

CONDO/HOA

2017 Marketing Menu



INNOVATION in COMMUNITY Living



**Proven Strategies for Marketing
to the Condo/HOA Community**

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CONNECTICUT CHAPTER
community
ASSOCIATIONS INSTITUTE

Call CAI-CT at (860) 633-5692 for more information.
Visit us online at www.caict.org.

CONDO/HOA BUSINESS OPPORTUNITIES...

Membership

Take advantage of member pricing for advertising, sponsorships and exhibitor booths. Membership includes your company listing in our directory both online and hardcopy.

- Business Partners (\$605) Already a member Will join today
- Association Management Companies (\$445) Already a member Will join today

Website Advertising

- | | MEMBER | NON-MEMBER |
|---|---------------|------------|
| <input type="checkbox"/> Full Site Banner Ad (one year)
Your website ad will appear prominently on the home page and other pages throughout the site for an entire year. | \$900 | n/a |
| <input type="checkbox"/> Directory Banner Ad at Top of Service Directory Category
Additional Category | \$250
\$75 | n/a
n/a |
| <input type="checkbox"/> Ask Mister Condo
Your website ad will appear prominently on the home page and other pages throughout the site for an entire year. | \$900 | \$1,000 |

Conference & Expo — 20th Annual

Aqua Turf Club, Plantsville • March 18, 2017 (8:30am-2:00pm)

- | | | |
|---|---------|---------|
| <input type="checkbox"/> Exhibitor Booth | \$900 | \$1,150 |
| <input type="checkbox"/> Electricity \$100 | | |
| <input type="checkbox"/> Door Prize: <input type="checkbox"/> \$50 <input type="checkbox"/> \$100 <input type="checkbox"/> \$150 <input type="checkbox"/> \$250 | | |
| <input type="checkbox"/> Additional Badges: <input type="checkbox"/> \$50 (4 reps.) <input type="checkbox"/> \$100 (5 reps.) <input type="checkbox"/> \$150 (6 reps.) | | |
| <input type="checkbox"/> PLATINUM Event Sponsor | \$2,500 | \$3,200 |
| Company name on ALL show literature and acknowledgement of sponsor level, CAI-CT website banner ad on event page for 3 months with web link, your banner at event, logo on show bag, promotional materials in the show bags, and one booth. | | |
| <input type="checkbox"/> GOLD Event Sponsor (3) | \$1,800 | \$2,300 |
| Company name on ALL show literature and acknowledgement of sponsor level, CAI-CT website banner ad on event page for 3 months with web link, your banner at event, promotional materials in the show bags, and one booth. | | |
| <input type="checkbox"/> Managers' Breakfast Sponsor | \$1,500 | \$1,900 |
| <input type="checkbox"/> Presidents' Breakfast Sponsor | \$1,500 | \$1,900 |
| <input type="checkbox"/> Presidents' Breakfast Official Mug | \$850 | \$950 |
| <input type="checkbox"/> Primary Show Bag Sponsor (one full side) | \$1,500 | \$1,900 |
| <input type="checkbox"/> Lanyard Sponsor | \$850 | \$1,000 |
| <input type="checkbox"/> Name Badge Sponsor | \$850 | \$1,000 |
| <input type="checkbox"/> Registration Desk Sponsor | \$850 | \$1,000 |
| Includes promotional material in show bags, website, banner ad on registration page. | | |
| <input type="checkbox"/> Education Session Sponsor (4) | \$475 | \$575 |
| <input type="checkbox"/> Continental Breakfast Sponsor (4) | \$325 | \$350 |
| <input type="checkbox"/> Afternoon Energy Bar (4) | \$325 | \$350 |
| <input type="checkbox"/> Lunch Expert Sponsor | \$200 | \$250 |
| <input type="checkbox"/> Marketing Items for Show Bags | \$175 | \$250 |

Legal and Legislative Symposium – 5th Annual

Oronoque Village Clubhouse, Stratford, CT • October 26, 2017

- | | | |
|--|-------|---------|
| <input type="checkbox"/> Platinum Event Sponsor Your logo on magazine cover. | \$750 | \$1,000 |
| <input type="checkbox"/> Speaker/Sponsor Subject to presentation approval. | \$500 | \$550 |
| <input type="checkbox"/> Reception Sponsor | \$250 | \$375 |

Mix and mingle with CAI-CT associations, managers and service providers in a relaxed setting. Acknowledgement on signage, in magazine and on website, your banner displayed at our event. Three representatives at event.

Legislative Advocacy \$250 \$100 \$50 Other \$_____

Support from those engaged in the Community Association industry is vital to the success of our legislative efforts. Your contribution will be acknowledged in the magazine and at all CAI-CT events.

Fall Fun Event & CANNIE Award Sponsorships — 9th Annual

Aqua Turf Club, Plantsville, CT • September 28, 2017

Our Fall Fun event presents a rare opportunity to enjoy the company of friends and colleagues from CAI. This is a unique opportunity to not only help support CAI-CT, but develop valuable relationships as well.

- \$2,000 Title \$800 Platinum \$500 Gold \$300 Silver \$75 General Admission

Networking Events Sponsorships

MEMBER NON-MEMBER

- | | | |
|--|-------|-------|
| <input type="checkbox"/> Spring Fling – April 27, 2017 (Rocky Hill) | \$250 | \$375 |
| <input type="checkbox"/> Paradise – TBD (Fairfield) | \$250 | \$375 |
| <input type="checkbox"/> Summer Sizzler – August 3, 2017 (New Haven) | \$250 | \$375 |

Mix and mingle with CAI-CT associations, managers and service providers in a relaxed setting. Acknowledgement on signage, in magazine and on website, your banner displayed at our event. Three representatives at event.

