



CAI West Florida Chapter 2017 Sponsorship Opportunities





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2017 CAI West Florida Chapter Annual Sponsorship Opportunities

Diamond

(Maximum 7 Companies - No Two Like Companies)

	Value
Recognition on Banner at all events	\$25
Full page, b&w ad in all issues of the magazine	\$1,900
Color upgrade in March issue	(included above)
Company logo w/link on website "sponsors" page	\$750
Recognition in sponsor section & ad index of magazine	\$750
Company logo on CAI email blasts (except CA Day)	\$1,000
Company logo on website Homepage	\$1,000
Shared table for literature at monthly breakfast	\$1,400
Exclusive sponsor of "Manager Career" breakfast	\$700
Host of one (1) monthly breakfast to include infomercial, literature, giveaway prize & one (1) breakfast ticket	\$350
Single exhibit table at Manager All Day	\$200
Four(4) players at the Spring & Fall Golf Outing	\$960
Luxury Booth at CA Day Tradeshow	\$1,700
Four(4) breakfast tickets each month	\$960
Name badge with sponsor ribbon to wear at events	\$25
	\$11,720
Total Value:	\$11,720
<u>YOURS FOR \$7,500!!!</u>	

Platinum

	Value
Recognition on Banner at all events	\$25
Half page, b&w ad in all issues of the magazine	\$1,200
Company logo w/link on website "sponsors" page	\$750
Recognition in sponsor section & ad index of magazine	\$750
Business Partner "Spotlight" email blast & social media post	\$500
Host of one (1) monthly breakfast to include infomercial, literature, giveaway prize & one (1) breakfast ticket	\$350
Four(4) players at one (1) golf outing (Spring or Fall)	\$480
Premium Booth at CA Day Tradeshow w/priority booth selection dates	\$850
Two(2) breakfast tickets each month	\$500
Name badge with sponsor ribbon to wear at events	\$25
	\$5,430
Total Value:	\$5,430
<u>YOURS FOR \$4,000!!!</u>	



2017 CAI West Florida Chapter Annual Sponsorship Opportunities

Gold

Recognition on Banner at all events	Value \$25
Quarter page, b&w ad in all issues of the magazine	\$900
Company name w/link on website "sponsors" page	\$750
Recognition in sponsor section & ad index of magazine	\$750
Two(2) players at one (1) golf outing (Spring or Fall)	\$240
Standard Booth at CA Day Tradeshow w/priority booth selection dates	\$650
Two(2) breakfast tickets each month	\$500
Name badge with sponsor ribbon to wear at events	\$25
Total Value:	\$3,840
<u>YOURS FOR \$2,500!!!</u>	

Silver (with CA Day Booth)

Recognition on Banner at all events	Value \$25
Business card page, b&w ad in all issues of the magazine	\$660
Company name listed on website "sponsors" page	\$100
Recognition in sponsor section & ad index of magazine	\$750
Standard Booth at CA Day Tradeshow w/priority booth selection dates	\$650
Single exhibit table at one(1) board certification program	\$150
Name badge with sponsor ribbon to wear at events	\$25
Total Value:	\$2,360
<u>YOURS FOR \$1,500!!!</u>	

Silver (with Breakfast Tickets)

Recognition on Banner at all events	Value \$25
Business card page, b&w ad in all issues of the magazine	\$660
Company name listed on website "sponsors" page	\$100
Recognition in sponsor section & ad index of magazine	\$750
Discount on purchase of booth for CA Day Tradeshow	\$150
Two(2) Breakfast Tickets each month	\$500
Single exhibit table at one(1) board certification program	\$150
Name badge with sponsor ribbon to wear at events	\$25
Total Value:	\$2,360
<u>YOURS FOR \$1,500!!!</u>	



2017 Calendar of Events

(Events and dates subject to change - always check our website: www.caiwestflorida.org)

January

- 4th - West Florida Chapter Breakfast/CEU Course***
- 12th - Homeowner Forum/Trade Show
- 13th - Manager Career Breakfast
- 17th - Business Partner Luncheon
- 19th - Board Leadership Workshop
- 26th - CAI 101

February

- 1st - West Florida Chapter Breakfast/CEU Course***
- 9th - Homeowner Forum/Trade Show
- 16th - Board Leadership Workshop
- 23rd - CAI 101
- 23rd - Social Scene

