

# 2016 CAI SAN DIEGO MARKETING PLAN

HIGH IMPACT EXPOSURE.  
HIGH RETURN RESULTS.  
THINK BIG.



# Targeted Marketing for Your Business

Looking for ways to expand your client base, network with management professionals in the CID industry, and get in front of HOA decision makers? With a wide variety of event sponsorships and advertising opportunities you can develop a custom program that fits your needs and marketing goals.

Each event, whether educational or networking – provides a direct connection to those who make critical decisions regarding the purchase of products and services for the 6,000+ common interest developments in San Diego County.

CAI San Diego is transitioning to a greater focus on service, planning and vision. Each and every member can help our chapter fulfill its mission: *To reach all members by promoting the understanding of responsible governance and operations through education, communication and professional ethics.*

Your financial commitment through sponsorship, exhibiting and advertising makes it possible for our Chapter to succeed. We recognize and applaud that support.





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## CAI San Diego's Advocacy

Critical to the overall success of the Community Associations Institute – as well as the San Diego Chapter – is its advocacy efforts on behalf of community associations and their homeowners. The chapter has a very active Legislative Support Committee (LSC) that monitors legislation and is part of the California Legislative Action Committee (CLAC).

CAI-CLAC is the largest advocacy organization in America dedicated to monitoring legislation, educating elected state lawmakers, and protecting the interests of those living in homeowners associations in California. Members include condominiums, cooperatives and homeowners associations, as well as those who provide products and services to the associations.

The legislation that the San Diego LSC and the California Legislative Action Committee monitors, supports, or opposes has a direct impact on the community associations you work with or manage. CLAC makes no political contributions; it is an advocate for CAI interests. It functions solely on the donations of the community associations and the product and service providers it represents.

Please consider an additional contribution to CAI's advocacy efforts in California as part of your investment in CAI. See the special CLAC contribution line item on the order form.

### Silent Auction

Your contribution of an item of at least \$100 value to the Silent Auctions held at Wine Night, Craft Beer Night, the Golf Classic and Monte Carlo Gala underwrites CAI San Diego's contributions to CLAC's advocacy efforts.



**Join the advocacy team by upgrading your exhibit table at the Annual Educational Conference or one of our Trade Shows. For an additional \$100 (which is donated to CLAC), four exhibitors get a prime location and recognition.**

## Community Outreach

CAI San Diego is deepening its relationship with the entire San Diego community. This past year, CAI members participated in the Fight for Air Climb in support of the American Lung Association. Dozens of members and their families spent a day volunteering for Feeding America San Diego which feeds over 450,000 of our neighbors in San Diego County each year. Many Business Partners and Management Companies will have Toys for Tots collection boxes in their offices to help the U.S. Marine Reserves make the holidays special for children in need.

The CAI San Diego volunteers who lead these community outreach events will make special requests throughout the year for your charitable support. Although those charitable events are not included in this marketing catalog, we hope that you will come forward and join in their efforts to support our broader community.



## Building Relationships





## **NEW!!**

**Once you reach Platinum, Gold or Bronze level sponsorship, the discount received will be in effect for any additional sponsorship or exhibitor purchases throughout the entire year! Announcements of additional opportunities will be made on the CAI-San Diego website, e-newsletters, social media and in the event promotions.**

# Premium Sponsorships

## **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 February 5, 2016.
- Year long acknowledgement in *Common Assessment* magazine
- Recognition on CAI-SD website and social media.
- Logo on all E-Newsletters
- Payment plan option

## **Bronze Sponsor**

### **5% Discount Off Total Purchase**

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 February 5, 2016.
- Year long acknowledgement in *Common Assessment* magazine
- Recognition on CAI-SD website and social media
- Company name on all E-Newsletters
- Payment plan option

## **Payment Plan**

Two payments (total ÷ 2 = payment amount) each due on January 5, 2016 and February 5, 2016.

## **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 February 5, 2016.
- Year long acknowledgement in *Common Assessment* magazine
- Recognition on CAI-SD website and social media
- Logo on all E-Newsletters
- Payment plan option

## Reserving Events & Advertising

After making your selections, the Sponsorship Order Form should be scanned into a PDF document and emailed to [admin@cai-sd.org](mailto:admin@cai-sd.org). Order forms that are returned with a minimum of 50% payment will receive confirmation of sponsorship selection and/or premium advertisement placement. Order forms without a minimum of 50% payment will not receive confirmation of sponsorships or premium advertisement placement until payment is received. Order forms that are mailed will receive confirmation upon receipt of the form and processing of payment.

