

SPONSORSHIP PROSPECTUS

The College Media Association Spring Convention brings together hundreds of student journalists, advisers, educators and media professionals for three days of hands-on training, skill development and networking in the center of the media universe. Held at the New York Marriott Marquis in Times Square, the conference offers more than 125 sessions, keynote conversations with national leaders and immersive experiences across headline-making newsrooms.

This year's event provides sponsors with unmatched visibility among the next generation of media talent and the advisers who guide them. Whether you're recruiting, promoting new tools or supporting journalism education, CMA offers a range of opportunities to meet your goals.



SPONSORSHIP LEVELS & BENEFITS

CMA's tiered sponsorship structure connects sponsors with students and advisers through consistent, high-visibility engagement. Each level includes an exhibit booth and core visibility benefits, with higher tiers unlocking priority access to *Showcase Opportunities* aligned with the convention's most prominent experiences.

Included with every sponsorship:

- Exhibitor table, skirted with 2 chairs
- Convention registration and name badges for 2 exhibitors
- Logo placement on the convention website
- Recognition prior to keynote
- Recognition on onsite signage, as applicable
- Inclusion in the convention mobile app
- PLUS additional benefits outlined by tier



SPOTLIGHT - \$6,500

All standard benefits PLUS

- Banner Ad on mobile app
- 1 push notification to attendees during convention
- 1 premium showcase opportunity (purple)
- 1 branded email to attendees pre-convention
- 1 HUB promotional session
- 2 additional convention registrations

MARQUEE - \$4,500

All standard benefits PLUS

- Banner Ad on mobile app
- 1 push notification to attendees during convention
- 1 select showcase opportunity (blue)
- 1 HUB Promotional Session
- 1 additional convention registration

CENTER-STAGE - \$2,750

All standard benefits PLUS

- Banner Ad on mobile app
- 1 standard showcase opportunity (green)
- 1 HUB Promotional Session



Showcase Opportunities

Available only to Spotlight, Marquee and Center Stage sponsors. One opportunity per sponsor. Opportunity includes recognition on event signage and all communication associated with the event Assigned by tier and contract date.

Adviser Reception: A hosted reception designed exclusively for advisers, faculty and media professionals. This event offers sponsors direct access to decision-makers responsible for curriculum, purchasing and program partnerships.

Student Reception: A signature networking event for student attendees that encourages informal conversation and connection.

HUB Presentation Space: The HUB is a dedicated presentation space located within the Exhibit Hall, featuring short, focused sessions on essential media topics throughout the convention. Sessions are designed to be practical, timely and immediately applicable in student newsrooms.

Student Hang Out Space: A dedicated area in the exhibit hall for students to meet, network or casually hang out.

Escape Room: An interactive, high-energy experience that promotes teamwork and problem-solving. Especially popular with students, this activation aligns well with brands focused on innovation, creativity and collaboration.

Morning Coffee: A high-visibility sponsorship supporting attendees at the start of the convention day.

Adviser Lounge: A dedicated space for advisers to recharge, check email and prepare between sessions. The lounge is designed for quiet work and informal conversation.

Midnight Snack: A late-evening snack service for student attendees, providing a welcome break after a full day of sessions.

Exhibitor Tables

Exhibitor tables are limited and include one skirted table with two chairs, name badges and convention registration fees for up to two exhibitors from your company (per 10' x 10' space). Exhibitors will be listed in the convention app

Standard \$1,100 | Non-profit \$1,000

Interested?

If you are interested in participating as a sponsor or exhibitor, please contact:

