



2024

# MARKETING PLAN



BAY AREA AND CENTRAL  
*california chapter*  
COMMUNITY ASSOCIATIONS INSTITUTE



# 2024 MARKETING PLAN

CAI BAY AREA & CENTRAL CALIFORNIA CHAPTER

## Why the Bay Area & Central California Chapter?

To ensure long-term relationships with our members, customers and business partners by providing reliable, friendly and innovative services that foster better communications.

### MISSION STATEMENT

Building Bridges between Homeowner Leaders, Managers and the Businesses and Partners that provide services to Community Associations.

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## CAI BAY AREA & CENTRAL CALIFORNIA CHAPTER

The CAI Bay Area & Central chapter offers many outstanding education forums and events that bring our Community Leaders, Homeowners, Managers and Business Partners together for networking and education opportunities. In 2024, we have scheduled our full program of events. A few educational experiences will remain virtual, but all other programs will be in person.

Your support as a sponsor helps to make our events and publications possible. Sponsoring gives your company the opportunity to showcase your business and professional services directly to those who make decisions on behalf of the common interest communities they serve.

Sponsor education forums and events based on budgetary needs, availability, program location and content, or become a Sustaining Sponsor and choose a package of items at your sponsor level.

- The CAI Bay Area & Central California chapter has the largest geographic outreach, more than any other California Chapter.
- Billions of dollars are in demand annually for products and services for Bay Area and Central Valley common interest developments.
- Enthusiasm for in-person educational and networking events is higher than ever.
- The chapter has increased its use of social media (Facebook, LinkedIn, Twitter, Instagram and YouTube) and makes regular announcements of upcoming events and real-time event coverage.
- Our quarterly magazine, *The Communicator*, reaches community association board members, managers and industry professionals in over a dozen counties in the Bay Area and Central California.
- Thousands of potential customers explore our website monthly looking for service providers, management companies, educational forums, valuable resources and upcoming chapter events.

# WHO ATTENDS

## CAI Bay Area & Central California Chapter Events?



### EDUCATION PROGRAMS

#### East Bay, South Bay & North Bay

80-110 Attendees  
40-60% Managers/Homeowner  
Leaders-Board Members

#### Stockton

65-85 Attendees  
60-70% Managers/Homeowner  
Leaders-Board Members

#### San Francisco

85-120 Attendees  
30-50% Managers/Homeowner  
Leaders-Board Members

#### CAI NORCAL Educational Summit

(Formerly Legal Forum)  
1 day event

250-300 attendees  
30-40% Managers/Homeowner  
Leaders-Board Members

### NETWORKING & SOCIAL EVENTS

#### Spring Tea

350-450 Attendees  
50% Managers/Homeowner Leaders

#### Golf Classic

120-140 Golfers  
50% Managers/Homeowner Leaders

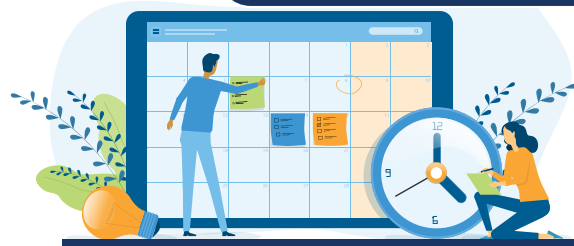
#### Meet the Managers Mid-Day Program

100-125 Attendees  
50% Managers

#### Annual Awards Gala Evening Program

240-300 Attendees  
50% Managers/Homeowner Leaders

# Calendar



## JANUARY

Board Transition Meeting..... Friday, January 5  
 Central CA Education Program..... Tuesday, January 16  
 Board of Directors Meeting..... Thursday, January 25

## FEBRUARY

Virtual Education Program..... Wednesday, February 7  
 CAI Community Association Law Seminar ..... February 14-17 (Las Vegas)  
 Central CA Education Program..... Tuesday, February 20  
 Board of Directors Meeting..... Thursday, February 22  
 South Bay Education Program..... Thursday, February 29