## Ordering and Payment Schedule

Invoicing is available – sent electronically – but payment must be received within 15 business days. Reservation of events will not be recorded until full payment is received.


- First payment due no later than January 4, 2016 (50% of total)
- Second payment (remaining balance) by February 5, 2016.

*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. Any agreements received after that date will NOT be accepted.*

### **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 if there is less than 90 days prior to any event.*

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For any single event sponsorship over \$1500, your company logo will be included in CAI-San Diego promotions including:

- E-Blasts to 2000+ recipients
- Event promotions with distribution to over 800 members
- Announcements and updates on LinkedIn, Facebook and Twitter





***Our award winning chapter publication is distributed to over 1,000 local chapter members, including HOA board members, community managers and management companies.***

## Common Assessment Magazine Advertising

All quoted rates are member pricing. **Non-members pay an additional 50% over published insertion rates.** All insertions are consecutive issue placement. For help with advertising requirements please see the Specification Sheet included. Your advertisement\* can contain a live link to your website! The online version of *Common Assessment* offers advertisers the opportunity to live link their website.

	1 TO 3 ISSUES (EACH INSERTION)	4 ISSUES (total for 4 insertions)
<b>1/6 Page</b> Dimensions: 2.375" x 4.75" (vert. or horiz.)	\$240 each insertion	\$750
<b>1/3 Page Vertical</b> Dimensions: 2.375" x 10"	\$525 each insertion	\$1715
<b>1/3 Page Square</b> Dimensions: 4.75" x 4.75"	\$525 each insertion	\$1715
<b>1/2 Page</b> Dimensions: 4.75" x 7.5" (vert. or horiz.)	\$695 each insertion	\$2315
<b>2/3 Page</b> Dimensions: 4.75" x 10" (vert. only)	\$805 each insertion	\$2785
<b>Full Page</b> Dimensions: 7.5" x 10"	\$920 each insertion	\$3575

## Premium Placement Advertising

First come, first served. Full page only. Dimensions: No Bleed: 7.5" x 10" • Bleed: 8.75" x 11.25"

Inside Front Cover	\$1510 each insertion
Inside Back Cover	\$1510 each insertion
Outside Back Cover (dimensions 7" x 7")	\$1395 each insertion

\*Artwork must be created to exact specifications (see spec sheet) for link to be recognized. CAI is not responsible for broken, missing or misdirected links in advertiser supplied artwork. Certain restrictions apply.



## 2016 ANNUAL MEMBERSHIP RESOURCE DIRECTORY

For help with advertising sizes and specifications please see the Specification Sheet included.

### Full Page - Dimensions: 4.5" x 7.5"

Color .....	\$1025
B/W.....	\$870

### 1/2 Page - Dimensions: 4.5" x 3.5" only

Color .....	\$535
B/W.....	\$460

### 1/4 Page - Dimensions: 2.25" x 3.5" vert. only

Color .....	\$350
B/W.....	\$315

### Premium Placement Advertising

#### Dimensions: 4.5" x 7.5"

These advertisements are Full Page, color only, cost of color included in 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

## ADDITIONAL, ENHANCED & LOGO LISTINGS IN PRINTED MEMBERSHIP RESOURCE DIRECTORY

The Chapter office will contact you to select your additional listing categories and to obtain the information for your enhanced listings.

- \$40 Per Additional Listing(s)  
\$40 x \_\_\_\_\_ = \_\_\_\_\_
- \$70 Primary Enhanced Listing, (Primary membership category only)
- \$110 Per Additional Enhanced Listing  
\$110 x \_\_\_\_\_ = \_\_\_\_\_
- \$195 Logo Listing per category

### Online Directory Logo Listing • \$250

Place your company logo within your membership category listing in the online membership E-Directory.

### Website Banner Ad

Banner ads are live for 12 consecutive months from date of placement. Specific placement will be determined by the chapter.

#### Home Page • \$700

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

#### Interior Page • \$450

- Placement at chapter's discretion. First come, first served basis. Limited availability.



