

CAI - San Diego Marketing Plan 2011

Order Form

Advertising Opportunities

Common Assessment

	Price	Price Extension
4 consecutive insertions - (annual contract)		
1/6 page - B/W Only	\$ 700.00	
1/3 page - B/W	\$ 1,400.00	
1/3 page - Color	\$ 1,600.00	
1/2 page - B/W	\$ 1,760.00	
1/2 page - Color	\$ 2,160.00	
2/3 page - B/W	\$ 2,000.00	
2/3 page - Color	\$ 2,600.00	
Full page - B/W	\$ 2,540.00	
Full page - Color	\$ 3,340.00	

Premium Positions (Subject to availability. Call chapter office for details) - 4 Consecutive Insertion

Inside Front Cover - Color Only	# of issues	X	\$ 1,410.00	
Inside Back Cover - Color Only	# of issues	X	\$ 1,410.00	
Outside Back Cover - Color Only	# of issues	X	\$ 1,300.00	

Single insertion rates - (1-3 insertions)

1/6 page - B/W Only	# of issues	X	\$ 220.00	
1/3 page - B/W	# of issues	X	\$ 440.00	
1/3 page - Color	# of issues	X	\$ 490.00	
1/2 page - B/W	# of issues	X	\$ 550.00	
1/2 page - Color	# of issues	X	\$ 650.00	
2/3 page - B/W	# of issues	X	\$ 600.00	
2/3 page - Color	# of issues	X	\$ 750.00	
Full page - B/W	# of issues	X	\$ 660.00	
Full page - Color	# of issues	X	\$ 860.00	

2011-2012 Annual Membership Directory

Full page - Color	\$ 1,025.00	
Full page - B/W	\$ 825.00	
1/2 page - Color	\$ 535.00	
1/2 page - B/W	\$ 435.00	
1/4 page - Color	\$ 350.00	
1/4 page - B/W	\$ 300.00	

Premium Positions - Color only (Subject to availability. Call chapter office for details)

Outside Back Cover	\$ 1,850.00	
Inside Back Cover	\$ 1,300.00	
Inside Front Cover	\$ 1,300.00	
Tab Back	\$ 1,200.00	
Tab Front	\$ 1,100.00	

Website Banner Ad and Weblink

Website Banner Ad -- Premium Placement	\$ 700.00	
Website Banner Ad -- Premium Placement	\$ 700.00	
Weblink - 12 consecutive months	\$ 180.00	

Education & Trade Shows

Morning Educational Programs - 4 per year

Program Sponsor (March May September November)	# of programs	X	\$	200.00	
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Annual Educational Conference - April *

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

Luncheon Trade Show Exhibitor without Electricity	\$	450.00	
Luncheon Trade Show Exhibitor with Electricity	\$	450.00	
Breakout Educational Session #1 sponsor	\$	200.00	
Breakout Educational Session #2 sponsor	\$	200.00	
Breakout Educational Session #3 sponsc	\$	200.00	

Trade Shows - 4 per year *

***Exhibit booth spaces sold through the Marketing Plan are limited and sold on a first-come, first served basis. Purchase of all 6 exhibiting events (Trade Shows, Educational Conference and Annual Awards Luncheon) requires purchase of one other non-exhibiting marketing plan item.**

Please circle the shows you want to exhibit at: February June August October

Exhibitor booth without electricity	# of shows	X	\$	450.00	
Exhibitor booth with electricit	# of shows	X	\$	450.00	

Annual Awards Luncheon & Trade Show*

Diamond	\$	1,000.00	
Emerald	\$	650.00	
Exhibitor	\$	450.00	
Sapphire	\$	250.00	

Social Event Sponsorship Opportunities

Bowling Tournament

Strike Sponsor	\$	750.00	
Spare Sponsor (Lane Sponsor	\$	500.00	
Drink Bucks	\$	300.00	

Monte Carlo Night

High Roller	\$	3,000.00	
Ace	\$	1,000.00	
Disc Jockey Sponsor	\$	1,000.00	
Photography sponsor	\$	750.00	
Raffle Grand Prize Sponsor (limit of 1 sponsor)	\$	500.00	
King	\$	500.00	
Coffee Sponsor	\$	300.00	
Decorations Sponsoi	\$	200.00	