March

- (No monthly breakfast)
- 9th - CA Day Trade Show
- 16th - Board Leadership Workshop
- 23rd - CAI 101

April

- 5th - West Florida Chapter Breakfast/CEU Course***
- 13th - Homeowner Forum/Trade Show
- 14th - Manager Career Breakfast
- 20th - Board Leadership Workshop
- 27th - CAI 101
- 27th - Social Scene

May

- 3rd - West Florida Chapter Breakfast/CEU Course***
- 3rd - 6th - CAI National Convention
- 16th - Business Partner Luncheon
- 19th - Spring Golf Tournament
- 25th - CAI 101

June

- 7th - West Florida Chapter Breakfast/CEU Course***
- 22nd - CAI 101

July

- (No monthly breakfast)
- 14th - Manager Career Breakfast

August

- 2nd - West Florida Chapter Breakfast/CEU Course***
- 15th - Business Partner Luncheon
- 18th - All Day Education for Managers
- 24th - CAI 101
- 24th - 25th - PMDP Course - M350

September

- 6th - West Florida Chapter Breakfast/CEU Course***
- 7th - 9th - PMDP Course - M100
- 28th - CAI 101

October

- 4th - West Florida Chapter Breakfast/CEU Course***
- 13th - Manager Career Breakfast
- ?? - Fall Golf Tournament
- 26th - CAI 101
- 28th - Social Scene

November

- 1st - West Florida Chapter Breakfast/CEU Course***
- 9th - Homeowner Forum/Trade Show
- 14th - Business Partner Luncheon

December

- 6th - West Florida Chapter Breakfast/CEU Course***
- 7th - Social Scene
- 14th - Homeowner Forum/Trade Show

*****New Location for Monthly Breakfast Start in January, 2017!!!**

Lakewood Ranch Golf & Country Club, 7650 Legacy Blvd., Lakewood Ranch, FL



2017 Monthly Chapter Breakfasts
New Location Beginning January, 2017:
Lakewood Ranch Golf and Country Club
7650 Legacy Blvd., Lakewood Ranch, FL

Five (5) Sponsorships available
for each breakfast

Cost: \$ 350 Per Breakfast Meeting

Breakfast meetings are held the first Wednesday of every month
No Breakfast Meetings in March and July.

Sponsorship Includes:

Logo on all marketing materials, place a promotional item on all tables for attendees,
3 minute introduction of your company, bring a \$25 value gift for business card drawing,
and 1 breakfast ticket to event.



2017 Community Associations Day and Tradeshow Sponsorship Opportunities

March 9th, 2017

Bradenton Area Convention Center, One Haben Blvd., Palmetto, FL

<p>Corporate Sponsor (1) \$3,500 double booth, logo on all marketing materials & advertisements, supply promotional item for goodie bags, 50/50 raffle, name on attendee badges, corporate sponsor signage at event, in magazine, on BACC marquee & website</p>	<p>Goodie Bag Sponsor (1) \$1,000 company name or logo on CA Day totes to be handed out to all attendees (tote will be purchased by CAI)</p>
<p>Major Sponsor (10) \$1,000 logo on all marketing materials & advertisements, supply promotional item for goodie bags, major sponsor signage at event, in magazine, on website</p>	<p>Vendor Set up Sponsor (1) \$250 provide logo'd snacks, soda & water during set up day. Name recognition in magazine, on website</p>
<p>Speaker Sponsor (5) \$750 signage at entrance to education class, company representative to give 3 minute introduction of your business and introduce the keynote speaker for the class</p>	<p>"Manager" Prize Sponsor (1) \$500 Listed as Manager Prize Sponsor Booth to bring attendees to your booth to enter to win a prize. Provide a \$250 prize to be presented at the after party</p>
<p>Lunch Sponsor (10) \$500 signage on banner in lunch area and on lunch tables, supply promotional item for goodie bags, name recognition in magazine, on website</p>	<p>"Board Member" Prize Sponsor (1) \$500 Listed as Board member Prize Sponsor Booth to bring attendees to your booth to enter to win a prize. Provide a \$250 prize to be presented at the after party</p>
<p>Dessert Sponsor (1) \$250 signage at dessert table and on lunch tables</p>	<p>After Party Sponsor (2) \$750 logo on all marketing materials & advertisements, supply promotional item for goodie bags, after party sponsor signage at event, in magazine, on website</p>
<p>Lanyard Sponsor (1) \$1,000 company name on lanyard for all attendees (lanyard will be purchased by CAI)</p>	<p>Standard Booth - Member \$650 10x10 booth space, 1 chair, table & linen</p> <p>Standard Booth - Non-Member \$850</p>
	<p>Premium Booth - Member \$850 premium location 10x10 space, 1 chair, table & linen</p> <p>Premium Booth - Non-Member \$1,050</p>

Booth Selection: 2017 Chapter Sponsors will be given Priority Selection Dates as defined by their chosen sponsorship level. After the Priority Selection Dates have passed, booth selection will be on a first come, first served basis.