## MARCH

Virtual Education Program..... Thursday, March 14  
 Central CA Education Program..... Tuesday, March 19  
 Board of Directors Meeting..... Thursday, March 21  
 Spring Tea..... Thursday, March 28

## APRIL

San Francisco Education Program ..... Friday, April 12  
 Central CA Education Program..... Tuesday, April 16  
 Board of Directors Meeting..... Thursday, April 25

## MAY

South Bay Education Program..... Thursday, May 2  
 CAI Annual Meeting..... May 8-11 (Las Vegas)  
 CA Common Interest Development Law (CID)  
 Course (Virtual)..... May 13-15  
 Central CA Education Program..... Tuesday, May 21  
 Board of Directors Meeting..... Thursday, May 23

## JUNE

East Bay Education Program..... Thursday, June 6  
 Central CA Education Program..... Tuesday, June 18  
 28th Annual Golf Classic ..... Monday, June 24  
 Board of Directors Meeting..... Thursday, June 27

## JULY

North Bay Education Program..... Thursday, July 11  
 Central CA Education Program..... Tuesday, July 16  
 Meet the Managers..... Thursday, July 18  
 Board of Directors Meeting..... Thursday, July 25

## AUGUST

Corks for CLAC ..... TBD  
 South Bay Education Program..... Thursday, August 8  
 Central CA Education Program..... Tuesday, August 20  
 Board of Directors Strategic Planning Meeting . TBD

## SEPTEMBER

San Francisco Education Program ..... Friday, September 13  
 Central CA Education Program..... Tuesday, September 17  
 Board of Directors Meeting..... Thursday, September 26

## OCTOBER

Educational Summit..... Tuesday, October 1  
 Virtual Education Program..... Wednesday, October 9  
 Central CA Education Program..... Tuesday, October 15  
 Board of Directors Meeting..... Thursday, October 24

## NOVEMBER

East Bay Education Program:  
 Legislative Update and Annual Meeting..... Friday, November 1

## DECEMBER

Annual Awards Gala ..... Friday, December 6

### NOTES:

- Program dates and locations will be updated on the CAI Bay Area & Central California chapter website as they are confirmed.
- Education Programs are from 11:00 am-1:00 pm. Times vary for the networking and social events. There will be 10 Stockton Education Programs in 2024. January - October. Programs are held the 3rd Tuesday of each month.
- Board of Directors Meetings are from 9:00 am - 11:00 am over Zoom, unless otherwise noted.
- New programs are being developed that may not be reflected on this calendar.

# Chapter Sustaining Sponsors

(For Members Only)



**BAY AREA AND CENTRAL**  
*california chapter*  
COMMUNITY ASSOCIATIONS INSTITUTE

## Choose A Sustaining Sponsor Level

Enjoy the return on your investment all year long. By becoming a Sustaining Sponsor, you will obtain recognition at EVERY chapter event, in EVERY issue of *The Communicator* magazine and on the chapter website.

SPONSOR LEVELS	TOTAL SPENT	DISCOUNT
PLATINUM	\$10,000+	10%
GOLD	\$6,000	7.5%
SILVER	\$4,000	5.0%
BRONZE	\$2,500	

Each Sustaining Sponsor will have their company logo on display (digitally or on printed signs) at EVERY CAI Bay Area & Central California chapter event.

In an effort to have more sustainable events, we are moving away from “printed” signs that may become stale if a sponsor logo changes.

Registration for Sponsor Opportunities will open at 10 am on October 23!

Pay by January 31, 2024  
Take a Discount!



