



# SPONSOR AGREEMENT FOR CMHA INSTALLER COURSE

I, \_\_\_\_\_ [Print Name], an authorized representative and signatory of  
\_\_\_\_\_ [Print Company Name] (hereinafter "Sponsoring Company" or  
"Sponsor") have committed to sponsor a CMHA Concrete Paver Installer Course in \_\_\_\_\_ [city] on  
\_\_\_\_\_ [date].

**Please check the course you would like to sponsor.**

## 1-Day Course

**Segmental Retaining Wall Installer (SRW) Course**

Fees per participant:

- Nonmember \$300
- Member \$250
- Rebate per participant who attended the course: \$75\*

The Sponsoring Company hereby acknowledges and agrees that it shall be solely responsible for diligently performing all the duties and responsibilities set forth in this Agreement, Guidelines for Sponsoring and CMHA Installer Course and associated with the implementation and completion of the CMHA Concrete Paver Installer Course, including the payment of costs associated with the course. Such costs include but are not limited to instructor fees and associated travel expenses, such as transportation to and from the course location, lodging, meals, venue room rental, audio-visual rental, promotional brochure printing, and any food or beverage for the attendees. The Sponsor understands that the course must be conducted by at least one CMHA Authorized Contractor or Lead Instructor\*, and that any additional instructors are optional but must be authorized by CMHA. The Sponsor further agrees to deliver the CMHA Installer Course and exam in its entirety and that the course and its materials shall not be altered, amended or shortened in any way, nor shall it be discounted. Furthermore, in the event of a course cancellation, these costs include, but are not limited to, any pre-purchased non-refundable travel vouchers, incidental cancellation fees, and administration expenses related to the planning of the event.

The Sponsor further understands that CMHA has agreed to provide the Sponsor a rebate for each paid attendee. The Sponsor agrees to staff registration onsite with an employee of the Sponsor to manage registration onsite. Acceptance of onsite registrants is the responsibility of the Sponsor and any unpaid registration fee and extra manuals not returned will be deducted from the rebate if not received by CMHA within 30 days following the scheduled date of the course. The Sponsor must inform registrants of any cancelled courses. Additionally, the Sponsor understands and agrees that auditing of the course is not allowable and that CMHA policy limits attendance to 60 participants per course. Exceptions to these requirements or special circumstances shall be addressed to the CMHA Executive Director and will require prior written approval by the CMHA Board of Directors.

***\*All pricing rates in US Dollars.***

The CMHA policy states that prepayment for all meetings and conferences is required. CMHA will provide online registration and confirmation to participants.



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The Sponsor acknowledges that student and instructor materials for all courses are protected under copyright laws of the United States. No CMHA intellectual property, including, but not limited to, publications, course materials (including instructional materials, test questions/answers or images) or any portions thereof, including, but not limited to those in printed or electronic form, shall be reproduced, altered, supplemented, disseminated or transmitted in any form or by any means, electronic or mechanical, including, but not limited to photocopy, recording, or any information storage and retrieval system, without the prior written approval of an authorized representative of the Concrete Masonry & Hardscapes Association.

The Sponsor also agrees to follow the sponsor guidelines attached to this agreement.

       **Optional:** By initialing next to this option, the Sponsoring Company grants CMHA permission to advertise the program/course in the public calendar section of the CMHA website, in the CMHA Magazine, Paver Express or any other areas where CMHA prints its calendar of events, thus allowing contractors or dealers who may not support the Sponsoring Company's products or services or some of whom may be outside of the Sponsor's distribution area, to register for and attend the program without the Sponsor's prior approval.