# Trade Shows & Educational Sponsorships

## Morning Educational Programs • \$325

Meet with board members and community managers, give a brief company commercial, and distribute promotional items at these educational sessions. Six programs per year: Three at the CAI Conference Center and three in North County. Limited to 4 sponsors per program. Sponsorship benefits include:

- Sponsor pre-program introductory remarks
- Space for company promotional items
- Recognition on event page of the CAI website and e-marketing (newsletter and social media)
- Sponsorship includes one attendee
- Recognition in *Common Assessment* magazine
- Business Partner attendance limited to sponsors only
- North County Programs: Jan. 14, May 19, Nov. 15
- CAI Conference Center Programs: Jan. 21, May 12, Nov. 9

## Trade Show Exhibiting • \$475

### Four programs, two in San Diego and two in North County

This is a prime opportunity to meet homeowners, board members and community managers. Host your trade show booth for an hour long meet and greet, then join your colleagues for a meal and educational program. Exhibit space is limited. Reserve your space now. Sponsorship benefits include:

- 6' draped table
- Company name on PowerPoint
- One free event registration (includes lunch)
- Second attendee at reduced price
- Exhibitors have the opportunity to present a short case study in a 15 minute Poster Session
- Recognition in *Common Assessment* magazine

## Trade Show Parking Sponsor \$425 (San Diego location only)

This is a one-of-a-kind opportunity to meet each educational program attendee. The Parking Sponsor table is located in the registration area and attendees must go to your table to validate their parking ticket. Sponsorship benefits include:

- One sponsorship for each San Diego Trade Show available
- Company name on PowerPoint
- One free registration (includes lunch)
- Second attendee at reduced price
- Recognition in *Common Assessment* magazine

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## Holiday Luncheon & Trade Show

### Diamond • \$1000

- Company logo printed on event invitation mailed to all Chapter members
- Company logo printed on event program and/or Powerpoint presentation
- Verbal and visual event recognition
- Exhibit Space and 6' draped table
- Two (2) event registrations included

### Photo booth • \$750 (two available)

- Company logo printed on event program and/or Powerpoint presentation
- Verbal and visual event recognition
- Two (2) event registrations included

### Emerald • \$650

- Company logo printed on event program and/or Powerpoint presentation
- Verbal and visual event recognition
- Exhibit Space and 6' draped table
- Two (2) event registrations included

### Exhibitor • \$475

- Exhibit Space and 6' draped table
- Company name on event program and/or Powerpoint presentation
- One (1) event registration included

### Sapphire • \$250

- Company name printed on event program and/or Powerpoint presentation
- Verbal event recognition
- One (1) event registration included

## Annual Educational Conference & Trade Show April 15, 2016\*

The all-day Educational Conference features a keynote speaker, lunchtime speaker, breakout sessions for managers and homeowners, and an Exhibit Hall. Designed for community managers and homeowners, only Business Partner sponsors and exhibitors may attend this conference.



### Keynote Speaker Sponsor • \$1,000

- Company logo on PowerPoint, printed agenda, promotional and e-marketing materials
- Opportunity to introduce your company and the speaker
- Exhibit Space included
- Recognition in *Common Assessment* magazine

### Exhibitor and Breakout Educational Session Sponsor • \$750

- Four session opportunities available, session sponsors can select their session (based on availability)
- Exhibit space and exhibitor benefits included
- Company name on PowerPoint, marketing and e-marketing materials
- Introduction of your company at the session
- Recognition in *Common Assessment* magazine

### Exhibitor • \$525

- 6' draped table in the exhibit hall
- Company name on PowerPoint and agenda
- One attendee registration (includes lunch)
- Second attendee at reduced price (includes lunch)
- Recognition in *Common Assessment* magazine

### Educational Conference Parking Sponsor • \$425

- One sponsorship available
- Company name on PowerPoint and agenda
- One attendee registration (includes lunch)
- Recognition in *Common Assessment* magazine

*\*All dates are subject to change.*



### **Reverse Trade Show Interaction Sponsorship • \$650**

A great opportunity to meet face-to-face with community managers, for new and existing Business Partners alike! Two to four management company members staff each booth and Business Partners visit the booth for six-minute interactions. The Reverse Trade Show gets you the face time you are looking for and is hugely successful event. Registration is limited. Sponsor benefits include:

- Two attendee registrations
- Company name on signage
- Priority selection of management company
- Recognition in *Common Assessment* magazine

### **Reverse Trade Show Parking Sponsor • \$325**

Sponsor benefits include:

- One sponsorship available
- Company name on signage and agenda

### **Common Interest Development Law Seminar • \$325**

Managers, homeowners and attorneys rave about CAI's Common Interest Development (CID) Law Seminar. It's the most comprehensive legal course available for community managers, board members and attorneys. Held in the Spring, this is full day, in-depth legal seminar taught by experienced community association attorneys. Proceeds from the event benefit the Manager Educational Sponsorship Fund. Sponsor benefits include:

- Choice of morning (3 available) or afternoon session (3 available)
- Space for company promotional items
- Recognition on program promotional materials, including website and e-marketing (newsletter and social media)
- One registration
- Recognition in *Common Assessment* magazine



### **Board Leadership Development Workshop • \$425**

Looking to meet the decision makers in HOAs? The Board Leadership Development Workshop is newly developed by the Community Association's Institute and replaces the Essentials Course. It provides a comprehensive look at the roles and responsibilities of community association leaders and conveys information to help create and maintain the kind of community people want to call home. All five-units of this program will be presented on a Saturday in September 2016.