# Education Programs

SPONSORSHIP TYPE	SPONSORSHIP DETAIL	AMOUNT
<b>EAST BAY</b>		
<b>Exhibit Sponsor</b>	Includes event signage and projected logo loop when possible, web and electronic invitation recognition, introduction of company representative at event, six-foot table display space, registration; including lunch for one (1) company representative	\$1,000
<b>Registration Sponsor</b>	Includes event signage and projected logo loop when possible, web and electronic invitation recognition, introduction of company representative at event, Registration for (5) attendees *Does not include sponsor exhibit table. Non-member pricing available.	\$600
<b>Registration Sponsor</b>	Includes event signage and projected logo loop when possible, web and electronic invitation recognition, introduction of company representative at event, Registration for (10) attendees *Does not include sponsor exhibit table. Non-member pricing available.	\$1,200
<b>NORTH BAY</b>		
<b>Exhibit Sponsor</b>	Includes event signage and projected logo loop when possible, web and electronic invitation recognition, introduction of company representative at event, six-foot table display space, registration; including lunch for one (1) company representative	\$750
<b>Registration Sponsor</b>	Includes event signage and projected logo loop when possible, web and electronic invitation recognition, introduction of company representative at event, Registration for (5) attendees. *Does not include sponsor exhibit table. Non-member pricing available.	\$400
<b>Registration Sponsor</b>	Includes event signage and projected logo loop when possible, web and electronic invitation recognition, introduction of company representative at event, Registration for (10) attendees. *Does not include sponsor exhibit table. Non-member pricing available.	\$800
<b>SAN FRANCISCO</b>		
<b>Exhibit Sponsor</b>	Includes event signage and projected logo loop when possible, web and electronic invitation recognition, introduction of company representative at event, six-foot table display space, registration; including lunch for one (1) company representative	\$1,000
<b>Registration Sponsor</b>	Includes event signage and projected logo loop when possible, web and electronic invitation recognition, introduction of company representative at event, Registration for (5) attendees. *Does not include sponsor exhibit table. Non-member pricing available.	\$650
<b>Registration Sponsor</b>	Includes event signage and projected logo loop when possible, web and electronic invitation recognition, introduction of company representative at event, Registration for (10) attendees. *Does not include sponsor exhibit table. Non-member pricing available.	\$1,300

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## Education Programs

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SPONSORSHIP TYPE	SPONSORSHIP DETAIL	AMOUNT
<b>SOUTH BAY</b>		
<b>Exhibit Sponsor</b>	Includes event signage and projected logo loop when possible, web and electronic invitation recognition, introduction of company representative at event, six-foot table display space, registration; including lunch for one (1) company representative	\$1,000
<b>Registration Sponsor</b>	Includes event signage and projected logo loop when possible, web and electronic invitation recognition, introduction of company representative at event, Registration for (5) attendees. *Does not include sponsor exhibit table. Non-member pricing available.	\$600
<b>Registration Sponsor</b>	Includes event signage and projected logo loop when possible, web and electronic invitation recognition, introduction of company representative at event, Registration for (10) attendees. *Does not include sponsor exhibit table. Non-member pricing available.	\$1,200
<b>STOCKTON</b>		
<b>Exhibit Sponsor</b>	Includes event signage and projected logo loop when possible, web and electronic invitation recognition, introduction of company representative at event, six-foot table display space, registration; including lunch for one (1) company representative	\$500
<b>Registration Sponsor (5)</b>	Includes event signage and projected logo loop when possible, web and electronic invitation recognition, introduction of company representative at event, Registration for (5) attendees. *Does not include sponsor exhibit table. Non-member pricing available.	\$350
<b>Registration Sponsor (10)</b>	Includes event signage and projected logo loop when possible, web and electronic invitation recognition, introduction of company representative at event, Registration for (10) attendees. *Does not include sponsor exhibit table. Non-member pricing available.	\$700



# Digital/Virtual



SPONSORSHIP TYPE	SPONSORSHIP DETAIL	AMOUNT
<b>Event Sponsor</b>	Includes sponsor logo on event invitation and website. Sponsor is given 1-minute during Welcome & Announcement for company introduction.	\$600
<b>Registration Sponsor (5)</b>	Includes sponsor logo on event invitation, emails and website. Registration for (5) attendees.	\$300
<b>Registration Sponsor (10)</b>	Includes sponsor logo on event invitation, emails and website. Registration for (10) attendees.	\$600
<b>California CID Law Course</b>	Includes event signage, webpage and logo recognition on the electronic invitation, recognition during the course, and listing in <i>The Communicator</i> magazine. [Continuing Education Credit Given For Recertification, Required Course]	\$500



