

CAI San Diego 2016 Marketing Plan Order Form

ADVERTISING OPPORTUNITIES

			PRICE	PRICE EXTENSION
COMMON ASSESSMENT MAGAZINE				
4 CONSECUTIVE INSERTIONS, FULL COLOR - (ANNUAL CONTRACT)				
1/6 PAGE (VERTICAL OR HORIZONTAL)			\$750	
1/3 PAGE (VERTICAL OR HORIZONTAL)			\$1,715	
1/2 PAGE (VERTICAL OR HORIZONTAL)			\$2,315	
2/3 PAGE			\$2,785	
FULL PAGE			\$3,575	
PREMIUM POSITIONS <i>Subject to availability. Call chapter office for details.</i>				
INSIDE FRONT COVER	# OF ISSUES	X	\$1,510	
INSIDE BACK COVER	# OF ISSUES	X	\$1,510	
OUTSIDE BACK COVER	# OF ISSUES	X	\$1,395	
SINGLE INSERTION RATES (1-3 INSERTIONS)				
1/6 PAGE (VERTICAL OR HORIZONTAL)	# OF ISSUES	X	\$240	
1/3 PAGE (VERTICAL OR HORIZONTAL)	# OF ISSUES	X	\$525	
1/2 PAGE (VERTICAL OR HORIZONTAL)	# OF ISSUES	X	\$695	
2/3 PAGE - COLOR	# OF ISSUES	X	\$805	
FULL PAGE - COLOR	# OF ISSUES	X	\$920	
2017 ANNUAL MEMBERSHIP RESOURCE DIRECTORY				
FULL PAGE COLOR			\$1,025	
FULL PAGE B/W			\$870	
1/2 PAGE COLOR			\$535	
1/2 PAGE B/W			\$460	
1/4 PAGE COLOR			\$350	
1/4 PAGE B/W			\$315	
LOGO LISTING (PER CATEGORY)			\$195	
ADDITIONAL LISTINGS (PER CATEGORY)	# OF LISTINGS	X	\$40	
PRIMARY CATEGORY ENHANCED LISTING			\$70	
ADD'L ENHANCED LISTINGS (PER CATEGORY) # ADD'L ENHANCED LISTINGS		X	\$110	
PREMIUM POSITIONS - COLOR ONLY <i>Subject to availability. Call chapter office for details.</i>				
OUTSIDE BACK COVER			\$1,850	
INSIDE BACK COVER			\$1,300	
INSIDE FRONT COVER			\$1,300	
TAB BACK			\$1,200	
TAB FRONT			\$1,100	
CHAPTER WEBSITE ADVERTISING				
WEBSITE BANNER AD – INTERIOR PAGE PLACEMENT			\$450	
WEBSITE BANNER AD – HOME PAGE PLACEMENT			\$700	
MEMBERSHIP E-DIRECTORY LOGO PLACEMENT			\$250	

Company Name _____

TOTAL FROM PAGE 1

EDUCATION & TRADE SHOWS * Exhibit booth spaces sold through the Marketing Plan are limited and sold on a first-come, first served basis.