- All-day session (five sponsorships available)
- Space for company promotional items and table top signage
- Introductory Remarks before program
- Recognition on program promotion, website and e-marketing (e-newsletter and social media)
- One Business Partner attendee registration
- Recognition in *Common Assessment* magazine



# Networking & Social Event Sponsorships



CAI San Diego hosts special events throughout the year that provide the opportunity to network with Community Managers and Community Association Volunteer Leaders in a relaxed and fun atmosphere. Each event is unique, held at a special venue, and includes food and a silent auction. Events include:

- Monte Carlo Gala & Annual Awards
- Wine Night
- Craft Beer Night
- CAI Golf Classic
- CAI Day at the Races

CAI San Diego heavily markets each event, so you get extra exposure to your target audience. Marketing includes:

- Full color, professionally designed promotional materials sent to 800+ members
- E-newsletter announcements, distributed to over 2,200
- Regular social media announcements
- Recognition in *Common Assessment* magazine



## **Wine Night at Vintana Wine + Dine**

A sparkling North County evening on the Starlight Terrace with stunning views, the setting sun, music, silent auction and a delicious buffet.

### **Vineyard Sponsor (1 available) • \$3,000**

- Exclusive sponsorship prominently featuring your company logo on all promotional materials
- Company logo on event signage
- Logo imprinted on wine glass give away
- 4 registrations
- Right of first refusal for 2017 event sponsorship



### **Barrel Sponsor • \$1500**

- Provide a logo-imprinted gift to attendees
- Company logo on invitations and event signage
- 2 registrations

### **Cabernet Sponsor • \$1,000**

- Company logo on invitation
- Company logo on event signage
- 2 registrations

### **Chardonnay Sponsor • \$750**

- Company logo on event signage
- 1 registration

### **Merlot Sponsor • \$500**

- Company name on event signage
- 1 registration

### **Photography Sponsor (2 available) • \$300**

- Company logo on website photo gallery and social media

### **Pre-Sale Four-Pack tickets • \$360**

- Take advantage of pre-sale pricing now! Ticket prices may be higher at the time of event, but they will never be less than the pre-sale price.



## Craft Beer Night

A relaxed and fun evening of San Diego's finest craft beer, food, music, and a silent auction. Craft Beer Night is an eagerly anticipated night of fun!

### IPA Sponsor (1 available) • \$3,000

- Exclusive sponsorship prominently featuring your company on all promotional material and onsite signage
- Logo imprinted on complimentary beer glass
- 4 registrations
- Right of first refusal for 2017 sponsorship

### Porter Sponsor • \$1500

- Provide a logo-imprinted gift to attendees
- Company logo on invitations and event signage
- 2 registrations

### Lager Sponsor • \$1,000

- Company logo on invitation and event signage
- 2 registrations

### Stout Sponsor • \$500

- Company name on event signage
- 1 registration

### Photography Sponsor (2 available) • \$300

- Company name next to photos on website and social media

### Pre-Sale Four-Pack Tickets • \$340

- Take advantage of pre-sale pricing now! Ticket prices may be higher at time of event., they will never be less than the pre-sale price.



## Day at the Races

Meet at the historic Del Mar Race Track in the Thoroughbred Club Skyroom for an afternoon of relaxed networking, a delicious lunch buffet and cash bar, and a little wager or two.

### Win Sponsor • \$1050

- Company logo on event promotional piece
- Company logo on event signage
- Recognition in *Common Assessment* magazine
- 2 registrations
- Reserved table for 10

### Place Sponsor • \$525

- Company name on event signage
- Recognition in *Common Assessment* magazine
- 1 registration included

### Show Sponsor • \$265

- Company name on event signage
- Recognition in *Common Assessment* magazine

### Hat Contest Sponsor • \$265

- Company name on event signage
- Recognition in *Common Assessment* magazine

## 2016 Golf Classic

CAI's Golf Classic is a perennial favorite and a great way to market your products and services in a relaxed and enjoyable atmosphere.

In 2016, the Golf Classic will have an earlier start time, ending with a cocktail reception at 3 p.m. The breakfast buffet, boxed lunch, awards reception and silent auction make it a fun-filled day on the links.

Hole exclusivity includes opportunity to set a table at the hole, meet and greet all players, and distribute promotional items.

Sponsors over \$1200 may provide promo items for swag bag.