# Webinars

SPONSORSHIP TYPE	SPONSORSHIP DETAIL	AVAIL.	AMOUNT
	Sponsor Commercial on Webinar Replay Landing Page (20-30 seconds, sponsor provides commercial)	2 per webinar	\$300
	Logo Recognition on Webinar Landing Page	2 per webinar	\$300

# Website



SPONSORSHIP TYPE	SPONSORSHIP DETAIL	AVAIL.	AMOUNT
	Sponsor Commercial at top of Landing Page (20-30 seconds, sponsor provides commercial) Availability: Sponsor, Legislative, Employment and Education Pages (1 sponsor per page)		\$800
	Sponsor Ad Placement on Blog	5	\$800

# Spring Tea

Castlewood Country Club  
Thursday, March 28, 2024



SPONSORSHIP TYPE	SPONSORSHIP DETAIL	AVAIL.	AMOUNT
<b>Premier Sponsor</b>	Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Registration-admission for two (2) company representatives. Sponsor is given 2-minutes during Welcome & Announcement for company introduction and announcing the event guest speaker as well as announces all Spirit Contest Winners. Sponsor signage prominent throughout event.	1	\$3,500
<b>Welcome Beverage Sponsor</b>	Includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Registration-admission for two (2) company representatives. Welcome glass of champagne for attendees as they register. Includes signage, champagne (50 bottles) and corkage fee.	1	\$3,000
<b>Wine Glass Sponsor</b>	Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Registration-admission for one (1) company representative. Sponsor responsible for production, shipping of glassware to and handling of remaining glassware from the event.	1	\$2,000 or \$4,000 if Chapter provides glassware
<b>Table Host Sponsor (10 Guests)</b>	Includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Reserved Table with sponsor signage and (10) admission entries for company representatives/guests.	30	\$1,800/\$2,000 after marketing plan closes
<b>Photography Sponsor</b>	Includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Registration-admission for one (1) company representative. Logos included in all live roaming photography.	1	\$1,800
<b>Table Wine Sponsor</b>	Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Registration-admission for one (1) company representative. Sponsor provides logo on each bottle of wine (ribbon or sticker). Available: 2 (1 for red wine and 1 for white wine)	2	\$1,500
<b>Parking Sponsor</b>	Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Registration-admission for one (1) company representative. Sponsor Signage at outdoor entrance of the venue.	1	\$1,000
<b>Favor Sponsor</b>	Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Registration-admission for one (1) company representative. Sponsor logo on favor.	2	\$1,000 (*Buyout at \$2,000)
<b>Centerpiece/Decor Sponsor</b>	[Event Admission Not Included] Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Sponsor logos on table signage.	4	\$800 (*Buyout at \$3,200, includes 1 admission ticket)
<b>Safe Ride Home Sponsor</b>	[Event Admission Not Included] Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Provides (25) Lyft Vouchers for guests valued at \$20 per person. Sponsor Signage at registration desk and bar.	1	\$750