	PRICE	PRICE EXTENSION
MORNING EDUCATIONAL PROGRAMS		
6 PER YEAR, 4 SPONSORS PER PROGRAM		
PROGRAM SPONSOR SAN DIEGO (FEB MAY NOV) # OF PROGRAMS	X \$325	
PROGRAM SPONSOR NORTH COUNTY (FEB MAY NOV) # OF PROGRAMS	X \$325	
ANNUAL EDUCATIONAL CONFERENCE - APRIL 15, 2016		
<i>A full day event featuring a keynote speaker, breakout sessions, luncheon and Trade Show.</i>		
KEYNOTE SPEAKER SPONSOR	\$1,000	
EXHIBITOR & BREAKOUT EDUCATIONAL SESSION SPONSOR	\$750	
LUNCHEON TRADE SHOW EXHIBITOR WITHOUT ELECTRICITY	\$525	
LUNCHEON TRADE SHOW EXHIBITOR WITH ELECTRICITY	\$525	
PARKING SPONSOR	\$425	
SAN DIEGO TRADE SHOWS - 2 PER YEAR		
PLEASE CIRCLE THE SHOWS YOU WISH TO EXHIBIT AT: JUN OCT		
EXHIBITOR BOOTH WITHOUT ELECTRICITY # OF SHOWS	X \$475	
EXHIBITOR BOOTH WITH ELECTRICITY # OF SHOWS	X \$475	
PARKING SPONSOR	\$425	
NORTH COUNTY TRADE SHOWS - 2 PER YEAR		
PLEASE CIRCLE THE SHOWS YOU WISH TO EXHIBIT AT: MAR AUG		
EXHIBITOR BOOTH WITHOUT ELECTRICITY # OF SHOWS	X \$475	
EXHIBITOR BOOTH WITH ELECTRICITY # OF SHOWS	X \$475	
HOLIDAY LUNCHEON & TRADE SHOW		
DIAMOND	\$1,000	
PHOTO BOOTH	\$750	
EMERALD	\$650	
EXHIBITOR	\$475	
SAPPHIRE	\$250	
REVERSE TRADE SHOW & LUNCHEON		
INTERACTION SPONSOR	\$625	
CID LAW SEMINAR - 4 SPONSORS PER SESSION		
CIRCLE A SESSION		
SPRING MORNING SESSION SPRING AFTERNOON SESSION	X \$325	
HOA BOARD LEADERSHIP DEVELOPMENT WORKSHOP		
SATURDAY PROGRAM - FIVE SPONSORSHIPS AVAILABLE		
	\$425	

Company Name _____

TOTAL FROM PAGE 2

--

SOCIAL EVENT SPONSORSHIP OPPORTUNITIES

MONTE CARLO NIGHT & AWARDS GALA

PRICE EXTENSION

CASINO DE MONTE CARLO SPONSOR (1 AVAILABLE)	\$3500	
CHEMIN DE FER SPONSOR (1 AVAILABLE)	\$1700	
AWARDS DINNER TABLE SPONSORSHIP	\$1500	
ROULETTE SPONSOR (1 AVAILABLE)	\$1500	
GLACÉ SPONSOR (1 AVAILABLE)	\$1200	
MONACO SPONSOR	\$1000	
FRENCH KISS SPONSOR	\$1000	
PAPARAZZO SPONSOR	\$800	
HIGH ROLLER GRAND PRIZE SPONSOR (SEE NON-DISCOUNTED SECTION)		
PARKING SPONSOR	\$500	
ROI (KING) SPONSOR	\$500	
DAME SPONSOR	\$350	

DAY AT THE RACES

WIN SPONSOR	\$1,050	
PLACE SPONSOR	\$525	
SHOW SPONSOR	\$265	
HAT CONTEST SPONSOR	\$265	

GOLF CLASSIC

EAGLE SPONSOR (ONE AVAILABLE)	\$3,500	
HOLE-IN-ONE SPONSOR (ONE AVAILABLE)	\$1500	
CART SPONSOR (TWO AVAILABLE)	\$1,300	
BIRDIE (HOLE) SPONSOR (16 AVAILABLE)	\$1200	
PUTTING CONTEST SPONSOR (TWO AVAILABLE)	\$800	
DRIVING RANGE SPONSOR (TWO AVAILABLE)	\$500	
LUNCH SPONSOR	\$750	
BREAKFAST SPONSOR	\$500	
DRINK BUCKS SPONSOR	\$325	
WATER SPONSOR (FOUR AVAILABLE)	\$300	
PHOTOGRAPHY SPONSOR (2 AVAILABLE)	\$300	
MULLIGAN SPONSOR	\$225	
PRESALE FOURSOME	\$750	

