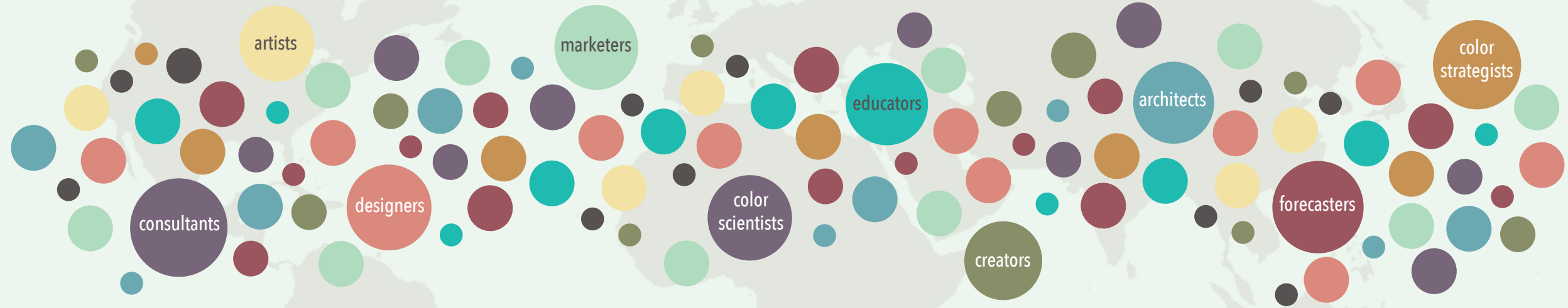




2024 PARTNERSHIP OPPORTUNITIES

The Premier International Association for Color Design Professionals® since 1962



CMG'S 2024 Partnership Program allows you to support our programs, events, deliverables, as well as the global membership.

Opportunities may be tailored to fit your needs.



WHAT WE DO

Ever-Changing. Always Fascinating. That's the Business of Color

[Color Marketing Group® \(CMG\)](#) is the premier international not-for-profit association of color design professionals. Our Mission is creating accurate and relevant color and trend forecast information by connecting global color professionals in their shared passion.

Established in 1962, CMG continues to provide a forum for the exchange of non-competitive, multi-industry information on all aspects of color, material, and finish (CMF) and thrives on the contributions of our members.

CMG CONNECTS

global color, material, and finish professionals in their shared passion for color through color forecasting workshops, conferences, educational and networking opportunities.

CMG FORECASTS

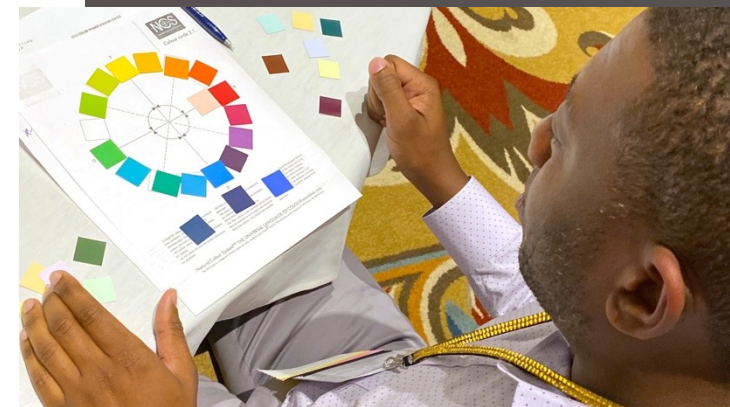
CMF trends and directions for the World Color Forecast™ two years out, with information specific to industries and regions throughout the globe.

CMG EDUCATES,

expanding members' color, material, and finish horizons and knowledge.

CMG VALIDATES

members' CMF decisions, directions, and enriches their research.





2024 STANDARD PARTNERSHIP LEVELS

WE **PARTNER** IN COLOR

Color Marketing Group® (CMG) offers a variety of opportunities to promote your company's brand, product and/or service within our Membership.

Choose one or a combination of the 2024 Standard Partnership Levels to fit your brand's marketing needs.