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## Spring Tea

Continued from page 10

SPONSORSHIP TYPE	SPONSORSHIP DETAIL	AVAIL.	AMOUNT
<b>Lanyard Sponsor</b>	[Event Admission Not Included] Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Sponsor provides theme logo lanyards (committee-approved) for 300-350 attendees.	1	\$750
<b>Invitation Sponsor</b>	[Event Admission Not Included] Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Sponsor logo is prominently placed on event email invitations and website.	6	\$600
<b>Photo Booth Sponsor</b>	[Event Admission Not Included] Includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Logos included on all printed photos from the photo booth.	3	\$600 (*Buyout at \$1,800, includes 1 admission ticket)
<b>DJ Sponsor</b>	[Event Admission Not Included] Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Company Shoutout from the DJ during the event.	4	\$500
<b>Bar Sponsor</b>	[Event Admission Not Included] Sponsorship include event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Sponsor signage at the bars.	5	\$500
<b>Spirit Contest Ballot Sponsor</b>	[Event Admission Not Included] Sponsorship include event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Sponsor logo on ballot. Sponsor provides theme logo pens (committee-approved) for 300-350 attendees.	1	\$500
<b>Lunch Sponsor</b>	[Event Admission Not Included] Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Sponsor logo displayed at lunch station.	5	\$500
<b>Napkin Sponsor</b>	[Event Admission Not Included] Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Sponsor provides theme logo napkins to be placed at the bar.	1	\$500
<b>Dessert Sponsor</b>	[Event Admission Not Included] Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Sponsor logo displayed at dessert station.	5	\$500
<b>Tea Station Sponsor</b>	[Event Admission Not Included] Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Sponsor signage at the tea station.	4	\$400
<b>Selfie Station Sponsor</b>	[Event Admission Not Included] Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Sponsor signage at the selfie station.	10	\$350

# 28th Annual Golf Classic

Monday, June 24, 2024  
Blackhawk Country Club



SPONSORSHIP TYPE	SPONSORSHIP DETAIL	AVAIL.	AMOUNT
<b>Photography Sponsor</b>	Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Sponsor receives registration for two (2) company representatives; includes photos of foursomes & sponsor contact table. Event registration for two (2) to attend Lunch & Dinner.	1	\$2,000
<b>Hole in One Sponsor</b>	Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Includes prize, registration for two (2) company representatives; plus Lunch & Dinner. Sponsor contact at hole, company name on Tee signage. Sponsors provide (144) branded items to be placed in each of the golfers' SWAG bags. *Insurance purchased by CAI BayCen.	3	\$1,750
<b>Drink Cart Sponsor</b>	Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. *Sponsor supplies their own beverages. Event registration for two (2) to attend Lunch & Dinner.	2	\$1,500
<b>Golf Cart Sponsor</b>	Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. One (1) Brunch Ticket, Company Logos of all Golf Cart Sponsors printed on each golf cart.	1	\$1,500
<b>Turn Sponsor</b>	Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Setup near clubhouse for amazing visibility! Registration for two (2) company representatives; plus Lunch & Dinner. Sponsor contact at hole, company name on Tee signage. Sponsors provide (144) branded items to be placed in each of the golfers' SWAG bags.	1	\$1,500
<b>Par Three Sponsor</b>	Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Registration for two (2) company representatives; plus Lunch & Dinner. Sponsor contact at hole, company name on Tee signage. Sponsors provide (144) branded items to be placed in each of the golfers' SWAG bags.	2	\$1,350
<b>Flag Sponsor</b>	Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Company provides flags for the golf course to place on each green. One (1) Brunch Ticket.	1	\$1,200
<b>Tee Sponsor</b>	Includes registration for two (2) company representatives; plus Lunch & Dinner. Sponsor contact at hole, company name on Tee signage. Sponsors provide (144) branded items to be placed in each of the golfers' SWAG bags.	13	\$1,200
<b>Dinner Sponsor</b>	Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Sponsor is given 2-minutes at the start of the Dinner Welcome & Announcements for company introduction; plus sponsor signage on each of the dinner tables.	4	\$250 (* Buyout at \$1,000)
<b>Trophy Sponsor</b>	Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Sponsor Signage on trophy table. Two (2) Dinner Tickets.	1	\$800
<b>Eye Opener Sponsor</b>	Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Sponsor hosted Meet & Greet with guests at the bar. Sponsor covers the expenses for all adult beverages served at that time.	2	\$750