All CA Day Sponsors (except Corporate Sponsor) must also purchase a booth.

2017 Semi-Annual Golf Tournaments



Spring Tournament: May, 2017

Fall Tournament: October, 2017

7:00 am - Registration and Continental Breakfast

8:00 am - Shotgun Start - Scramble Format - Lunch and Awards Banquet

SPONSORSHIP INFORMATION

(See next page for description of sponsorship benefits)

Major Sponsors (6)	\$1000
Beer Cart Sponsors (4)	\$750
Beer & Beverage Station Sponsors (4)	\$500
Beverage Cart Sponsors (2)	\$300
Putting Contest Sponsor (1)	\$750
Power Bar & Fruit Sponsors (2)	\$300
Lunch Sponsors (10)	\$250
Ice Sponsor (1)	\$350
Volunteer Lunch Sponsors (2)	\$250
Hospitality Sponsor (5)	\$200
Hole Sign Sponsors (unlimited)	\$150

Please Donate Raffle Items!

(\$25 value and up) and

Goody Bag Items (150 per item)

Thank You For Your Support!

(Sponsorship registration will open in 2017)

CAI West Florida Chapter's Golf Tournament SPONSORSHIP OPPORTUNITIES

Major Sponsor - \$1000

- Complimentary foursome
- One hole sign sponsor
- Opportunity to market your organization to numerous people in a fun atmosphere
- Your company's name on the 'closest to the pin' trophy
- Presentation of the trophy to winner at awards banquet
- Acknowledgements on golf promotional materials - flyers, banners, website, etc.
- Acknowledgement in "**community**" magazine

Photography Sponsor - \$750

- Signage at photography tent
- Your company's name on all photos
- Acknowledgement at award ceremony
- Acknowledgement in "**community**" magazine

Beer Cart Sponsor - \$500

- Signage on beer cart (please have 2 company representatives on cart at all times)
- Acknowledgement at award ceremony
- Acknowledgement in "**community**" magazine

Stationary Beer Sponsor - \$500

- Signage at beer station (please have 2 company representatives at station at all times)
- Acknowledgement at award ceremony
- Acknowledgement in "**community**" magazine

Putting Contest Sponsor - \$750

- Signage at putting contest hole (must provide 2 company representatives at hole at all times to collect money)
- Acknowledgement at award ceremony
- Acknowledgement in "**community**" magazine

Volunteer Lunch Sponsor - \$250

- Signage at registration
- Signage at lunch
- Acknowledgement at award ceremony
- Acknowledgement in "**community**" magazine

Ice Sponsor - \$350

- Signage at ice station (must provide 2 company representatives to be present at all times to help with ice distribution)
- Acknowledgement at award ceremony
- Acknowledgement in "**community**" magazine

Beverage Cart Sponsor - \$250

- Signage on beverage cart (must provide 2 company representatives on cart at all times)
- Acknowledgement at award ceremony
- Acknowledgement in "**community**" magazine

Stationary Beverage Sponsor - \$250

- Signage at beverage station (must provide 2 company representatives at station at all times)
- Acknowledgement at award ceremony
- Acknowledgement in "**community**" magazine

Hospitality Sponsor - \$200

- Your company's name on tables in the clubhouse
- Acknowledgement at award ceremony
- Acknowledgement in "**community**" magazine

Hole Sign Sponsor - \$100

- Signage at one hole
- Acknowledgement in "**community**" magazine



Other Sponsorship Opportunities Available for 2017

(See calendar for dates; some dates TBA)

Business Partner Luncheon Sponsors (2) \$350

Quarterly luncheon for Business Partner members. Logo on all marketing materials, company representative to handle registration at event, table for literature, 3 minute introduction of your company

Board Certification Program Sponsors

Held twice per year in January & December

Event Sponsor (1) \$500

Logo on all marketing materials, table for literature & handout of promotional item, 3 minute introduction of your company & introduce keynote speaker