WINE NIGHT

VINEYARD SPONSOR (1 AVAILABLE)	\$3,000	
BARREL SPONSOR	\$1500	
CABERNET SPONSOR	\$1,000	
CHARDONNAY SPONSOR	\$750	
MERLOT SPONSOR	\$500	
PHOTOGRAPHY SPONSOR (2 AVAILABLE)	\$300	
PRE-SALE FOUR-PACK TICKETS	\$360	

Company Name _____

TOTAL FROM PAGE 3

--

	PRICE	PRICE EXTENSION
CRAFT BEER NIGHT		
IPA SPONSOR (1 AVAILABLE)	\$3,000	
PORTER SPONSOR	\$1500	
LAGER SPONSOR	\$1,000	
STOUT SPONSOR	\$500	
PHOTOGRAPHY SPONSOR (2 AVAILABLE)	\$300	
PRE-SALE FOUR-PACK TICKETS	\$340	

SILENT AUCTION PRIZE SPONSOR OPPORTUNITIES

I AM INTERESTED IN PURCHASING AND DONATING A SILENT AUCTION ITEM FOR THE 2016 CRAFT BEER NIGHT , PLEASE CONTACT ME! CHECK THE BOX.	
I AM INTERESTED IN PURCHASING AND DONATING A SILENT AUCTION ITEM FOR THE 2016 GOLF TOURNAMENT , PLEASE CONTACT ME! CHECK THE BOX.	
I AM INTERESTED IN PURCHASING AND DONATING A SILENT AUCTION ITEM FOR THE 2016 WINE NIGHT , PLEASE CONTACT ME! CHECK THE BOX.	
I AM INTERESTED IN PURCHASING AND DONATING A SILENT AUCTION ITEM FOR THE 2016 MONTE CARLO NIGHT & AWARDS GALA , PLEASE CONTACT ME! CHECK THE BOX.	

NON-DISCOUNTED DONATION OPPORTUNITIES

CLAC LEGISLATIVE SUPPORT COMMITTEE (LSC)	DONATION AMOUNT	
MANAGER EDUCATIONAL SCHOLARSHIP FUND		
<i>Provides CAI educational scholarships to manager members</i>	DONATION AMOUNT	
MONTE CARLO HIGH ROLLER GRAND PRIZE SPONSOR (ONE AVAILABLE)	\$500	

TOTAL FROM PAGE 4

NON-DISCOUNTED DONATION TOTAL FROM PAGE 4

Benefits subject to change without notice. Plan payments must be received in full by 2/5/16 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. Your completed agreement is due to the CAI Chapter office NO LATER THAN December 31, 2015. Scan and email completed forms to admin@cai-sd.org.

SPONSORSHIP/EXHIBITOR CANCELLATION POLICY

Cancellation of signed and submitted marketing plan is subject to a 50% non-refundable fee. Each sponsorship opportunity carries a \$50 non-refundable deposit. If

*you are unable to sponsor/exhibit at an event, please contact the chapter office **in writing** no later than 5 working days prior to the event. If your sponsorship spot can be filled, you will receive a refund, less the \$50 non-refundable deposit within three weeks; or you may transfer the amount to another available sponsorship/exhibitor event. If your spot cannot be filled, you have waived your right to a refund. No refunds given less than 90 days prior to any event.*

INITIAL HERE
I HAVE READ AND ACCEPT THE
CANCELLATION POLICY

Company Name _____

MARKETING PLAN TOTALS

PURCHASES OF \$8500+ = 15% DISCOUNT, PAYMENT PLAN OPTION
 PURCHASES OF \$6000 - \$8499 = 10% DISCOUNT, PAYMENT PLAN OPTION
 PURCHASES OF \$3,000 - \$5,999 = 5% DISCOUNT, PAYMENT PLAN OPTION
 ALL PURCHASES OF \$1 - \$2999, PAYMENT DUE IN FULL WITH THIS FORM

**Payment Plan - for
 \$3000 level and up
 1/2 of grand total due
 January 5, 2016.
 Balance of grand total
 due February 5, 2016.**