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## 28th Annual Golf Classic

Continued from page 11

SPONSORSHIP TYPE	SPONSORSHIP DETAIL	AVAIL.	AMOUNT
<b>Safe Ride Home Sponsor</b>	Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Provides (25) Lyft Vouchers for guests valued at \$20 per person. Sponsor Signage at registration desk and bar.	1	\$750
<b>Golf Classic: Driving Range Sponsor</b>	Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Sponsor Table & Printed Signage at the Driving Range. Sponsor receives two (2) Brunch Tickets.	1	\$650
<b>Green Sponsor</b>	Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Sponsor Signage on all 9 greens.	2 (1 for Front 9 and 1 for Back 9)	\$600
<b>Putting Contest Sponsor</b>	Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Two (2) Brunch Tickets. Sponsor is given a table to man the contest, with promo items allowed (sponsor provides prizes).	1	\$600
<b>Rescue Cart Sponsor</b>	Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Golf Cart reserved for Restroom Breaks. Includes Sponsor logo on cart. One (1) Brunch Ticket and one (1) Dinner Ticket.	2	\$600
<b>Brunch Sponsor</b>	Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Label with sponsor logo on each individual breakfast sandwich.	2	\$500 (*Buyout at \$1,000)
<b>Cigar Bar Sponsor</b>	Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Sponsor purchases and provides cigars. One (1) Brunch Ticket.	1	\$500
<b>Dinner Drink Ticket Sponsor</b>	Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Sponsor logo printed on drink tickets.	2	\$500
<b>Water Sponsor</b>	Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Sponsor provides water bottles for guests (may include company logo). One (1) Brunch Ticket.	1	\$450
<b>SWAG Bags Sponsor</b>	Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Sponsor provides (144) bags for golfers.	1	\$300
<b>Towel Sponsor</b>	Sponsorship includes event, website and invitation signage, recognition at the event program and listing in <i>The Communicator</i> magazine. Sponsor provides (144) towels for golfers.	1	\$300
<b>Dinner Centerpiece Sponsor</b>	Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Sponsor signage on each table.	4	\$250 (*Buyout at \$1,000)
<b>SWAG Bag Branded Items Sponsor</b>	Sponsorship includes event, website and invitation signage, recognition at the event program and listing in <i>The Communicator</i> magazine. Sponsors provide (144) branded items to be placed in each of the golfers' SWAG bags.	Unlimited	\$50

# Meet the Managers



Thursday, July 18, 2024

SPONSORSHIP TYPE	SPONSORSHIP DETAIL	AVAIL.	AMOUNT
<b>Welcome Reception Sponsor</b>	Welcome beverage at start of program. Includes appointments and registration for (2) company representatives.	1	\$2,500
<b>Cocktail Sponsor</b>	Each guest receives one (1) drink ticket with sponsor logo printed on drink tickets. Includes appointments and registration for (2) company representatives.	2	\$2,000
<b>Luncheon Sponsor</b>	Sponsor is given 2-minutes during Welcome & Announcement for company introduction and announcing the other event sponsors. Includes appointments and registration for (2) company representatives.	2	\$1,750
<b>Business Partner Host Sponsor</b>	Business segments will be limited to two (2) representatives, i.e. Two construction companies, two attorney firms, etc. Selections are on a first come basis. Each sponsor receives registration for two (2) company representatives; includes appointments throughout the event.	24	\$1,500
<b>Safe Ride Home Sponsor</b>	Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Provides (25) Lyft Vouchers for guests valued at \$20 per person. Sponsor Signage at registration desk and bar.	1	\$750
<b>Lanyard Sponsor</b>	Sponsor purchases and provides lanyards for up to 125 attendees.	1	\$300



