



# Appendix 11

## Sponsorship Concept

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# 1. Summary

CMA offers an unique platform to reach shooters both in Switzerland and internationally. The sport differentiates itself from other shooting sports in many positive ways. Prominent examples are the standardized and well founded education and certification framework, the high standards in safety, the diverse shooters skills requirements and the broad possibilities to realize both challenging and entertaining stages. Furthermore, CMA encompasses two distinct formats of competitions: one is handgun and the other is 2-gun (rifle and handgun combined).




The purpose of this sponsoring concept is to define a framework for interested institutions and companies to collaborate with and support the CMA shooting sport. This offers an effective means to grow mind- and market-share with customers and prospects in a focused way. There is a choice between standard packages and individual agreements supporting the shooters, the events and the sport in general.

The target group for sponsorships are institutions and companies that offer goods and services related to shooting sport and that can be used by CMA shooters in practice and competitions.

In order to use the CMA name and logo in any commercial context, a corresponding sponsorship agreement with CMA, standard or bespoke, is necessary.

## CMA Competitive Marksman Action Sponsorship Framework



	<ul style="list-style-type: none"> <li>• Leading</li> <li>• Sport patronage</li> <li>• 1 year</li> </ul>	<ul style="list-style-type: none"> <li>• Sport &amp; match sponsorships combined</li> <li>• Individual options, agreements available</li> <li>• Use of sponsorship icon</li> </ul>
	<ul style="list-style-type: none"> <li>• Focused</li> <li>• Major match support</li> </ul>	<ul style="list-style-type: none"> <li>• Match page: logo, link</li> <li>• Social media posts about match</li> <li>• Match documents: logo, link</li> <li>• Registration page: logo, link</li> <li>• Options available: booth, trophies, t-shirts, ...</li> <li>• Use of sponsorship icon</li> </ul>
	<ul style="list-style-type: none"> <li>• Advanced</li> <li>• General support</li> <li>• 1 year</li> </ul>	<ul style="list-style-type: none"> <li>• CMA page: logo, link, description, contact, ads</li> <li>• Social media posts</li> <li>• Local matches: logo, link</li> <li>• Use of sponsorship icon</li> </ul>
	<ul style="list-style-type: none"> <li>• Fundamental</li> <li>• 1 year</li> </ul>	<ul style="list-style-type: none"> <li>• CMA page: logo, link</li> <li>• Use of sponsorship icon</li> </ul>

## 2. Advocate Sponsorship



<b>Scope</b>	The advocate sponsorship is the fundamental sponsorship in CMA. It allows to support the sport in general at a reasonable budget no matter where you are based. The contribution will be used to support all general activities around CMA. All sponsorship types are based on the advocate sponsorship.
<b>Duration</b>	The sponsorship lasts one year and can be extended in one year steps subsequently.
<b>Benefits</b>	<p><b>CMA website</b></p> <ul style="list-style-type: none"> <li>• Logo, link</li> </ul> <p><b>General advertisement, communication by sponsor</b></p> <ul style="list-style-type: none"> <li>• Use of sponsorship icon</li> </ul>
<b>Limitations</b>	None.
<b>Contribution [CHF]</b>	Minimum 100.-/year
<b>Remarks</b>	All sponsorship types, including bespoke and international, are based on the advocate sponsorship.

## 3. Sport Sponsorship



<b>Scope</b>	The sport sponsorship is a general sponsorship of the sport. The contribution will be used to support all activities around CMA, including for example administration, infrastructure, marketing and event organization and execution.
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<b>Duration</b>	The sponsorship lasts one year and can be extended in one year steps subsequently.
<b>Benefits</b>	<p><b>CMA website</b></p> <ul style="list-style-type: none"> <li>• Advertisement banner</li> <li>• Sponsor section with logo, offering, contact info</li> </ul> <p><b>Social Media</b></p> <ul style="list-style-type: none"> <li>• Posts in CMA group on facebook minimum 4x per year</li> <li>• Posts on Instagram minimum 4x per year</li> </ul> <p><b>Local, smaller competitions</b> (if applicable)</p> <ul style="list-style-type: none"> <li>• Logo, link on practiscore registration pages</li> <li>• Logo, link in stage description book</li> </ul> <p><b>General advertisement, communication by sponsor</b></p> <ul style="list-style-type: none"> <li>• Use of CMA name, logo</li> <li>• Use of sponsorship icon</li> </ul>
<b>Limitations</b>	The marketing presence at local competitions is limited to Switzerland. Other countries are not automatically included.
<b>Contribution [CHF]</b>	Minimum 500.-/year
<b>Remarks</b>	None.