**Read and Agreed to by** \_\_\_\_\_ [signature], an authorized representative  
and signatory of the Sponsoring Company \_\_\_\_\_, dated \_\_\_\_\_

<b>Sponsoring Company</b> (CMHA Member Company, Government Agency, Municipality, Non-Profit Association, Educational Institution):	
<b>Dates of Course:</b>	<b>Start and End Time:</b>
<b>Location of Course</b> (include facility name, street address, city, state/prov, postal code, phone number):	
<b>Sponsor Contact Name:</b>	<b>Facility Maximum Capacity:</b> (Attendance is limited to 60 participants.)
<b>Sponsor Contact E-mail:</b>	<b>Sponsor Contact Phone:</b>
<b>Instructor 1</b> (Must be Authorized Contractor or Lead Instructor**):	<b>Instructor 2</b> (Authorized Instructor – OPTIONAL):
<b>Course materials should be shipped to</b> (if different from course location/facility; a business address is preferred):	
<b>Sponsor rebate payment should be mailed to</b> (contact name, company, street address, city, state/prov, postal code):	

Please fill out all the boxes and mark N/A for items that are not applicable.  
Thank you for your participation and support of CMHA education programs!

\*\*Contact CMHA for a current list of CMHA authorized instructors for the course.



## Guidelines for Sponsoring a CMHA Installer Course

- 1. Decide who the contact person is in your company** for organizing the course. This person is to be the one person responsible for all aspects of the course and communication with CMHA. CMHA will send regular registration reports to the sponsor contact identified on the agreement. The sponsor contact (along with the instructors) is ultimately responsible for onsite registration and the prompt return of exams and course materials to CMHA after the course is complete.
- 2. Confirm instructor(s).** Courses must be conducted by at least one CMHA Authorized Contractor Instructor. The sponsor may provide another instructor who is either a CMHA Authorized Instructor or an assistant instructor who has earned a Record of Completion for the course and has at least three years of industry field experience. Contact the CMHA education department to ensure that you have the most up-to-date list of instructors. The sponsor is responsible for negotiating fees, expenses, and any travel arrangements with the instructors.
- 3. Choose a neutral location at which to hold the course,** such as a hotel, school or community college. Holding the school at a manufacturing plant sometimes can be intimidating and is not recommended.

Hands-on, outdoor demonstrations of tools and compaction equipment during breaks or lunch periods as well as density testing of soils and base materials by a local testing laboratory can add to the installer experience. Contact local suppliers of equipment and services and ask if they can provide demonstrations. Sometimes they can be free of charge. Sponsors choosing to provide such a program would be responsible for all arrangements.

- 4. Complete the sponsorship agreement and return to CMHA at least 45 days in advance** of the course date. Past experience has proven that 45 days is required to properly promote a course. The courses available are as follows:
  - ✓ **The Segmental Retaining Wall Installer course** requires one full day, including breaks and lunches. Allow approximately 8 hours of instruction time.
- 5. CMHA will send the sponsor contact a registration form** that explains the course content, any recommended prerequisites and registration fees. Online registration is preferred, but you are encouraged distribute the registration form to potential participants, and add it to your company website. A key factor in the success of the course is the sponsor's promotional efforts.
- 6. Other expenses to consider** - This may include renting a meeting room with tables and chairs, a projector and screen, DVD/TV, donuts, coffee, lunches, instructors' fees and travel. You would also be responsible for making the appropriate arrangements if someone was to specify a need related to ADA requirements. To offset some of the expenses, for every student who pays the registration fee and attends the full length of the course, CMHA will rebate the sponsoring member a specified amount per paid participant. Reimbursements are paid for first time attendees only. A rebate is not provided for "no-shows" or those who are retaking the course. When all CMHA materials have been returned and all registration fees have been verified against signed applications, CMHA will issue a rebate check to the course sponsor, minus any unpaid registration fees for participants admitted without confirmation of prepayment. The rebate check will be issued after the course. Materials and all payments are received by CMHA.



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- 7. Promote the course to contractors in your area.** The course registration form provided by CMHA includes details about course content, so it can be used as a promotional piece. As noted on the form, online registration and payment with a credit card is preferred, but registrations can also be sent via fax. Note that full pre-payment must be received by CMHA in order for registration to be processed and confirmed. CMHA will not invoice for registration fees.