Registration Sponsor (1) \$125

Name at registration table, representatives to handle registration day of event

Exhibit Table (20) \$150

6' table, 2 chairs at exhibit hall, bring a prize give a way at the break

Board Leadership Development Workshop Series

A series of 5 modules plus graduation ceremony. Attendees are board members, both CAI members and non members welcome

Event Sponsor (6) \$425

Logo on all marketing materials, table exhibit to display marketing materials & banner at event, 3 minute introduction of your company, 1 ticket to event (includes lunch) and provide a give-a-way prize

Registration Sponsor (1) \$100

Name at registration table, representatives to handle registration day of event

Presidents Summit ***

Attendees are community board president's & president's elect. Held once per year in November

Event Sponsor (7) \$500

Logo on all marketing materials, table exhibit to display marketing materials & banner at event, 3 minute introduction of your company, 1 ticket to event (includes meals)

Registration Sponsor (1) \$100

Name at registration table, representatives to handle registration day of event

***Sponsorship registration will open in 2017.



Other Sponsorship Opportunities Available for 2017

Manager All Day Education & Expo ***

Held once per year in August

Event Sponsor (4)

\$500

Logo on all marketing materials, exhibit table at expo, provide a giveaway prize, representative to introduce a speaker at one of the classes

Registration Sponsor (1)

\$125

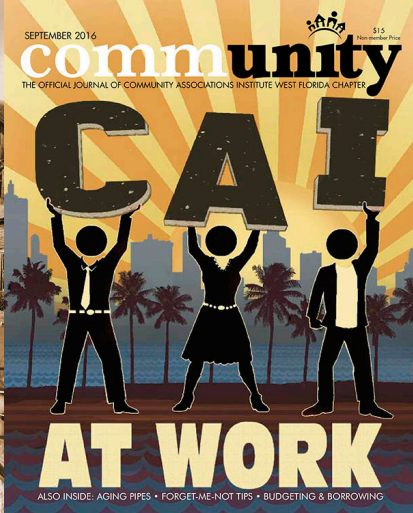
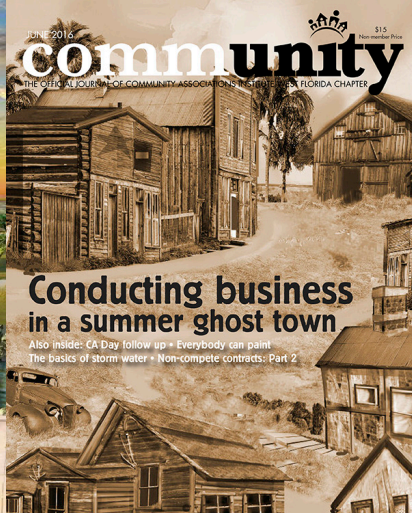
Name at registration table, representatives to handle registration day of event

Exhibit Table (15)

\$200

8' table, 2 chairs at exhibit hall, bring a prize give a way at the break

***Sponsorship registration will open in 2017.



2017 *community* Magazine Advertising Rates

Our “community” magazine is a quarterly publication distributed to over 1,000 community associations, homeowners, board members, professional association managers, public officials, and service providers throughout the Sarasota, Manatee and Desoto County areas.

Ad Sizes and Rates Per Issue

Advertisement Choice	Size		Member Rate BW	Add Color (if available)
*Inside Front Cover	7.375”W x 9.625”H	Sponsor	\$1,000	included
		Non-Sponsor	\$1,200	included
*Inside Back Cover	7.375”W x 9.625”H	Sponsor	\$1,000	included
		Non-Sponsor	\$1,200	included
*Back Cover	7.375”W x 4.68”H	Sponsor	\$1,000	included
		Non-Sponsor	\$1,200	included
Full Page Ad - BW (Diamond Sponsors Free)	7.375”W x 9.625”H	Sponsor	\$425	\$200
		Non-Sponsor	\$500	\$250
Half Page Ad - BW (Platinum Sponsors Free)	7.375”W x 4.68”H	Sponsor	\$300	\$125
		Non-Sponsor	\$375	\$175
Quarter Page Ad - BW (Gold Sponsors Free)	3.56”W x 4.68”H	Sponsor	\$225	\$75
		Non-Sponsor	\$300	\$125
Business Card Ad - BW (Silver Sponsors Free)	3.56”W x 2.21”H	Sponsor	\$165	\$50
		Non-Sponsor	\$250	\$100

*Premium ad space is available on a first come-first served basis. No verbal commitments accepted.

