



Sponsorship Opportunities

2025 Annual Conference • Fullerton, California

About CMBAM

College Media Business and Advertising Managers is an essential community that supports the business operations of student media to ensure independent student journalism is relevant and sustainable. The CMBAM community works to develop its member organizations, and the people within them, through innovative training programs, events, and networking opportunities.

About the Conference

The in-person conference features two days of sessions led by industry professionals and student media advisers, a keynote address and an awards ceremony. The conference is attended by students working on the business side of college media and their advisers. Sponsors have direct interaction with attendees at sessions and receptions. Sessions will be held on campus at Cal State Fullerton, and evening receptions will be held at other venues nearby.

In addition to getting your products and services in front of potential clients and decision makers, sponsoring the CMBAM conference allows you to support student media and the work they do in local communities across the country, as well as investing in the future of America's media landscape. Learn more at www.cmbam.org/conference.

Premier Sponsorships

Saturday Awards Dinner Sponsor - \$7,000

Thursday Kick-off Event Sponsor - \$5,000

Lounge Sponsor - \$4,000

Event sponsorships include:

- Four conference registrations with access to all sessions and receptions
- Opportunity to make short welcome remarks at sponsored event
- Logo on website, event signage and promotional materials
- Monthly outreach to members for one year
- Shoutout in opening remarks
- Option to include giveaway in welcome package

Meal Sponsorships

Saturday Lunch Sponsor - \$3,000

Friday & Saturday Breakfast Sponsor - \$2,000

Meal sponsorships include:

- Two conference registrations with access to all sessions and receptions
- Logo on website and event signage

Engagement Sponsorships

Student Trivia Night, Friday - \$2,000

Includes:

- One conference registration
- Shoutout during Friday session
- Logo on website

Roundtable Session Sponsor - \$1,500

Includes:

- One conference registration
- Brief sponsor introduction during session
- Logo on website

November
6-8

Have another idea? Contact us for custom sponsorship packages.

Marlies Arevalo, Programming Director-Elect, programming-elect@cmbam.org