



*Plan ahead!  
All the networking,  
sponsorship and advertising  
opportunities offered by  
the chapter for the entire  
year are inside.*

# 2012 CAI San Diego Marketing Plan

## FORWARD THINKING: Plan your marketing opportunities and budget for the entire year.

*If you spend more than \$6000 for the year you are eligible for a 10% discount; spend \$8500 and receive a 15% discount. Full details to the right.*

*Should you decide later in the year that you would like to sponsor an event that you did not request through the Marketing Plan, you will still be able to do so by completing the flyer that will be mailed for each event.*

*All sponsorships include post-event recognition.*



### Discounted Sponsorship Rates

#### → Platinum Sponsor

*15% Discount Off Total Purchase*

In addition to the 15% discount, when the combined total of all events and/or programs reaches \$8500 you will receive:

- Recognition as a Platinum sponsor with company logo displayed on professionally designed signage at each program/event if paid in full by 2-01-12.
- Year long acknowledgement in *Common Assessment* magazine
- Payment plan option

#### → Gold Sponsor

*10% Discount Off Total Purchase*

In addition to the 10% discount, when the combined total of all events and/or programs reaches \$6000 you will receive:

- Recognition as a Gold sponsor with company name displayed on professionally designed signage at each program/event if paid in full by 2-01-12.
- Year long acknowledgement in *Common Assessment* magazine
- Payment plan option

#### → Bronze Sponsor

When combined total of all events and/or programs reaches \$3000 you will receive:

- Recognition as a Bronze sponsor with company name displayed on professionally designed signage at each program/event if paid in full by 2/01/12.
- Year long acknowledgement in *Common Assessment* magazine
- Payment plan option

### Payment Plan

Two payments (total ÷ 2 = payment amount) each due on 1-03-12 and 2-01-12.

*Benefits subject to change without notice. Plan payments must be received in full by 2/01/12 to receive stated discount amount and name on signage. Any late payments will void the discount and you will be billed for the difference. Sorry, no exceptions. Discounts are not cumulative. Your completed agreement is due to the CAI Chapter office NO LATER THAN December 31, 2011. Any agreements received after that date will NOT be accepted.*

# Advertising Opportunities

## ➔ Common Assessment Magazine Advertising

Rates are member pricing, per insertion. Non-members pay 50% more of total insertion rate. All insertions are consecutive issue placement. For help with advertising requirements please see the Specification Sheet included with the order form.



	1 TO 3 INSERTIONS (PER INSERTION)	4 INSERTIONS (PER INSERTION)
<b>1/6 PAGE - DIMENSIONS: 2.375" X 4.75" (VERT. OR HORIZ.)</b>		
B/W Only.....	\$220	\$175
<b>1/3 PAGE VERTICAL - DIMENSIONS: 2.375" X 10"</b>		
B/W.....	\$440	\$350
Full Color.....	\$490	\$400
<b>1/3 PAGE SQUARE - DIMENSIONS: 4.75" X 4.75"</b>		
B/W.....	\$440	\$350
Full Color.....	\$490	\$400
<b>1/2 PAGE - DIMENSIONS: 4.75" X 7.5" (VERT. OR HORIZ.)</b>		
B/W.....	\$550	\$440
Full Color.....	\$650	\$540
<b>2/3 PAGE - DIMENSIONS: 4.75" X 10" (VERT. ONLY)</b>		
B/W.....	\$600	\$500
Full Color.....	\$750	\$650
<b>FULL PAGE - DIMENSIONS: 7.5" X 10", BLEED DIMENSIONS: 8.75" X 11.25" BLEED, 8.5" X 11" TRIM</b>		
B/W.....	\$660	\$635
Full Color.....	\$860	\$835

### PREMIUM PLACEMENT ADVERTISING

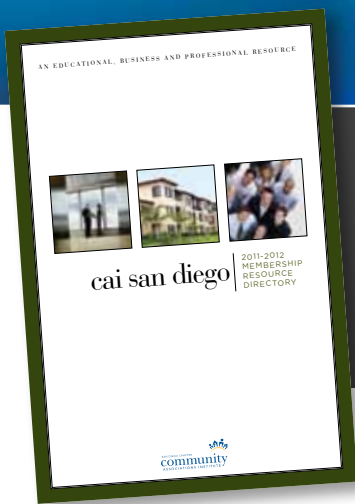
First come, first served. Full page, cost of color included in ad price.

