



Sponsorship Opportunities

2026 Fall Convention ~ Austin, Texas

November 12th - November 14th

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 Convention

The in-person convention features two days of sessions led by industry professionals and student media advisers, a keynote address, and an awards ceremony. The convention 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 UT Austin, 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 convention 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/convention.



Have another idea? Contact us for custom sponsorship packages.

Abi Barefoot, Programming Director-Elect, abi@cmbam.org



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Premium Sponsorships

Saturday Awards Dinner Sponsor - \$7,000

Thursday Kick-off Event Sponsor - \$5,500

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.
- Advisor attendee emails will be shared with sponsors.
- Shoutout in opening remarks.
- Option to include giveaway in welcome package.

Engagement Sponsorships

Student Mixer, Friday - \$3,500

Includes:

- One conference registration
- Shoutout during Friday session
- Logo on website
- May provide giveaways for students.
- Outreach to members (One Time Before Conference and One Time After Conference)

Roundtable Session Sponsor - \$1,500

Includes:

- One conference registration
- Brief sponsor introduction during session
- Logo on website
- Outreach to members (One Time Before Conference and One Time After Conference)

Meal Sponsorships

Saturday Lunch Sponsor - \$3,000

Includes:

- Two conference registrations with access to all sessions and receptions
- Logo on website and event signage
- Outreach to members (One Time Before Conference and One Time After Conference)

Friday or Saturday Breakfast Sponsor - \$2,000

Includes:

- Two conference registrations with access to all sessions and receptions
- Logo on website and event signage
- Outreach to members (One Time Before Conference and One Time After Conference)

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