

# CONDO/HOA

## 2018 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](http://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.	\$950	\$1,400

### Conference & Expo — 21st Annual

**Aqua Turf Club, Plantsville • March 17, 2018 (8:30am-2:00pm)**

<input type="checkbox"/> Exhibitor Booth	\$950	\$1,400
<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"/> Marketing Items for Show Bags	\$175	\$250
<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.	\$2,500	\$3,200
<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.	\$1,800	\$2,300
<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	\$1,500	\$1,900
<input type="checkbox"/> Name Badge Sponsor	\$850	\$1,000
<input type="checkbox"/> Registration Desk Sponsor Includes promotional material in show bags, website, banner ad on registration page.	\$850	\$1,000
<input type="checkbox"/> Education Session Sponsor (4)	\$475	\$575
<input type="checkbox"/> Continental Breakfast Sponsor (4)	\$325	\$350
<input type="checkbox"/> Coffee Sleeve Sponsor (1)	\$500	\$600
<input type="checkbox"/> Afternoon Energy Bar (4)	\$325	\$350
<input type="checkbox"/> Lunch Expert Sponsor	\$200	\$250

### Legal and Legislative Symposium – 6th Annual

**Oronoque Village South Clubhouse, Stratford, CT • October 25, 2018**

<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 & CAMMIE Award Sponsorships — 10th Annual

**Aqua Turf Club, Plantsville, CT • September 27, 2018**

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 Fall Harvest Moon Event  \$1,000 Cornucopia  \$800 Corn Maze  \$600 Pumpkin
- \$400 Apple  \$200 Acorn  \$75 General Admission

## Networking Events Sponsorships

- Spring Fling – April 26, 2018 (South Windsor)
- Paradise – June 7, 2018 (Fairfield)
- Summer Sizzler – August 2, 2018 (New Haven)

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. Pricing varies. Contact [ellen@caict.org](mailto:ellen@caict.org) for more information.

## Education Sessions Sponsorships

- Table Top Display (per event) \$250      \$350  
Includes: your tabletop display at event, your company representative given an opportunity to introduce themselves and your company to audience.  
Contact [ellen@caict.org](mailto:ellen@caict.org) for more information.

## ATTENTION CAI-CT Business Partners!

Would you like to partner with us to offer approved continuing education programs for community association managers? Let's get started!

**Contact [kim@caict.org](mailto:kim@caict.org)  
to find out how you can  
provide a program to be:**



## Golf Tournament — 20th Annual

Lyman Orchards Golf Club • June 11, 2018 (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.   | \$850   | \$950   |
| <input type="checkbox"/> 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 \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail: \_\_\_\_\_

**TOTAL: \$** \_\_\_\_\_

**Mail to:**

CAI-CT

1489 Main Street

Glastonbury, CT 06033

**or email to:**

[ellen@caict.org](mailto: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 [info@brainerdcommunications.com](mailto:info@brainerdcommunications.com).



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

### **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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