All ads are black and white unless color added for additional charge. Ad rates are for camera-ready artwork (typeset, black and white copy) to exact size specified. Note: Ads should be sent as compressed .pdf files with fonts embedded and no crop marks.



Other Advertising Opportunities

Website Homepage Vertical Banner Ad (4) \$500

Ad will link directly to sponsor website page. Banner ad is up for a single quarter (3months) and is exclusive for the quarter. Sponsor must provide artwork.

Social Media Spotlight Campaign \$500

Receive shares, feeds & article for 1 month on CAI social media pages (Facebook, LinkedIn, Twitter)

New Member Welcome Packet Sponsor

Welcome introduction (CAI-101) held monthly except for November & December

Flyer Sponsor (3) \$50

Provide a company flyer (8 1/2 x 11) introducing your company to be inserted into welcome packet. 15-20 copies or send digitally for printing.

Welcome Gift Sponsor (3) \$25

Provide a promotional item to be given to each new member at the welcome reception

Online Directory Ad, Quarterly \$350

Quarter page, color ad for 3 months on our website online directory. Can be purchased for the year @ \$1,400

Print Directory Ad



- \$550** Inside Front Cover Color (1)
- \$550** Inside Back Cover Color (1)
- \$650** Outside Back Cover Color (1)
- \$450** Tab - About CAI Front Color (1)
- \$450** Tab - About CAI Back Color (1)
- \$450** Tab - Association Management Front Color (1)
- \$450** Tab - Association Management Back Color (1)
- \$450** Tab - Community Associations Front Color (1)
- \$450** Tab - Community Associations Back Color (1)
- \$450** Tab - Products and Services Front Color (1)
- \$450** Tab - Products and Services Back Color (1)
- \$450** Tab - Index Front Color (1)
- \$450** Tab - Index Back Color (1)
- \$400** Full Page Color (21)
- \$350** Full Page Black & White (Unlimited)
- \$275** Half Page Black & White (Unlimited)
- \$200** Quarter Page Black & White (Unlimited)



CAI West Florida Chapter 2017 Sponsorship Order Form

*(All Selections Available On First Come/First Served Basis)
 (Sponsorships Not Confirmed Until Paid In Full And Verified By CAI Staff)*

Sponsorship Description:	Cost:	Enter Total Amount Due:
Chapter Sponsorships:		
Platinum	\$4,000	
Gold	\$2,500	
Silver w/CA Day Booth	\$1,500	
Silver w/Breakfast Tickets	\$1,500	
Monthly Breakfast Sponsorships:		
Circle Month(s) Desired Jan Feb Apr May Jun Aug Sep Oct Nov Dec	\$350 Each	
Community Associations Day Sponsorships:		
Corporate Sponsor (1 Available)	\$3,500	
Major Sponsor (10 Available)	\$1,000 Each	
Speaker Sponsor (5 Available)	\$750 Each	
Lunch Sponsor (10 Available)	\$500 Each	
Dessert Sponsor (1 Available)	\$250	
Lanyard Sponsor (1 Available)	\$1,000	
Goodie Bag Sponsor (1 Available)	\$1,000	
Vendor Set-Up Sponsor (1 Available)	\$250	
"Manager" Prize Sponsor (1 Available)	\$500 + Prize	
"Board Member" Prize Sponsor (1 Available)	\$500 + Prize	
After Party Sponsor (2 Available)	\$750 Each	
Standard Booth - Member	\$650	
Standard Booth - Non-Member	\$850	
Premium Booth - Member	\$850	
Premium Booth - Non-Member	\$1,050	

Sponsorship Description:	Cost:	Enter Total Amount Due:
Business Partner Luncheon Sponsorships:		
1st Quarter (2 Available)	\$350 Each	
2nd Quarter (2 Available)	\$350 Each	
3rd Quarter (2 Available)	\$350 Each	
4th Quarter (2 Available)	\$350 Each	
Board Certification Program Sponsorships:		
January Event Sponsor (1 Available)	\$500	
January Registration Sponsor (1 Available)	\$125	
January Exhibit Table (20 Available)	\$150 Each	
(December Sponsorships to be sold in 2017)		
Board Leadership Development Workshop Series Sponsorships:		
Event Sponsor (6 Available Per Event) Circle Date(s) Desired: Jan 19th <u>Feb 16th</u> Mar 16th Apr 20th	\$425 Each	
Registration Sponsor (1 Available Per Event) Circle Date(s) Desired: Jan 19th Feb 16th Mar 16th <u>Apr 20th</u>	\$100 Each	