Education Sponsorships

- | | | |
|---|-------|-------|
| <input type="checkbox"/> Table Top Display (per event) # requested: _____ | \$250 | \$350 |
|---|-------|-------|
- Includes: your tabletop display at event, your company representative given an opportunity to introduce themselves and your company to audience.

Board Member Events:

- Condo Inc. I – January 21, 2017 (South Windsor)
- Condo Inc. I & Condo Inc. II – April 29, 2017 (Avon)
- Condo Inc. I – September 16, 2017 (New Haven)

Manager Events:

- Manager's Council – January 5, 2017 (Wallingford)
- M-100 – April 6, 2017 (Danbury)
- M-100 – July 20, 2017 (New Haven)
- M-205 – November 2, 2017 (Norwich)

Golf Tournament — 18th Annual

Lyman Orchards Golf Club • June 12, 2017 (8:00am-2:00pm)

- | | | |
|---|---------|---------|
| <input type="checkbox"/> Golf Foursome | \$750 | \$800 |
| <input type="checkbox"/> Titanium Sponsor | \$3,000 | \$3,300 |
| Your banner at event, signs on carts, gift item with logo, acknowledgement on all literature, golf foursome, CAI-CT website ad on event page for 3 months and website link, ad in program book, and a tee/green sign. | | |
| <input type="checkbox"/> Gold Sponsor | \$1,500 | \$1,700 |
| Acknowledgement on all literature, golf twosome, CAI-CT website ad on event page for 3 months, half-page ad in program book, and tee/green sign. | | |
| <input type="checkbox"/> Silver Sponsor | \$1,000 | \$1,100 |
| Acknowledgement on all literature, ad in program and tee sign/green sign. | | |
| <input type="checkbox"/> Banquet Sponsor (3) | \$1,000 | \$1,100 |
| Half-page ad in program book, your banner displayed and company rep to greet. | | |
| <input type="checkbox"/> White Tee Breakfast Sponsors (2) | \$1,000 | \$1,100 |
| Half-page ad in program book, your banner displayed and company rep to greet. | | |
| <input type="checkbox"/> Beverage Carts Sponsors (2) Sign and company rep to greet. | \$1,000 | \$1,100 |
| <input type="checkbox"/> Registration Sponsor – Your banner displayed and company rep to greet. | \$750 | \$800 |
| <input type="checkbox"/> 19th Hole Sponsors (3) Your banner displayed and company rep to greet. | \$750 | \$800 |
| <input type="checkbox"/> Mimosa and Bloody Mary Sponsor (2) | \$750 | \$800 |
| <input type="checkbox"/> Scorecard Sponsor | \$750 | \$800 |
| <input type="checkbox"/> Hole-in-One Sponsor | \$500 | \$550 |
| <input type="checkbox"/> Water Sponsor | \$500 | \$550 |
| <input type="checkbox"/> Driving Range Sponsor | \$500 | \$550 |
| <input type="checkbox"/> 50/50 Contest Sponsor | \$500 | \$550 |
| <input type="checkbox"/> Lyman Orchards Pie Sponsor | \$500 | \$550 |
| <input type="checkbox"/> Putting Green Sponsor | \$500 | \$550 |
| <input type="checkbox"/> Snack Sponsor | \$300 | \$325 |
| <input type="checkbox"/> Slide Show Sponsor | \$300 | \$325 |
| <input type="checkbox"/> On the Course Contests (each): | | |
| <input type="checkbox"/> Longest Drive, <input type="checkbox"/> Closest to the pin, <input type="checkbox"/> Closest to the line, <input type="checkbox"/> TBD Contest | \$300 | \$325 |
| <input type="checkbox"/> Tee/Green Sign Sponsors | \$150 | \$200 |

Company Name _____

TOTAL: \$ _____

Contact _____

Mail to:

Address _____

CAI-CT

City, State, Zip _____

1489 Main Street

Glastonbury, CT 06033

Phone _____

or email to:

E-mail: _____

ellen@caict.org

QUESTIONS? CALL THE CHAPTER OFFICE AT (860) 633-5692.

Common Interest Magazine and Member Directory
For *Common Interest Magazine* and Member Directory advertising contact
Ray Dickey at (888) 445-7946 or ray@brainerdcommunications.com.

OVER 20% OF THE POPULATION LIVES IN A COMMON INTEREST COMMUNITY!

According CAI's National and State Statistical Review for 2014, an estimated 66.7 million Americans - 20.7 percent of the U.S. population in 2014 - lived in common-interest communities, including homeowners associations, condominium communities and cooperatives.

WE HELP YOU REACH THEM!

We provide targeted opportunities to reach thousands of decision-makers in the community association market - an expanding marketplace that spends close to \$40 billion a year on products and services. Many Connecticut members either directly purchase or influence purchases in this marketplace.

CAI-CT offers a variety of ways you can reach these buyers and decision-makers whether community associations are your only market or a niche market. CAI-CT helps you expand your market reach to assist you in achieving your marketing objectives.



1489 Main Street
Glastonbury, CT 06033

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