TOTAL (PAGES 1 THROUGH 4)	
LESS DISCOUNT (IF APPLICABLE)	
SUB TOTAL	
NON-DISCOUNTED TOTAL (PAGE 4)	
SUGGESTED CLAC DONATION	\$15
SUGGESTED MANAGER EDUCATION SCHOLARSHIP FUND DONATION	\$10
GRAND TOTAL	

TERMS AND CONDITIONS

- Benefits of sponsorship are subject to change without notice. Please include payment with this order form.
- Sponsorships that include printing a company logo on invitations or giveaways must be received 90 days prior to the event.
- Events may be cancelled without prior notice. Should an event be cancelled, payment for the event shall be fully refunded or you may transfer the sponsorship amount to another event.
- Some levels of sponsorships are limited to a specific number. All sponsorships are on a first-come, first-served 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. Forms will not be processed and sponsorship levels reserved without payment.
- Plan payments must be received IN FULL by 2-5-16 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.
- This agreement must be received by the chapter office no later than December 31, 2015 in order to be accepted into the Marketing Plan.
- The chapter cannot be held responsible for the content or accuracy of member supplied advertisements. Advertiser supplied artwork cannot be altered by the Chapter including advertisements that are requested to be "Picked-Up" from a previous publication.

COMPANY INFORMATION

COMPANY NAME _____ PHONE _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

CONTACT PERSON _____ EMAIL _____

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 _____

PAYMENT INFORMATION

CHECK AMOUNT ENCLOSED \$ _____

MASTERCARD VISA AMEX

CARD # _____

BILLING ZIPCODE _____ EXP. DATE _____

SIGNATURE _____

Please keep a copy for your records and return all pages of this form no later than December 31, 2015.

Scan & email: admin@cai-sd.org or mail:
CAI San Diego Chapter
3914 Murphy Canyon Rd.
Suite A114
San Diego, CA 92123
858.836.1119 • www.cai-sd.org

CAI SAN DIEGO CHAPTER EVENT CALENDAR

JANUARY

- 14 Morning Educational Program
North County
- 21 Morning Educational Program
CAI Chapter Conference Center
- 26 CAI San Diego Board Meeting

FEBRUARY

- 4 Reverse Trade Show
San Diego
- 23 CAI San Diego Board Meeting

MARCH

- 2 Trade Show & Educational Program
North County
- 22 CAI San Diego Board Meeting
- 25 CID Law Seminar
San Diego

APRIL

- 15 Annual Education Conference
& Trade Show - San Diego
- 26 CAI San Diego Board Meeting

MAY

- 4-7 CAI National Conference
Orlando, FL
- 12 Morning Educational Program
CAI Chapter Conference Center
- 19 Morning Educational Program
North County
- 20 Wine Night at Vintana Wine + Dine
Escondido
- 24 CAI San Diego Board Meeting

JUNE

- 3 Trade Show & Educational Program
San Diego
- 21 CAI San Diego Board Meeting

JULY

- 19 CAI San Diego Board Meeting
- 22 Craft Beer Night
San Diego

AUGUST

- 18 Day at the Races Del Mar
- 23 CAI San Diego Board Meeting
- 26 Trade Show & Educational Program
North County

SEPTEMBER

- 17 Board Leadership Development Course
San Diego
- 27 CAI San Diego Board Meeting

OCTOBER

- 14 CAI Golf Classic - Encinitas
- 21 CAI Statewide Legal Forum
- 24 Trade Show and Educational Program
San Diego
- 25 CAI San Diego Board Meeting

NOVEMBER

- 9 Morning Educational Program
CAI Chapter Conference Center
- 15 Morning Educational Program
North County
- 22 CAI San Diego Board Meeting
- TBA Monte Carlo Night
& Annual Awards Gala

DECEMBER

- TBA Holiday Luncheon & Trade Show

Please note: Dates are subject to change.
Please refer to CAI San Diego's website,
www.cai-sd.org, for the latest announcements
and monitor the CAI San Diego e-newsletter.