Hole sponsors that wish to serve alcohol are required to pay an additional fee. Alcohol service on the course is limited by the course.

### Eagle Sponsor (1 available) • \$3,500

- Exclusive sponsorship featuring company logo with the event title on all promotional material
- Company logo on event signage
- Reserved table at the closing awards reception
- Hole exclusivity at first hole
- Company logo on Lowest Score trophy
- 4 Player registrations
- Right of first refusal for 2017 sponsorship



## Golf Classic Continued

### Hole-in-One Sponsor (One available) • \$1500

- Hole exclusivity at Hole-in-One Contest (insurance provided by CAI)
- Company logo on invitations
- Company logo on event signage
- Company logo on Tee Sign
- Company presents award to winner at reception and opportunity to present additional prize
- 2 player registrations, plus 2 reception dinner tickets

### Cart Sponsor • \$1,300 (two available)

- Company name on all golf carts
- Company logo on invitations and event signage
- 2 registrations

### Birdie (Hole) Sponsor • \$1200 (16 available)

- Hole exclusivity and company logo on Tee Sign
- Company logo on invitations and event signage
- 2 player registrations and 2 reception tickets

### Putting Contest Sponsor • \$800 (two available)

- Company presents award to winner at banquet and opportunity to provide additional prize
- Company logo at Practice Putting Green
- 2 dinner tickets

### Driving Range Sponsor • \$500 (two available)

- Company name at Driving Range

### Lunch Sponsor • \$750

- Company name on box lunch

### Breakfast Sponsor • \$500

- Company name at continental breakfast buffet table

### Drink Bucks Sponsor • \$325

- Company name and logo on Drink Buck tickets

### Water sponsor • \$300 (four available)

- Company logo on bottled water

### Photography Sponsor (2 available) • \$300

- Company logo on website photo gallery and social media

### Mulligan Sponsor • \$225

- Company name on Mulligans

### Pre-Sale Foursome • \$750

- Take advantage of pre-sale pricing now! Ticket prices may be higher at time of event., they will never be less than the pre-sale price.



## Monte Carlo Gala and Annual Awards Dinner

Three great events combined for 2016. A glittery evening that includes the exclusive invitation-only PCAM Cocktail Reception, Monte Carlo Casino games, and Annual Awards presentation and dinner.

### Casino de Monte Carlo Sponsor (1 available) • \$3500

- Logo on invitation
- Premium table signage (Choice of: Roulette, Craps, etc.)
- Premium stage signage and on PowerPoint presentation
- 2 invitations to PCAM Reception and name on PCAM Reception invitation
- 6 Gala registrations
- First right of refusal for 2017

### Chemin de Fer Sponsor (1 available) • \$1700

- Company provides playing cards for the event
- 2 invitations to PCAM Reception and name on PCAM Reception invitation
- Company logo on PowerPoint presentation
- 4 Gala registrations

### Awards Dinner Table Sponsorship • \$1500

- Hosted table and 10 registrations
- Company logo on PowerPoint presentation

### Roulette Sponsor (1 available) • \$1500

- Company provides starter casino chips (10 per attendee)
- 2 invitations to PCAM Reception and name on PCAM Reception invitation
- Company logo on PowerPoint presentation
- 4 Gala registrations

### Glacé Sponsor (1 available) • \$1200

- Your logo incorporated into featured ice sculpture
- Company logo on PowerPoint presentation
- 1 PCAM Reception invitation
- 1 registration

### Monaco Sponsor • \$1000

- Company name on Craps or Roulette table
- 1 PCAM Reception invitation
- Company logo on PowerPoint presentation
- 1 registration

### French Kiss Sponsor • \$1000

- Company name as the specialty cocktail
- Company listed on all bar menus
- Company logo on drink tickets
- Company logo on PowerPoint presentation
- 1 registration

### Paparazzo Sponsor • \$800

- Company logo on photo strips and/or photo magnet
- Company name on PowerPoint presentation

### High Roller Grand Prize Sponsor • \$500

- Sponsor announces High Roller winner and presents \$500 cash prize at end of event
- Company name in Powerpoint presentation
- *This item is not eligible for any Marketing Plan discounts. Please see order form.*

### Parking Sponsor • \$500

- Company name on parking passes
- Company name on PowerPoint presentation

### Roi (King) Sponsor • \$500

- Company name at Blackjack Table
- Company name on PowerPoint presentation

### Dame Sponsor • \$350

- Company name in event promotions and post-event material
- Company name on PowerPoint presentation



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PRSR STD  
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CAI SAN DIEGO  
2016 MARKETING PLAN  
RESPOND BY DECEMBER 31, 2015