This document highlights various sponsorship opportunities, but *we welcome ideas and initiatives from you to create a win-win partnership.*

BENEFIT	DIAMOND \$25,000 and beyond	PLATINUM \$12,000 - \$24,999	GOLD \$6,000 - \$11,999	SILVER \$3,000 - \$5,999	BRONZE \$1,000 - \$2,999	SUPPORTER up to \$999
Sponsor banner on the CMG website Home page (JAN to DEC).	✓					
Complimentary, Full Individual Category membership for one year	3 Total	2 Total	1 Total			
Sponsor-designed e-blast to CMG Mailing list (<i>content to be agreed upon</i>)	✓	✓				
Opportunity to include corporate promotional items or printed handout at in-person events.	✓	✓	✓			
Complimentary registration to one (1) CMG in-person event	3 Total	2 Total	1 Total			
Speaking opportunity at CMG ChromaZone+ or EU Conference	10 min	5 min	2 min	1 min		
Sponsor logo during event. (<i>and printed where available</i>)	✓	✓	✓	✓	✓	✓
Brand recognition in pre-event digital marketing.	✓	✓	✓	✓	✓	✓
Sponsor logo on CMG website event page	✓	✓	✓	✓	✓	✓



2023-2024 PARTNERSHIP OPPORTUNITIES

Support CMG's Education Program, Deliverables, & Awards

CMG's EDUCATION PROGRAM

- Sponsor one of our Member introductory course modules - \$500
- Sponsor one of our ColorSpeak™ bi-monthly webinars - \$500
- Sponsor our bi-monthly ColorChat™ Zoom-based events - \$500
- Sponsor Educational Course Development - \$3800 each
- Sponsor the development of CMG's Learning Management System (LMS) for delivery of courses - \$7,500-10,000

CMG MEMBER-ONLY DELIVERABLES

- Sponsor the production of our 2026+ World Color Forecast™ - \$2,500
- Sponsor the printing of CMG's 2026+ World Color Forecast™ regional color cards - \$2,500
- Sponsor the chipped color cards - \$7,500
- Sponsor the shipping of CMG's 2026+ World Color Forecast™ - \$8,500
- Sponsor the printing of our 4-piece Color Evolution cards - \$1,750
- Showcase your product/service by providing material and finish samples of our 2026+ Forecast - tbc

CMG - OTHER OPPORTUNITIES

- Sponsor CMG exclusive Award:
 - President's Award - \$500
 - Forest L. Dimmick Award - \$500
- Sponsor the development of CMG website - \$7,500
- Sponsor the annual maintenance of CMG website - \$2,500
- Sponsor the product design for CMG's Store - \$2,500
- Sponsor CMG's quarterly ColorChips™ digital newsletter - \$2,000 per annum
- **Custom Opportunities Available Upon Request**



2024 PARTNERSHIP OPPORTUNITIES

Support CMG's Events

2024 CMG ChromaZone®+

April 22 – Virtual

April 25-26, In-Person, Cleveland, OH

- Advertise your brand, product or service during our event:
 - 1-minute segment - \$1,000
 - 2-minute segment - \$2,000
 - 3-minute segment - \$3,000
- Sponsor Speaker 1 - \$1500
- Sponsor Speaker 2 - \$1500
- Sponsor Speaker 3 - \$1500
- Sponsor the graphic design services for our marketing initiatives - \$2,500
- Meeting Room Costs - \$6,000
- Coffee Break Day 1 - \$500 (*Sponsored*)
- Lunch Day 1 - \$1500
- Coffee Break Day 2 - \$500 (*Sponsored*)
- Lunch Day 2 - \$1500

2024 HYBRID

ChromaZone®

ChromaZone hybrid workshop:

- Sponsor a coffee break - \$250
- Sponsor a lunch - \$500
- Sponsor a cocktail event - \$650

Other events:

- Sponsor a networking dinner - \$2,500
- Sponsor a guest speaker - \$5,000
- Exhibit your product/service \$2,500

