



2024 Sponsorship Opportunities

CMBA.com stats at a glance

1 min 26 seconds

Average Session Time

4.4k

Unique Visitors Per Month

30k+

Subscriber Contact List

**C-Level, VP,
Directors & Managers**

Average Visitor Job Title

BENEFITS



**President Council
2024 Sponsorship
\$25,000/Annual**

Recognition/Logo Placement on every email campaign the California MBA sends out

Company featured on dedicated Presidents Council Sponsor Page

Global Logo Placement across cmba.com

Recognition/Logo Placement on every California MBA conferences websites

Homepage Membership Spotlight

One-time Email Blast Thanking Company for Presidents Council 2024 Sponsorship

One-time Social Media Blast Thanking Company for Presidents Council 2024 Sponsorship

One Participant in our 2024 Future Leaders Program lead by mortgage industry experts (\$1,500 Value)

Invited as featured guest on California MBA weekly podcast Connect

4 - 6 complimentary registrations for each of our major conferences

“As a mortgage veteran and CEO of Insellerate who’s sole focus is helping lenders close more loans, I know how important it is to have solid representation and advocacy for our industry. That’s why we have been a proud sponsor and member of the CMBA’s presidents council. It has been very helpful for our company to be involved and get connected and to promote our company to the overall mortgage industry.”

Josh Friend, Insellerate





2024 Connect Mortgage
Podcast Sponsorship

\$20,000/Annual

For 5 years and counting, the Connect Podcast by California MBA has been the go-to source for the latest inside scoop on the mortgage industry. Each week, listeners are treated to exclusive one-on-one interviews with the most influential figures in the mortgage industry.

Podcast Stats

1,125-1,355

Unique Listens Per Month

C-Level, VP, Directors

Average Listener Job Title

BENEFITS

Sponsored by Company
Logo on all Podcast
marketing collateral

30 second commercial
for company at
beginning of each
episode

Digital banner placement
on podcast page/
Ad Size: 1400 x 230 PX
URL for click-through

2 "Takeover" Episodes
Sponsoring company
gets to take over the
connect podcast 2 times
in the year to talk about
what they want to talk
about.



2024 Mortgage Talk
Sponsorship
\$2,500/Annual

Mortgage Talk is California MBA's blog hosting thought leadership around California legislation, residential and commercial mortgage updates/forecasts, etc.

BENEFITS

Sponsored by
Company Logo on
homepage of blog

Monthly email blasts
featuring new blogs with
logo placement
prominent

Digital banner placement
on blog page/
Ad Size: 1400 x 230 PX
URL for click-through

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Average Visitor Job Title

“At Arch MI we enable possibility with our clients through collaboration, expertise, and innovation. That includes our President’s Council membership with the California MBA as together we promote advocacy, education and connection with our clients, employees, investors, and communities to achieve their greatest potential in the mortgage industry.”

Jim Jumpe, Arch MI





Diversity, Equity &
Inclusion Committee

\$2,500/Annual

BENEFITS

Sponsored by
Company logo on
committee page

Digital banner placement
on committee page
Ad Size: 1400 x 230 PX
URL for click-through

Exclusive sponsor for
DE&I monthly podcast
and webinars.

30 second commercial
for company at
beginning of each
webinar

Logo on all monthly
webinar/podcast social
media and email blasts

Podcast Stats

175-325

Unique Listens Per Month

VP and Directors

Average Listener Job Title



Legal Issues &
Regulatory Compliance
Webinars Sponsor

\$2,500/Annual

BENEFITS

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Logo on all webinar/
podcast social media
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