

CONDO/HOA

2015 Marketing Menu



CONNECTICUT CHAPTER
community
ASSOCIATIONS INSTITUTE

Proven Strategies for Marketing to the Condo/HOA Community



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.

- | | | |
|---|---|--|
| <input type="checkbox"/> Business Partners (\$560) | <input type="checkbox"/> Already a member | <input type="checkbox"/> Will join today |
| <input type="checkbox"/> Association Management Companies (\$410) | <input type="checkbox"/> Already a member | <input type="checkbox"/> 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	\$1,460
<input type="checkbox"/> Directory Banner Ad at Top of Service Directory Category Additional Category	\$250 \$75	\$810 \$75
<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 — 18th Annual

Aqua Turf Club, Southington • March 14, 2015 (8:30am-2:00pm)

<input type="checkbox"/> PLATINUM Event Sponsor 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.	\$2,400	\$3,100
<input type="checkbox"/> GOLD Event Sponsor (3) 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.	\$1,700	\$2,200
<input type="checkbox"/> Managers' Breakfast Sponsor Acknowledgement at show and in magazine, company representative at breakfast, attendee list, your brochure distributed at the session, and promotional materials in all show bags.	\$1,400	\$1,800
<input type="checkbox"/> Presidents' Breakfast Sponsor Acknowledgement at show and in magazine, company representative at breakfast, one set of attendee labels, your brochure distributed at the session, and promotional materials in all show bags.	\$1,400	\$1,800
<input type="checkbox"/> Presidents' Breakfast Official Mug Your company logo on the official Presidents' Breakfast Mug to be distributed at session.	\$800	\$900
<input type="checkbox"/> Exhibitor Booth	\$825	\$950
<input type="checkbox"/> Primary Show Bag Sponsor (one full side)	\$1,400	\$1,800
<input type="checkbox"/> Water Bottle Sponsor	\$1,400	\$1,800
<input type="checkbox"/> Name Badge Sponsor	\$800	\$900
<input type="checkbox"/> Registration Desk Sponsor Includes promotional material in show bags, website, banner ad on registration page.	\$800	\$900
<input type="checkbox"/> Education Session Sponsor (4)	\$450	\$525
<input type="checkbox"/> Continental Breakfast Sponsor (4)	\$300	\$325
<input type="checkbox"/> Afternoon Energy Bar (4)	\$300	\$325
<input type="checkbox"/> Lunch Expert Sponsor	\$250	\$350
<input type="checkbox"/> Marketing Items for Show Bags	\$175	\$250

Networking Events

<input type="checkbox"/> Spring Fling – April 30, 2015 (Hartford)	\$250	\$350
<input type="checkbox"/> Paradise – June 4, 2015 (Norwalk)	\$250	\$350
<input type="checkbox"/> Summer Sizzler – August 6, 2015 (New Haven)	\$250	\$350

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

Education Forum Sponsorships

<input type="checkbox"/> Class Sponsor – The ABCs: A Basic Course (per event) # requested: _____ CAI-CT welcomes management companies, community associations and coalitions to sponsor an ABCs program for their clients and members. CAI-CT will provide speakers and certificates for your participants.	\$600	\$750
<input type="checkbox"/> Table Top Display (per event) # requested: _____ Includes: your tabletop display at event, your company representative given an opportunity to introduce themselves and your company to audience.	\$250	\$350
<input type="checkbox"/> Email Sponsor (per event) # requested: _____ Includes: Your company logo with website link on all email marketing for event.	\$200	\$350

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

Golf Tournament — 16th Annual

Location: Oronoque Country Club • June 8, 2015 (10:00am-6:00pm)