# Educational Summit

Tuesday, October 1, 2024  
San Ramon Marriott

SPONSORSHIP TYPE	SPONSORSHIP DETAIL	AVAIL.	AMOUNT
<b>Event Photographer Sponsor</b>	Sponsorship includes event, website and invitation signage, and listing in <i>The Communicator</i> magazine. Logos included in all live roaming photos taken by the photographer. Includes one (1) admission ticket.	1	\$2,000
<b>General Session Sponsor</b>	Logo, website and 100 word company bio on session materials. A six-foot draped table for the display of marketing material. Link to sponsor website in email promotions and on the CAI Bay Area & CA North Chapter Websites. Includes one (1) admission ticket.	1	\$2,000
<b>Lanyard Sponsor</b>	Company name/ logo on lanyards. Logo recognition on signage at event. Logo recognition in <i>The Communicator</i> and <i>The Voice</i> Magazines, and promotional mailings. Link to sponsor website in email promotions and on the CAI Bay Area & CA North Chapter Websites. Includes one (1) admission ticket.	1	\$1,500
<b>Breakfast Sponsor</b>	Breakfast table sign featuring company name/logo. Meet attendees in the breakfast area. Link to sponsor website in email promotions and on the CAI Bay Area & CA North Chapter Websites. Includes one (1) admission ticket.	4	\$1,000
<b>Conference Bag Sponsor</b>	Company name/ logo on conference bag. Distribution of company promotional piece in bag (must be approved by both chapters). Logo recognition on signage at event. Logo recognition in <i>The Communicator</i> and <i>The Voice</i> Magazines, and promotional mailings. Link to sponsor website in email promotions and on the CAI Bay Area & CA North Chapter Websites. Includes one (1) admission ticket.	2	\$1,000
<b>Luncheon Sponsor</b>	Luncheon table sign featuring company name/logo. Meet attendees in the luncheon area. Link to sponsor website in email promotions and on the CAI Bay Area & CA North Chapter Websites. Includes one (1) admission ticket.	4	\$1,000
<b>Name Badge Sponsor</b>	Company logo printed on attendee badge. Link to sponsor website in email promotions and on the CAI Bay Area & CA North Chapter Websites. Includes one (1) admission ticket.	1	\$1,000
<b>Table Top Exhibitor</b>	One (1) six-foot draped table, one chair, standard identification signage with Company Name, Table Number. *All décor/literature must fit on tabletop space only; cannot expand into aisles or floor. One (1) Exhibitor Badge.	45	\$1,000
<b>Coffee Break Sponsors</b>	Coffee break table sign featuring company name/logo. Meet attendees at the coffee station area. Link to sponsor website in email promotions and on the CAI Bay Area & CA North Chapter Websites. Includes one (1) admission ticket.	2	\$750
<b>Education Session Sponsor</b>	Sponsor representative introduces speakers and reads from script. Logo, website and 50 word company bio on session materials. Link to sponsor website in email promotions and on the CAI Bay Area & CA North Chapter Websites. Includes one (1) admission ticket.	6	\$750
<b>Registration Sponsor</b>	Complimentary name/ logo on electronic confirmation received by all attendees. Signage at the registration desk. Link to sponsor website in email promotions and on the CAI Bay Area & CA North Chapter Websites. Includes one (1) admission ticket.	1	\$750

# Annual Awards & Holiday Party

Friday, December 6, 2024

(Black Tie Optional, an evening event)



