.	Fairleigh Dickinson University
Cindy Williams, CCM	Rumson Country Club

## Why partner with us?

If you represent a company whose customers or clients include private clubs, this program is designed for you. The NJCMA/NJCF Vendor Partnership Program provides for companies whose goods and services are used in the club industry flexible opportunities to establish and reinforce relationships with club decision makers. Through a combination of print and digital presence, event sponsorship, social interaction and direct networking, vendor partners can customize a direct marketing strategy that is unique to your company's goals and budget.

## How does it work?

Participating companies select one of four levels of participation, each designed to include a variety of advertising and networking components that are scalable to meet the needs of firms of any size. Once a level is selected, each company then has added flexibility with the ability to choose specific events to which they will link their name and direct support. Naturally, initial participation levels as well as support options within each level are chosen on a "first come, first served" basis so the earlier you commit, the more choices your company will have.

The program will run on an annual basis with each partner's renewal occurring on the anniversary of their initial commitment. Every year, on the anniversary of each partner's initial subscription to the program, each participant will receive a "benefits review".

## How do I sign up?

Any member of the NJCMA or NJCF Board of Directors can help you. You may also contact the chapter's Managing Director, Rosemary Panno ([pannoros@member.cmaa.org](mailto:pannoros@member.cmaa.org)) who will answer any questions you may have and get your company set up at your desired level of participation. For your convenience we have included a subscription form that can be filled out and returned. You may also sign up on the Chapter Website ([www.NJCMA.org](http://www.NJCMA.org))

## What are my options?

The Vendor Partnership program offers 4 levels of participation; Platinum, Gold, Silver and Bronze. Each of the top 3 levels has a limited number of participation opportunities and the Bronze level is unlimited. On the next pages are the specific contents of each level as well as a comparative matrix. You will also find the subscription form.

# NJCMA Corporate Partnership Program 2015-2016

## **Platinum** - \$15,000 4 available

- Prominent Logo Display on NJCMA Homepage with Link
- Logo on NJCMA Printed Materials
- Subscription to NJCMA E-Blast
- Logo on NJCMA E-Blast
- Feature article in NJCMA E-Blast
- Listed as Platinum Partner on all NJCMA events and mailings
- Sponsorship On line Directory Listing
- Invitation for 2 to attend up to 5 member social events (Complimentary)
- Table display and/or welcome opportunity at 1 NJCMA education event
- Two Complimentary Foursomes at NJCF Golf Outing
- Featured Article in the NJCMA Newsletter
- Access to NJCMA Member Database (GM, Contact & Club)
- 10 Minute Executive Presentation at one NJCMA education event
- 1 of 4 presenting sponsors of the annual NJCMA conference social
- Display Table at Annual chapter Vendor Show
- Choice of one of the following
  - Presenting Sponsor – NJCF Golf Outing with Signage (2 available)
  - Presenting sponsor of Annual Atlantic City Workshop (2 available)

## **Gold** - \$10,000 6 available

- Logo on NJCMA Website
- Logo on NJCMA E-Blast
- Subscription to the NJCMA E-Blast
- Listed as Gold Partner on NJCMA events and mailings
- Sponsorship On line Directory Listing
- Display Table at Annual chapter Vendor Show
- Invitation for 2 to attend up to 5 member social events at member cost
- Table display and/or welcome opportunity at 1 NJCMA education event
- Complimentary Foursome at the NJCF Golf Outing
- Listed as a Supporting Sponsor for NJCF Golf Outing
- Featured Article in the NJCMA E-Blast
- Access to NJCMA Member Database (GM, Contact & Club)
- Choice of one of the following
  - Presenting Sponsor – Annual Meeting (2 available)
  - Presenting sponsor of Annual Atlantic City Welcome Event (2 available)
  - Presenting sponsor of Annual Food and Wine Experience (2 available)

## **Silver** - \$5,000 8 available

- Logo on NJCMA Website
- Logo on NJCMA E-Blast
- Subscription to the NJCMA E-Blast
- Listed as Silver Partner on NJCMA events and mailings
- Sponsorship On line Directory Listing
- Invitation for two for one Education event with Networking Opportunity, and acknowledgement
- Complimentary Foursome at the NJCF Golf Outing
- Listed as a Supporting Sponsor for NJCF Golf Outing
- Invitation for two to the NJCMA Food & Wine Experience
- Display Table at Annual Vendor Show

## **Bronze** - \$2,500 open availability

- Logo on NJCMA Website
- Logo on NJCMA E-Blast
- Subscription to the NJCMA E-Blast
- Listed as a Bronze Partner on NJCMA events and mailings
- Sponsorship On line Directory Listing
- Display Table at Annual Vendor Show
- Attendance for 2 to annual NJCMA conference social

### NJCMA Social Events Include:

- Food and Wine Experience (Taste of the NJ Chefs)
- Annual Meeting
- Holiday Party
- Winter Workshop Welcome Event
- CMAA Conference Social

NJCMA Education events include all regular scheduled monthly education sessions (Winter Workshop not included)

## **Contact**

Please submit complete registration form and check payable to

***The New Jersey Club Foundation*** to:

Rosemary Panno, Managing Director

NJCMA

PO Box 549

Franklin Lakes, NJ 07417

Please email logo (jpg or pdf format) to: **pannoros@member.cmaa.org**

## NJCMA Corporate Partnership Program



	PLATINUM	GOLD	SILVER	BRONZE
Number of Sponsorships Available	4	6	8	unl
Presenting Sponsor: <b>NJCF Golf Outing (2) or NJCMA Annual Workshop (2)</b>	X			
<b>Complimentary Foursome in NJCMA Annual Golf Outing</b>	2	1	1	
Complimentary attendance for 2 at 5 member events	X			
<b>Display table and/or welcome remarks at 1 member event</b>	X			
Presenting sponsor for annual <b>NJCMA Conference Social (4)</b>	X			
Presenting sponsor for 1 of the following events: <b>NJCMA Annual meeting (2) - Annual Workshop Welcome Event (2)</b> <b>Annual Food and Wine Experience (2)</b>		1		
10 minute executive presentation at 1 member education event	X			
<b>Display table at annual NJCF Vendor Show</b>	X	X	X	X
Feature article in NJCMA E-Blast	X	X		
<b>Access to NJCMA Database</b>	X	X		
Logo on NJCMA Homepage with link	X			
<b>Logo on NJCMA printed materials</b>	X			
Subscription to NJCMA E-Blast	X	X	X	X
<b>Partner listing on NJCMA events and mailings</b>	X	X	X	X
Sponsorship On-Line Directory Listing	X	X	X	X
<b>Logo on NJCMA Website</b>		X	X	X
Logo on NJCMA E-Blast	X	X	X	X
<b>Attendance for 2 at 5 member events at member cost</b>		X		
Display table and/or welcome remarks at 1 member event		X		
<b>Supporting sponsor listing for NJCF Golf Outing</b>		X	X	
Attendance for 2 at 1 member education event including networking opportunity and acknowledgement at member cost			X	
<b>Attendance for 2 at NJCF Food and Wine Experience</b>			X	
Attendance for 2 at Annual Conference Social				X

**NJCMA Events include:**

**Food and Wine Experience (Taste of Chefs)**

**Annual Meeting**

**Annual Holiday Party**

**Annual Workshop (January)**

**Conference Social**