Sponsors can add additional educational sessions and charge a separate fee for those sessions. However, the CMHA course needs to be a stand-alone option at the stated pricing. Registration deadlines should be stressed in order to encourage early registration, but there may also be walk-in registrations if space allows. The sponsor contact noted on the agreement is responsible for collecting any registration fees on-site. Payment from walk-in registrants must be guaranteed to CMHA by the sponsoring member. Records of completion will not be sent to attendees until CMHA receives payment. Class size must not exceed the maximum of 60 people. If a sponsor decides to cancel a course, the sponsor must inform all attendees.

- 8. Student manuals and other materials are shipped to the address specified by the sponsor.** CMHA will send student manuals to the sponsor several days prior to the start date of the course. The sponsor is responsible for onsite distribution of manuals to registered and paid attendees. Participants who are retaking the course should provide their own student manual. If they do not bring one, an additional manual may be purchased for \$30. Unused manuals must be returned to CMHA. Any unused manuals not received by CMHA will be deducted from the sponsoring company's rebate check at a rate of \$30 per manual.

CMHA will ship course materials to the address indicated by the sponsor contact. In addition to student manuals, CMHA will send the sponsoring member company a list of participants, and evaluation forms. Also provided will be instructional materials, which must be returned to CMHA following the course.

- 9. Sponsor returns materials the next business day after the course.** Upon conclusion of the course, the sponsoring member agrees to return all evaluations, attendance sheets, and onsite registration forms to CMHA the next business day after the course concludes. Detailed instructions will be provided with the shipment of course materials.
- 10. Records of completion are mailed to students 30 days following CMHA's receipt of course materials and payment.** The CMHA will issue records of completion by email to students within 30 working days of receipt of the attendance sheets, provided full payment and registration forms are complete. Records of completion apply to the individual, not his or her employer. Once collected and tabulated, CMHA will send evaluation reports to the sponsor contact and the instructors.

**Thank you for your participation and support of CMHA education programs!**



## Tips for Sponsoring a Successful Course

Sponsoring a course requires due diligence on the part of the sponsor. Select a champion within your organization whose role is to arrange for and promote the course. The CMHA certification process is an important part of the sponsor's business – it shows your commitment to the industry and puts your company front and center in the hardscape contractor's mind. A CMHA certification course may be one of the biggest events your company will sponsor all year long. Following are some tips for a successful course:

1. Start early – plan for your course to be held in March/April/May and schedule ahead so it is on the participants' calendars. Ask for feedback from the sales team and dealers and put on a course when interest is there.
2. Choose an affordable venue with good food. Nearly every city has organizations with low-cost facilities you can rent instead of a hotel. If you have a college in your city, see if space is available there. To save further, you can bring in your own food/catering.
3. Have your contractor sales reps follow up with contractors or dealers to get people to register. The people coming to this class are your customers, so arm them to be the best possible representatives of your products.
4. Reach out to local government highway and inspection departments to ask them to send their inspectors.
5. Schedule only one or two courses for the year to maintain the value and urgency of the course in your market.
6. Develop a marketing campaign for the course (use all of these if you can):
  - a. Digital – digital signatures, website announcements, social media, etc.
  - b. Email blasts/campaigns to your customer base.
  - c. Personal emails to contractors, specifiers, and/or regulatory officials.
7. Develop a package of “why get certified” for one-on-one contractor meetings including an introduction to CMHA certification courses and certification needed for commercial projects. Ask contractors to sign up and pay on the spot. Ensure contractors have it on their calendars and send reminders of the upcoming date/location for the event. Sell the benefits as if it were a paver sale. When your contractor customers successfully pass the course, they will proudly promote their certification.
8. Use the CMHA Authorized Instructor list to contact speakers. Be sure to negotiate with multiple speakers to reach a price that is mutually acceptable.
9. Don't cancel the course if enrollment is low two weeks out. 65% of course registrations happen in the last two weeks before a course; 45% happen in the last week before the course.