Dimensions: No Bleed: 7" x 10" • Bleed: 8.75" x 11.25", 8.5" x 11" trim

Inside Front Cover (per insertion).....	\$1410
Inside Back Cover (per insertion).....	\$1410
Outside Back Cover (dimensions 7" x 7", per insertion).....	\$1300

*Participating in the Marketing Plan has enabled the firm to get involved in many different events in a single marketing and budgeting session. We are able to choose all of the events in which we want to participate during the year, budget for each event, and be assured a sponsorship position. This has allowed us to prominently network with CAI members, as well as support the chapter.*

*- Richard Salpietra, Esq., The Law Offices of Richard Salpietra*



Through local chapter participation, our Community Association Managers are afforded opportunities to expand their individual professional growth through educational programs, legislative updates and the subsequent impact, networking with business partners and augmenting interpersonal skills through committee involvement.

- Melinda Young, PCAM, CCAM, Walters Management

## More Advertising Opportunities

### ➔ 2011-2012 Annual Membership Resource Directory

For help with advertising sizes and specifications please see the Spec Sheet included with the order form.

#### FULL PAGE - DIMENSIONS: 4.5" X 7.5"

Color .....	\$1025
B/W .....	\$825

#### 1/2 PAGE - DIMENSIONS: 4.5" X 3.5" ONLY

Color .....	\$535
B/W .....	\$435

#### 1/4 PAGE - DIMENSIONS: 2.25" X 3.5" VERT. ONLY

Color .....	\$350
B/W .....	\$300

#### PREMIUM PLACEMENT ADVERTISING DIMENSIONS: 4.5" X 7.5"

These advertisements are Full Page, color only, cost of color included in ad price. Available on a first come, first served basis.

Outside Back Cover .....	\$1850
Inside Back Cover .....	\$1300
Inside Front Cover .....	\$1300
Tab Back.....	\$1200
Tab Front .....	\$1100

### ➔ Website Banner Ad & Web Link

Banner ads and web links run for 12 consecutive months

#### PREMIUM PLACEMENT • \$700

- Placement available on CAI-San Diego's Home Page, Events Registration Page or Member Directory. First come, first served basis. Limited availability.

#### STANDARD PLACEMENT • \$450

- Placement available on any other page available on the website. First come, first served basis. Limited availability.

#### ONE YEAR WEB LINK • \$180

- Link your company's website to CAI-San Diego's website.

### ➔ Government Affairs Committee (GAC) e-Newsletter

#### SPONSORSHIP • \$100 PER ISSUE

- Your company's logo on the quarterly newsletter e-mailed from CAI-San Diego GAC
- Publishes 4 times per year
- Purchase 4 issues for only \$350, a \$50 savings!
- *This item is not eligible for any other Marketing Plan discounts. Please see order form.*



# Educational Sponsorships & Trade Shows

*Exhibit booth spaces sold through the marketing plan are limited and on a first come, first served basis. Purchase of all six exhibiting events (Trade Shows, Educational Conference and Annual Awards Luncheon & Trade Show) requires purchase of at least one other non-exhibiting marketing plan item.*

## ➔ Morning Educational Programs \$200 PER PROGRAM

- Eight programs per year (4 San Diego, 4 North County)
- Space for company promotional items
- Introduction of your company at the program
- One attendee registration

## ➔ Board Fundamentals Course \$200 PER PROGRAM

- Two programs per year
- Space for company promotional items
- Introduction of your company at the program
- One attendee registration

## ➔ Annual Educational Conference April 2012

*A full day event featuring breakout educational sessions, luncheon and a standard Trade Show.*

### KEYNOTE SPEAKER SPONSOR • \$1000

Sponsor our professional speakers and gain the opportunity to introduce the speaker at the program and give a 30 second commercial about your company! Available at all trade shows except February 2012 and December's Annual Awards Luncheon.

### EXHIBITOR • \$450

- 6' draped table for your trade show booth
- Company name on program
- One free registration (includes lunch)
- Second attendee at reduced price

### BREAKOUT EDUCATIONAL SESSION SPONSOR • \$200 PER SESSION

- Space provided for company promotional items
- Introduction of your company at the program
- Choose to sponsor one or both sessions

## ➔ Trade Shows EXHIBITOR • \$450

- Four shows per year available on a first come, first served basis
- 6' draped table for your trade show booth
- Company name on program
- One free registration (includes lunch)
- Second attendee at reduced price

## ➔ Annual Awards Luncheon & Trade Show - December 2012

### DIAMOND • \$1000

- Company name and logo printed on event invitation mailed to all Chapter members
- Company name and logo printed on event program
- Verbal and visual event recognition
- Exhibit Table and 2 free registrations

### EMERALD • \$650

- Company name and logo printed on event program
- Verbal and visual event recognition
- Exhibit Table and 2 free registrations

### EXHIBITOR • \$450

- Exhibit Table and 1 free registration

### SAPPHIRE • \$250

- Company name printed on event program
- Verbal event recognition
- 2 free registrations

*As a Business Partner for the San Diego Chapter I have been given the opportunity to gain access to community managers and management firms throughout San Diego. With my active involvement in the chapter I have been able to grow our business over the past 7 years. By attending events and participating as a sponsor for the chapter it has open doors for me and my company.*