SPONSORSHIP TYPE	SPONSORSHIP DETAIL	AVAIL.	AMOUNT
<b>Welcome Beverage Sponsor</b>	Sponsorship includes event, website and invitation signage, recognition during the awards presentation, and listing in <i>The Communicator</i> magazine. Sponsor is given 2-minutes for company introduction while Welcome Beverages are being served. Includes one (1) admission ticket.	1	\$3,000
<b>Photo Booth Sponsor</b>	Sponsorship includes event, website and invitation signage, recognition during the awards presentation, and listing in <i>The Communicator</i> magazine. Custom banner with sponsor logo on all photobooth prints. Includes one (1) admission ticket.	1	\$2,500
<b>Photography Sponsor</b>	Sponsorship includes event, website and invitation signage, recognition during the awards presentation, and listing in <i>The Communicator</i> magazine. Logos included in all live roaming photos taken by the photographer. Includes one (1) admission ticket.	1	\$2,500
<b>Table Host Sponsor (10 Guests)</b>	Includes event, website and invitation signage, recognition during the awards presentation, and listing in <i>The Communicator</i> magazine. Reserved Table with sponsor signage and (10) admission entries for company representatives/guests.	25	\$1,850
<b>Award Sponsor</b>	Sponsorship includes event, website and invitation signage, recognition during the awards presentation, and listing in <i>The Communicator</i> magazine. Sponsor is given 2-minutes during Welcome & Announcement for company introduction. Includes one (1) admission ticket.	1	\$1,200
<b>Cocktail/Bar Sponsor</b>	[Event Admission Not Included] Sponsorship includes event, website and invitation signage, recognition during the awards presentation, and listing in <i>The Communicator</i> magazine. Sponsor logo printed on signage at the bar.	4	\$1,000
<b>DJ/Live Music Sponsor</b>	[Event Admission Not Included] Sponsorship includes event, website and invitation signage, recognition during the awards presentation, and listing in <i>The Communicator</i> magazine. Company Shoutout from the DJ during the Celebration.	2	\$1,000
<b>Centerpiece Sponsor</b>	[Event Admission Not Included] Sponsorship includes event, website and invitation signage, recognition during the awards presentation, and listing in <i>The Communicator</i> magazine. Sponsor signage on each table.	4	\$750
<b>Invitation Sponsor</b>	[Event Admission Not Included] Sponsorship includes event, website and invitation signage, recognition during the awards presentation, and listing in <i>The Communicator</i> magazine. Sponsor logo is prominently placed on event email invitations and website.	5	\$750
<b>Safe Ride Home Sponsor</b>	Sponsorship includes event, website and invitation signage, recognition at the event, listing in event program and listing in <i>The Communicator</i> magazine. Provides (25) Lyft Vouchers for guests valued at \$20 per person.	1	\$750
<b>Cocktail Napkins Sponsor</b>	[Event Admission Not Included] Sponsorship includes event, website and invitation signage, recognition during the awards presentation, and listing in <i>The Communicator</i> magazine. Sponsor provides cocktail napkins for bars at the event (up to 250 guests).	1	\$650



# CAI-CLAC Annual Sponsor!

Each Chapter in California has an allocation required to help support the CAI-California Legislative Action Committee, our advocate, and our voice at the Capitol. Help us reach that goal!



SPONSORSHIP TYPE	SPONSORSHIP DETAIL	AMOUNT
<b>PLATINUM</b>	Annual donation to CAI-CLAC from company (management company or business partner). Signature graphic for company with chapter logo and level. Letter from the Board of Directors thanking them for their support, can use in Marketing Materials. Social Media Shoutout. Includes FOUR (4) tickets to one CLAC fundraiser event.	\$1,500
<b>GOLD</b>	Annual donation to CAI-CLAC from company (management company or business partner). Signature graphic for company with chapter logo and level. Social Media Shoutout. Includes TWO (2) tickets to one CLAC fundraiser event.	\$1,000
<b>SILVER</b>	Annual donation to CAI-CLAC from company (management company or business partner). Signature graphic for company with chapter logo and level. Social Media Shoutout.	\$500
<b>Companies for CLAC</b>	Annual donation to CAI-CLAC from company (management company or business partner) Signature graphic for company with chapter logo and level. Social Media Shoutout. Logo included in LSC section of <i>The Communicator</i> magazine. Company mention at educational luncheons.	\$1,200

## CAI-CLAC's Mission

To safeguard and improve the community association lifestyle and their property values by advocating a reasonable balance between state statutory requirements and the ability and authority of individual homeowners to govern themselves through their community associations.



**COMMUNITY ASSOCIATIONS INSTITUTE (CAI) IS A NATIONAL, NONPROFIT 501(C)(6) ASSOCIATION CREATED IN 1973 TO EDUCATE & REPRESENT AMERICA'S 375,000 RESIDENTIAL CONDOMINIUMS, COOPERATIVES, HOMEOWNERS ASSOCIATIONS, AND RELATED PROFESSIONALS & SERVICE PROVIDERS.**