Alex Grandin
info@collegemedia.org
518.306.1123



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The Fine Print

1. Both College Media Association (CMA) and the Sponsor mutually agree that Sponsorship Packages shall be governed by the following conditions:
2. The laws of New York shall govern this Agreement and jurisdiction and venue lie exclusively with the state and federal courts of New York. This Agreement may be executed electronically and in counterparts which shall be taken as one valid whole. This Agreement is the entire agreement of the parties and supersedes all other written or oral agreements or understandings between the parties.
3. It is agreed that all sponsorship packages are accepted subject to the terms, provisions and rates of CMA and/or Sponsorship Agreements.
4. The sponsor agrees to pay for such advertising in accordance with sponsorship packages. Pre-payment is required for all Sponsorship Packages. Payment may be made by check, cashier's check (made payable to CMA) or credit card. The sponsor will be responsible for all costs of collection, to include reasonable attorney's fees and court costs incurred by CMA in the collection of advertising charges due to returned checks and ordered credit cards. CMA will apply a Bad Check Fee (\$30.00) for checks returned for insufficient funds. CMA reserves the right to reject or refuse any sponsorship package and/or advertisement in the event of a delinquent account and/or bad credit.
5. All rates are net to CMA.
6. CMA reserves the right to reject any advertisement for the convention materials. Advertisements that discriminate on the basis of race, creed, color, gender, national origin or sexual preference will be rejected. Advertisements containing false or misleading statements will be rejected. Advertisements for products, services, or promotions that are illegal or that violate U.S. Postal Service regulations will be rejected. The acceptance of all advertising is subject to the final approval of CMA. Only publication of an advertisement denotes acceptance of an advertisement.
7. CMA reserves the right to sell sponsorship packages that carry special rates.
8. Booth space is assigned according to sponsorship level and the date a contract is received by CMA. CMA reserves the right to make and/or change booth locations at anytime as they deem necessary.
9. Location of sponsor booth space is determined at the discretion of CMA. Sponsor booths must be available for viewing by convention attendees during the exhibit hall hours noted in the sponsorship materials.
10. Booths must comply with the CMA booth display guidelines and the exhibit hall rules and regulations as outlined in the sponsor information sent when your contract is finalized. CMA shall have the full discretion and authority in the placing, arrangement and appearance of all items to be displayed within the exhibit hall by exhibitors, and reserve the right to make allowances to booth construction guidelines.
11. Sponsor booth fees cover one skirted table with two chairs, name badges and convention registration fees for up to two exhibitors from your company (per 10' x 10' space). Name badges are contingent upon CMA receiving a list of names of attending exhibitors.
12. All arrangements for Internet and electrical power must be made directly with the hotel. Materials to order these services will be included in the sponsor information packet.
13. CMA assumes no responsibility for expenses incurred for exhibitor material shipping or handling, electrical, telephone, equipment or other utility hookups and usage.



The Fine Print cont'd

14. The event venue is Marriott Marquis. Please ensure you are aware of all of the rules of this property, found in the sponsor information packet, which will be sent to you when your sponsorship payment is received.
15. Each sponsor booth space should be used to display materials for only the organization who signed the contract; it is not acceptable to let other groups “show from” or “share” your booth space. If you would like to be located near a partner supplier, please let us know before we assign the booth numbers and we will do our best to accommodate all such requests.
16. The sponsor hereby indemnifies and shall hold CMA and its agents harmless from all claims, demands and/or litigation directly or indirectly related to improper or unauthorized use of any photograph, drawing, likeness, name, logo, trademark, representations or any other material provided by the advertiser/sponsor to CMA.
17. CMA will take reasonable precautions, including the hiring of security guards, to ensure the area provided for exhibits is secured during non-exhibiting hours; however, CMA assumes no liability for damage, loss or theft of any property owned by the sponsor or its agents. By authorizing this contract with a signature, the sponsor hereby agrees to indemnify and hold harmless CMA, its officers, directors, employees and agents for any and all claims arising out of such damage.
18. Sponsors and giveaways must be distributed from, and confined to, the sponsor booth space. Sponsors cannot occupy the aisles or, block adjacent booths or distribute materials outside of their booth. Each sponsor has the right to conduct business at their booth without interference from others. Noise and smells must be kept to a minimum. No sponsor may sell anything at their booth nor distribute materials which are potentially harmful to the delegates or the facility. Because of restrictions from BMI and ASCAP, the playing of music as part of your exhibit is prohibited.
19. To receive sponsorship benefits, sponsors must meet the submission deadlines for advertising and exhibiting.
20. CMA encourages convention sponsors to reserve rooms in the official convention hotel(s). When reserving accommodations for yourself or other members of your exhibiting party, please do not overbook with the intention of releasing rooms. Only reserve the number of rooms that your delegation will need.
21. Movie screening sponsorships are reserved for studios and other film companies. In addition to the sponsorship fees, the studio provides a video of a soon-to-be released film and makes the arrangements with a local theater to buy out the property for a private screening for convention attendees. Should transportation be required to move the attendees from the convention hotel to the screening, that cost would also be the responsibility of the studio.
22. No sponsor shall contract with the hotel or convention center for any signage, promotional material, event, display or communication without the specific written permission of CMA. Sponsors must limit their promotion to the exhibit hall during tradeshow hours and to those sponsored events for which they contracted.
23. CMA reserves the right to disallow any giveaways that conflict with conventionsanctioned sponsorships.
24. Late submissions cannot be accepted and sponsorship commitments cannot be altered or refunded once the contract is signed and submitted to CMA.