Day at the Races

Win	\$	1,000.00	
Place	\$	500.00	
Show	\$	250.00	

Social Event Sponsorship Opportunities (con't)

Golf Tournament

Eagle	\$	3,000.00	
Birdie	\$	1,000.00	
Par	\$	500.00	
Hole in One	\$	750.00	
Putting Contest	\$	500.00	
Driving Range	\$	500.00	
Lunch sponsor	\$	350.00	
Mulligans	\$	300.00	
Drink Bucks	\$	250.00	
Decorations	\$	200.00	
Water for Golf Carts (Limited to the first 4 sponsorships)	\$	200.00	

Total	
Less Discount (if applicable)	
Sub Total	
Non Discounted Raffle Prize Cash Sponsor	
CLAC E-Newsletter Sponsorship	
Suggested CLAC Donation	\$15
Baker/Dolnick Foundation	\$10
Manager Education Scholarship Fund	\$10
Grand Total	

Marketing Plan Discounts

Purchases of \$8500.00+ 15% Discount
 Purchases of \$6000 - 8499.00 10% Discount

Non - Discounted Raffle Prize Cash Sponsor

Bowling Tournament Amount of Donation (in \$100.00 increments) \$ _____
 Monte Carlo Night Amount of Donation (in \$100.00 increments) \$ _____
 Golf Tournament Amount of Donation (in \$100.00 increments) \$ _____

I am interested in purchasing and donating a prize for the 2011 Bowling Tournament, please contact me!
 I am interested in purchasing and donating a prize for the 2011 Monte Carlo Night please contact me! (indicate by placing
 I am interested in purchasing and donating a prize for the 2011 Golf Tournament, please contact me! a check in the box)

Non - Discounted Donation Opportunitess

CLAC (*California Legislative Action Committee*) Amount of Donation \$ _____
 CLAC E-Newsletter Sponsorship (\$100/issue, 4 per year) ___ issues @ \$100 \$ _____
 CLAC E-Newsletter Sponsorship (All four issues for \$350) \$ _____

Baker Dolnick Education Foundation Amount of Donation \$ _____
Provides CAI membership scholarships to homeowners

Manager Educational Scholarship Fund Amount of Donation \$ _____
Provides CAI educational scholarships to manager members

Payment Plan - for \$3000.00 level and up

1/2 of grand total due January 3, 2011
 1/2 of grand total due February 1, 2011

All purchases of \$1 - 2999.00, payment is due in full with mailing of this form

Terms and Conditions

Benefits of sponsorship are subject to change without notice. **Please pay from this order form, a separate billing will not follow**
Events may be cancelled without prior notice. Should an event be cancelled, payment for the event shall be fully refunded.
Some levels of sponsorships are limited to a specific number. All sponsorships are on a first-come, first-serve basis.
Payment plan is available only to Platinum, Gold and Bronze marketing plan sponsor levels. All others must remit full payment with the order form.

Plan payments must be received IN FULL by 2-1-11 to receive the discount and company 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. **This agreement must be received by the chapter office no later than December 31, 2010** in order to be accepted into the Marketing Plan.

Agreement

The undersigned represents that they have the authority to enter into this agreement on behalf of the company, and hereby accepts and agrees to be bound by the terms and conditions herein.

Signature _____ Date _____

Printed Name _____

Company Information

Company Name _____ Phone _____

Address _____ Fax _____

_____ E-Mail _____

Contact Person _____

Website address _____

Method of Payment

Check Amount Enclosed \$ _____

Master Card Card # _____ Exp. _____

Visa Card Card # _____ Exp. _____

American Express Card # _____ Exp. _____

Credit Card Billing Address Zip Code _____

Signature _____ Date _____

Please keep a copy for your records and return all four pages of this form no later than December 31, 2010 to:

CAI San Diego Chapter
1081 Camino del Rio South, Suite 207
San Diego, CA 92108
Phone: 619-299-1376
Fax: 619-299-1377
Web: cai-sd.org

Company Name _____