2024 VIRTUAL

ChromaZone® & Future Thinking

- Sponsor a workshop - \$1,500
- Advertise your brand, product or service during our virtual event:
 - 1-minute segment - \$1,000
 - 2-minute segment - \$2,000
 - 3-minute segment - \$3,000

2024 CMG SUMMIT REVEAL

August, Virtual:

- Advertise your brand, product or service during our virtual event:
 - 1-minute segment - \$1,000
 - 2-minute segment - \$2,000
 - 3-minute segment - \$3,000
- Sponsor the virtual revelation of the 2026+ World Color Forecast™ - \$8,000
- Sponsor the graphic design services for our marketing initiatives - \$2,500



CMG GLOBAL COMMUNITY

Marketing Profile

CMG SOCIAL MEDIA

CMG LinkedIn – 3,677 Followers

CMG Instagram – 5,117 Followers

CMG Facebook – 8,900 Followers

CMG Twitter – 3,289 Followers

CMG EVENT ATTENDANCE

Annual Summit – 151 (2022)

Workshops – 149 (2022)

ColorSpeak webinar™ & ColorChat™
events – 768 (2022)

CMG DIGITAL AUDIENCE

Colormarketing.org – 33,470 users (2022)

Organic mailing distribution lists – 8,143

For further information please contact:

Color Marketing Group at (703) 329-8500 or secretary@colormarketing.org

CMG MEMBER PROFILE

Architecture: 1%

Brand Management/Marketing: 13%

CMF: 4%

Consultants: 7%

Color Science: 4%

Creative Direction: 5%

Design: 35%

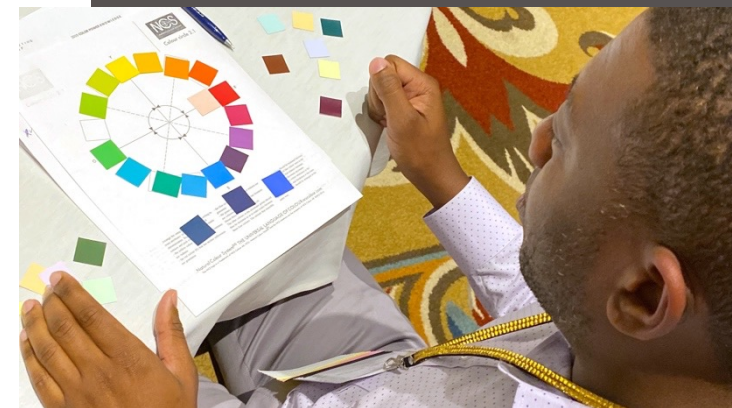
Graphic Design: 4%

Interior Design: 2%

Industrial Design: 3%

Product Development: 6%

Senior Management: 16%



CHROMA ZONE

In our ChromaZone® Forecasting Workshops, we engage in discussions and predictions about color, material, and finish directions to enhance services and manufactured goods. Collaborating with global industry experts helps us identify the trajectory of these trends, providing information applicable to your specific industry.

Register now to save your spot at colormarketing.org under EVENTS.



JANUARY 29-30, 2024
9AM - 1PM ET

JUMP-START YOUR COLOR FORECASTING SEASON

This Virtual Workshop will be held across two half days on January 29 and 30, 2024 and will lay the foundation for our 2024 ChromaZone CMF Forecasting Workshops where we'll be forecasting color trends for 2026 and beyond. Register now to save your spot at colormarketing.org under events.

CHROMA
ZONE™

**IN-PERSON
CMF FORECASTING EVENT**
2026+ WORLD COLOR FORECAST

CLEVELAND, OH
APRIL 25-26, 2024

CONNECT COLLABORATE NETWORK LEARN GROW

SAVE
THE
DATE

APRIL 25-26, 2024

This In-Person CMF forecasting event will be held in Cleveland OH April 25-26th. This is an opportunity for you to gather with color design professionals and collaborate on color, material and finish directions for 2026. Take home valuable connections and forecast information.

SAVE THE DATE! Registration will open soon at colormarketing.org under events.



CMG

For further information please contact us:

secretary@colormarketing.org

(703)329-8500

ColorMarketing.org