

[www.caimdches.org](http://www.caimdches.org)

2012

# SPONSORSHIP OPPORTUNITIES



Working on  
Your Marketing Plan?

Be sure to include CAI!



CHESAPEAKE REGION CHAPTER

**community**  
ASSOCIATIONS INSTITUTE

410-540-9831

[contact@caimdches.org](mailto:contact@caimdches.org)

*The following sponsorships are available:*

Platinum	\$2500
Gold	\$1600
Breakfast Seminar	\$185 per seminar or \$750 for all 5
Homeowner Seminar	\$175 per seminar or \$850 for all 6

## **PLATINUM SPONSORSHIP \$2,500**

### *Your sponsorship includes:*

- **NEW!** First option at choice of booth space with the understanding that you must respond with selection by a specified date.
- **NEW!** One set of mailing labels.
- **NEW!** Hotlink to your company website from your company logo on the Chapter's Home Page.
- **NEW!** The opportunity to say hello and speak about your company for three minutes at a 2012 Breakfast Seminar.
- Verbal Recognition at Breakfast Seminars and the Holiday Social.
- Banner Recognition at all the Breakfast Seminars and Social Events. (at least 7)
- **Front Page** Recognition in all four issues of the *Beacon* Newsletter.
- One ticket to the Holiday Social.
- One Business Card Ad in an issue of the *Beacon*.
- One Full Page Ad in the 2012 Membership Directory
- A Bold Listing in the Index Section of the 2012 Membership Directory.
- Your Company Name listed in a Special Section of the Membership Directory.
- **Front Page** Recognition on the Chesapeake Chapter's Website [www.caimdches.org](http://www.caimdches.org).
- Hotlink to your Company's Website from your listing in the Service Directory of the Chapter's Website.
- Special Name Badge for all events indicating that you are a Platinum Sponsor.
- One ticket to all five Breakfast Seminars not including the October Expo.
- A company Spotlight or Article in an issue of the *Beacon* Newsletter written by a Platinum Sponsor Company.
- Special signage in your October Expo Booth indicating that you are a Platinum Sponsor.

**HOME PAGE  
RECOGNITION**



## **GOLD SPONSORSHIP      \$1,600**

### *Your sponsorship includes:*

- Verbal Recognition at Breakfast Seminars and Holiday Social.
- Banner Recognition at all the Breakfast Seminars and Social Events. (at least 7)
- **Front Page** Recognition in all four issues of the *Beacon* Newsletter.
- One ticket to the Holiday Social.
- One Business Card Ad in an issue of the *Beacon*.
- One Full Page Ad in the 2012 Membership Directory.
- A Bold Listing in the Index Section of the 2012 Membership Directory.
- Your Company Name listed in a Special Section of the Membership Directory.
- **Front Page** Recognition on the Chesapeake Chapter's Website [www.caimdches.org](http://www.caimdches.org).

**HOME PAGE  
RECOGNITION**



## **BREAKFAST SEMINAR SPONSORSHIP**

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**\$185 per seminar or pay  
\$750 for all 5 and SAVE 19%**

**There will be 5 Seminars geared specifically for  
Managers, Board Members & Homeowners.**

### **ATTENDANCE:**

70–150 managers and homeowners

**Only 10 sponsorships available at each seminar.**

***Your sponsorship includes:***

- One ticket for a Company Representative to attend.
- A 6' table to display your company's promotional materials.
- The opportunity to have your company information distributed to each participant as a handout.
- Sign recognition at the event.
- Verbal recognition at the event.
- Recognition in the *Beacon* newsletter.
- Name Badge indicating Official Sponsor.
- Sponsors can obtain a copy of the attendee list with contact information.

### **PLEASE NOTE:**

***The sponsoring companies will be responsible for bringing their materials to the seminar for distribution to the attendees.***

### ***BONUS OFFER IF YOU BUY ALL 5!!!***

***For an additional \$300***

- Have your Company name listed on the front page of the 2012 *Beacon* Newsletter (4 issues) as an Education Sponsor.
- Be recognized on the Homepage of the Chapter website [www.caimdches.org](http://www.caimdches.org) as an Education Sponsor.



## **BREAKFAST SEMINAR SCHEDULE**

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### **TIME:**

9:00–9:45 am Networking & Breakfast

9:45–11:45 am Program

### **LOCATION:**

All breakfast seminars will be held at the Rose Restaurant at The Comfort Inn, Linthicum, MD.

(The October 16<sup>th</sup> Expo/Symposium will have a separate sponsorship offer.)

**February:** *“Fair Housing, Disabilities, Reasonable Accommodations, ADA Issues, including Pools”*

**March:** *“What Role Does the Manager Play in a Disaster”*

**April:** *“Open Forum—How to Get What You Want/How to Influence Legislation”*

**May:** *“Stuck in the Middle—Love Thy Neighbor”*

**September:** *“Money Matters—Maintenance vs. Capital Reserves”*

## **ACT EARLY AND RESERVE YOUR SPACE!!**

### **OTHER SPONSORSHIP OPPORTUNITIES**

Check with the Chapter Office for Sponsorship Information on the:

- Annual Golf Outing
- October Symposium/ Expo
- Annual Holiday Social

# THE CHESAPEAKE CHAPTER IS HERE TO HELP YOU!

- Are You Capitalizing On All The Opportunities CAI Offers?
- Do You Want To Increase Your Sales?
- Is Your Company The First One They Call?
- What Are You Doing To Develop A Lifelong Relationship With Your Customers?



## IF YOU ARE A PROFESSIONAL OR A SERVICE PROVIDER YOU SHOULD:

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- Actively Attend the Breakfast Seminars
- Sponsor Seminars, Golf Outing, Holiday Social
- Advertise in the Membership Directory
- Advertise in the quarterly newsletter, *The Beacon*
- Exhibit in the October Expo

**Take advantage of these terrific opportunities to reach Homeowners and Managers in the community association industry that need your services!**



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5836 Rockburn Woods Way

Elkridge, MD 21075

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