## 4. Match Sponsorship



<b>Scope</b>	The match sponsorship supports a particular competition. Usually, this involves a larger event of national or international importance. The contribution will be used to support the specified competition and help to cover the cost associated with it. There are several options available with the match sponsorship.
<b>Duration</b>	The match sponsorship lasts from the date of the agreement until the specified competition has been held.
<b>Benefits</b>	<p><b>Competition webpage</b></p> <ul style="list-style-type: none"> <li>• Logo, link</li> </ul> <p><b>Competition documents</b></p>

	<ul style="list-style-type: none"> <li>• Logo, link in shooters handbook</li> <li>• Logo, link in stage description book</li> </ul> <p><b>Social media</b></p> <ul style="list-style-type: none"> <li>• Mention in competition posts on facebook and Instagram</li> </ul> <p><b>Other</b></p> <ul style="list-style-type: none"> <li>• Logo, link on practiscore registration page</li> <li>• Logo on competition advertisements</li> </ul> <p><b>Advertisement, communication by sponsor related to specified match</b></p> <ul style="list-style-type: none"> <li>• Use of CMA name, logo</li> <li>• Use of sponsorship icon</li> </ul>
<b>Options</b>	<p>The match sponsorship offers additional options or extensions that can be agreed upon, for example:</p> <ul style="list-style-type: none"> <li>• Trophies with sponsor logo</li> <li>• Special awards</li> <li>• Staff shirts with sponsor logo</li> <li>• Shooter shirts with sponsor logo</li> <li>• Special stages in the match</li> <li>• Special equipment used in the match</li> <li>• Give-aways</li> <li>• Catering</li> <li>• Booth at the event</li> <li>• Special offerings during the competition</li> <li>• Match ammunition</li> <li>• and others</li> </ul> <p>An additional fee might be agreed, depending on the options included.</p>
<b>Limitations</b>	<p>This sponsorship is limited to a specific competition.</p>
<b>Contribution [CHF]</b>	<p>Minimum 500.-/competition</p>
<b>Remarks</b>	<p>For Switzerland, it can be directly agreed, for example for the national championships. For matches taking place abroad, a match sponsorship usually consists of an advocate sponsorship of CMA and an additional bespoke agreement with the match organizers.</p>

## 5. Principal Sponsorship



<b>Scope</b>	The principal sponsorship will be individually agreed. It can consist, for example, of both the sport and match sponsorships combined. A good choice is to include the corresponding national championship.
<b>Duration</b>	The sponsorship lasts one year and can be extended in one year steps subsequently.
<b>Benefits</b>	<p>The principal sponsorship benefits depend on the agreed scope. They can consist of a combination of benefits of the sport and match sponsorships, including options.</p> <p><b>Advertisement, communication by sponsor</b></p> <ul style="list-style-type: none"> <li>• Use of CMA name, logo</li> <li>• Use of sponsorship icon</li> </ul>
<b>Limitations</b>	Depending on the agreed scope, the sponsorship may be limited geographically.
<b>Contribution [CHF]</b>	Minimum 1000.-/year
<b>Remarks</b>	For sponsorships geographically focused outside of Switzerland, typically an advocate sponsorship plus a bespoke agreement with the local CMA institution can be done.

## 6. Other Forms of Sponsorships

Interested institutions and companies can, of course, engage in bespoke forms of supporting the sport.

A good possibility is the sponsoring of individual shooters. As soon as the name or logo of CMA is used in any commercial context, an advocate sponsorship with CMA is required as a minimum.

## 7. Application Examples

<p>Ad banner on CMA website homepage</p>	
<p>Profile on CMA website sponsor page</p>	
<p>CMA logo and sponsorship icon on sponsor webpage</p>	

Event t-shirt with sponsor logos



Match handbook with sponsor logos and links

Swiss Handgun Championship 2024



Match Information

Match Director	Andreas Pfenninger, Deputy Björn Thomann	Shooters	Max 60
Location	Jagd- und Sportschiessanlage Widstud Marterlochstrasse 21 8180 Bülach <a href="https://maps.app.goo.gl/L1V9WNdRzKvuhQ7">https://maps.app.goo.gl/L1V9WNdRzKvuhQ7</a>	Stages	10
Website	<a href="https://www.swissaaa.org/cma-championship">https://www.swissaaa.org/cma-championship</a>	Minimum Rounds	ca 250
Level	CMA Match – Level 3		



Sponsors



<p>Match registration page with sponsor ad and link</p>	
<p>Trophies with sponsor logo</p>	
<p>Social media post on Instagram with sponsor logo</p>	

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## 8. Conclusion

The standard sponsorship options can be obtained on the CMA website. For individual consultations and agreements please take contact.

[www.cma-sport.com](http://www.cma-sport.com)