2017 Advertising Opportunities:

Description:	Cost:	Enter Total Amount Due:
Website Homepage Vertical Banner Ad:		
Circle Desired Quarter(s) of Year 1st 2nd 3rd 4th	\$500 Per Quarter	
Social Media Spotlight Campaign:		
Select Desired Month(s) of Year JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC	\$500 Per Month	
New Member Welcome Packet:		
Flyer Sponsor (3 Available)	\$50 Each	
Gift Sponsor (3 Available)	\$25 Each	

community Magazine Ad Sizes and Rates Per Issue

Advertisement Choice	Size	Member Rate BW	Add Color (if available)	Check to Order
*Inside Front Cover	7.375"W x 9.625"H	Sponsor \$1,000 Non-Sponsor \$1,200	included included	<input type="checkbox"/> IFC - Color
*Inside Back Cover	7.375"W x 9.625"H	Sponsor \$1,000 Non-Sponsor \$1,200	included included	<input type="checkbox"/> IBC - Color
*Back Cover	7.375"W x 4.68"H	Sponsor \$1,000 Non-Sponsor \$1,200	included included	<input type="checkbox"/> OBC - Color
Full Page Ad - BW (Diamond Sponsors Free)	7.375"W x 9.625"H	Sponsor \$425 Non-Sponsor \$500	\$200 \$250	<input type="checkbox"/> BW <input type="checkbox"/> Color
Half Page Ad - BW (Platinum Sponsors Free)	7.375"W x 4.68"H	Sponsor \$300 Non-Sponsor \$375	\$125 \$175	<input type="checkbox"/> BW <input type="checkbox"/> Color
Quarter Page Ad - BW (Gold Sponsors Free)	3.56"W x 4.68"H	Sponsor \$225 Non-Sponsor \$300	\$75 \$125	<input type="checkbox"/> BW <input type="checkbox"/> Color
Business Card Ad - BW (Silver Sponsors Free)	3.56"W x 2.21"H	Sponsor \$165 Non-Sponsor \$250	\$50 \$100	<input type="checkbox"/> BW <input type="checkbox"/> Color

*Premium ad space is available on a first come-first served basis. No verbal commitments accepted.

All other ads are black and white unless color added for additional charge. Ad rates are for camera-ready artwork (typeset, black and white copy) to exact size specified. Note: Ads should be sent as compressed .pdf files with fonts embedded and no crop marks.

Issue Selection and Cost

Please check each edition in which you want to place an ad. Indicate the size and enter the dollar amount.

Please note the deadlines indicated for each issue. Payment MUST be received by deadline.

Issue Publication Date	Deadline 2016	Ad Cost	Add Color	Total Cost	New Ad?
<input type="checkbox"/> Volume 1 (March)	January 1				Y or N
<input type="checkbox"/> Volume 2 (June)	April 1				Y or N
<input type="checkbox"/> Volume 3 (September)	July 1				Y or N
<input type="checkbox"/> Volume 4 (December)	October 1				Y or N

Terms and conditions: CAI reserves the right to reject any ad that is not in keeping with the publications' standards. CAI assumes no responsibility for lost or damaged copy or artwork. Advertisements must be paid in full in advance of each publication date to guarantee inclusion. For single ad placements, payment is due with this form. For multiple ad placements, payment is due with the first ad and additional ads must be paid prior to each issue deadline. Chapter Sponsors may upgrade their ads and pay the difference except for Premium Ads.

ENTER TOTAL AMOUNT DUE:

CONTACT INFORMATION:

Company Name: _____

Contact Person: _____

Address: _____

City, State, Zip _____

Phone Number: _____

Email Address: _____

DATE COMPLETED (REQUIRED FIELD): _____



1. Go on-line at www.caiwestflorida.org - you can register and pay each sponsorship individually.
2. Mail this order form (completed) and your check, made payable to CAI West Florida Chapter, for the TOTAL AMOUNT DUE in the box above to:
CAI West Florida Chapter
551 N. Cattlemen Road, Suite 102
Sarasota, FL 34232
3. Call our office, (941) 927-1910, with your credit card information.