	MEMBER	NON-MEMBER
<input type="checkbox"/> Titanium Sponsor 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.	\$3,000	\$3,300
<input type="checkbox"/> Gold Sponsor 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.	\$1,500	\$1,700
<input type="checkbox"/> Silver Sponsor Acknowledgement on all literature, ad in program and tee sign/green sign.	\$1,000	\$1,100
<input type="checkbox"/> Dinner Sponsor Half-page ad in program book, sign at buffet table, tent signs on tables.	\$1,000	\$1,100
<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"/> Golf Foursome	\$700	\$750
<input type="checkbox"/> Lunch Sponsors (2) Your banner displayed and company rep to greet.	\$750	\$800
<input type="checkbox"/> 19th Hole Sponsor Your banner displayed and company rep to greet.	\$750	\$800
<input type="checkbox"/> Scorecard Sponsor	\$750	\$800
<input type="checkbox"/> Snack Station Sponsor Sign and company rep to greet.	\$300	\$325
<input type="checkbox"/> Driving Range Sponsor	\$500	\$550
<input type="checkbox"/> 50/50 Contest Sponsor	\$500	\$550
<input type="checkbox"/> Putting Green Sponsor	\$500	\$550
<input type="checkbox"/> Picture Sponsor	\$500	\$550
<input type="checkbox"/> Arrival Refreshments Sponsor	\$300	\$325
<input type="checkbox"/> Bag Drop Sponsor Sign and company rep to greet.	\$300	\$325
<input type="checkbox"/> Veranda Beverage Sponsor	\$500	\$550
<input type="checkbox"/> On the Course Contests (each): Longest Drive, Closest to the pin, Closest to the line, TBD Contest	\$300	\$325
<input type="checkbox"/> Tee/Green Sign Sponsors	\$125	\$150

Members Only Dinner & Discussion — 5th Annual

Location: Cromwell Marriott • September 17, 2015 (5:30-8:30pm)

<input type="checkbox"/> Gold Event Sponsor Brief introduction of company during presentation, logo on all event materials and listed in program, company tabletop with 3 representatives.	\$500	\$575
<input type="checkbox"/> Silver Event Sponsor Shared table for business cards, logo on all event materials and listed in program, 2 representatives.	\$250	\$300

Legal and Legislative Symposium – 3rd Annual

Oronoque Village Clubhouse, Stratford, CT • October 22, 2015 (2:30-6:00pm)

<input type="checkbox"/> Event Sponsor Your logo on magazine cover.	\$750	\$1,000
<input type="checkbox"/> Speaker/Sponsor Subject to presentation approval.	\$500	\$700
<input type="checkbox"/> Table Top Display	\$500	\$700
<input type="checkbox"/> Marketing Items	\$150	\$225

Fall Fun Event Sponsorships — 7th Annual

Oronoque Country Club, Stratford • October 22, 2015 (6:00-9:00pm)

Our Fall Fun event presents a rare opportunity to enjoy the company of friends and colleagues from CAI. Sponsorship levels vary from \$500-\$2,000. 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 \$125 General Admission

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.

Company Name _____

Contact _____

Address _____

City, State, Zip _____

Phone _____

E-mail: _____

Membership:	\$
Sponsorships:	\$
Magazine Ads:	\$
Directory Ads:	\$
TOTAL:	\$

Common Interest Magazine and Member Directory
For *Common Interest Magazine* and Member Directory advertising contact
Ray Dickey at (877) 588-5010 or ray@brainerdcommunications.com.

Sponsor Levels

All purchases including membership, *Common Interest* and directory advertising and sponsorships from this brochure go toward your sponsorship level below.

Diamond Sponsor \$8,000

Recognition as a Diamond Sponsor with company name displayed at each program/event; Year long *Common Interest* magazine acknowledgement in 2015.

Ruby Sponsor \$5,500

Recognition as a Ruby Sponsor with company name displayed at each program/event; Year long *Common Interest* magazine acknowledgement in 2015.

Emerald Sponsor \$4,000

Recognition as an Emerald Sponsor with company name displayed at each program/event. Year long *Common Interest* magazine acknowledgement in 2015.

**Contact the chapter office
at (860) 633-5692
for payment plan options.**

Discounts available.



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