*-Cyndi Koester, PCAM, Mutual of Omaha Bank*

# Social Events

## ➔ Bowling Tournament - March 2012

### STRIKE SPONSOR • \$750

- Company name on event signage
- Announcement of company sponsorship throughout event
- 3 free event registrations

### SPARE SPONSOR • \$500

- Company name on lane sign
- 2 free registration

### DRINK BUCKS • \$300

- Company name on Drink Bucks
- 1 free registration

### RAFFLE PRIZE • \$100 (MINIMUM)

- Company name announced during raffle.
- *This item is not eligible for any Marketing Plan discounts. Please see order form.*

## ➔ Monte Carlo Night - May 2012

### HIGH ROLLER • \$3,000

- Company name and logo on invitation
- Company name on premium table (Craps, Roulette)
- Company name and logo on event program
- Company name on Powerpoint presentation
- 6 free registrations

### ACE • \$1,000

- Company name on premium table (Craps, Roulette)
- Company name on event program
- Company name on Powerpoint presentation
- 2 free registrations

### DISC JOCKEY SPONSOR • \$1,000

- Company name announced as DJ Sponsor
- Company name on event program
- Company name on event signage and Powerpoint presentation
- 2 free registrations

### PHOTOGRAPHY SPONSOR • \$750

- Company name on complimentary photo frames
- Company name on event program
- Company name on event signage and Powerpoint presentation
- 1 free registration

### RAFFLE GRAND PRIZE SPONSOR • \$500

- One sponsorship available
- Company name on event program
- Company name on Powerpoint presentation
- 1 free registration

### KING • \$500

- Company name on black jack table
- Company name on event program
- Company name on Powerpoint presentation
- 1 free registration

### COFFEE SPONSOR • \$300

- Company name on coffee table
- Company name on coffee table signage

### DECORATIONS SPONSOR • \$200

- Company name announced during event

### PRIZE SPONSOR • \$100 (MINIMUM)

- Company name announced during raffle
- *This item is not eligible for any Marketing Plan discounts. Please see order form.*



*CAI San Diego has proven to be a remarkable avenue to meet association managers, business partners and others serving the community association industry. I attribute much of our firm's success to the relationships we have developed over the years with our CAI colleagues.*

*Jon Epstein, Esq., Epstein Grinnell & Howell, APC*

## ➔ CAI Family Night at The Padres Game

### HOME RUN SPONSORSHIP • \$200

- Company name on the invitation
- One ticket to the game
- *Proceeds from this event will benefit the Chapter's Manager Scholarship Programs.*

## ➔ Day at the Races - Summer 2012

### WIN • \$1,000

- Company name on event registration flyer, tip sheet and event signage
- 2 free registrations

### PLACE • \$500

- Company name on tip sheet and event signage
- 1 free registration

### SHOW • \$250

- Company name on event signage

## ➔ Golf Classic - Summer 2012

### EAGLE SPONSORSHIP • \$2000

- Company name on tournament giveaway
- Company logo on event invitation and program
- Company name on event, tee and dinner table signage
- 4 player registrations, 2 additional meal tickets and reserved table
- Guaranteed hole exclusivity

### BIRDIE SPONSORSHIP • \$1000

- Company name on event and tee sign and program
- 2 player registrations, 2 additional meal tickets
- Hole sponsorship included

### HOLE IN ONE • \$750

- Company name as sponsor of Hole in One contest

### PAR SPONSORSHIP • \$500

- Hole sponsor • Name on tee sign.
- *Please note: Sponsor exclusivity at hole not guaranteed.*

### DRIVING RANGE • \$500

- Company name as sponsor of Driving Range

### PUTTING CONTEST • \$500

- Company name as sponsor of Putting Contest

### LUNCH SPONSOR • \$350

- Company name on event signage

### DRINK BUCKS • \$300

- Company name on Drink Bucks

### MULLIGANS • \$200

- Company name on Mulligans

### DECORATIONS SPONSOR • \$200

- Company name announced at dinner

### WATER SPONSOR (4 AVAILABLE) • \$200

- Company name on bottled water for golfers

### RAFFLE PRIZE • \$100 (MINIMUM)

- Company name announced during raffle
- *This item is not eligible for any Marketing Plan discounts. Please see order form.*

## ➔ Billiards Tournament - Fall 2012

### GAME BALL SPONSOR • \$750

- Company name on event signage
- Announcement of company sponsorship throughout event
- 3 free registrations

### HIGH RUN SPONSOR • \$500

- Company name on billiard table sign
- 2 free registrations

### DRINK BUCKS • \$300

- Company name on Drink Bucks
- 1 free registration

# 2012 CAI San Diego Marketing Plan



*Plan ahead! All the networking, sponsorship and advertising opportunities offered by the chapter for the entire year are inside.*

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