



2010 Marketing & Sponsorship Opportunities

The Channel Islands Chapter is dedicated to empowering Homeowner Association members, managers, and service providers through information and educational opportunities!

CAI, Channel Islands Chapter
PO Box 3575
Ventura, CA 93006
Phone: 805.658.1438
Fax: 805.658.1732

caicic@earthlink.net
www.cai-channelislands.org

2010 Marketing & Sponsorship Opportunities

Questions? Call Leah Ross, Chapter Executive Director at
805-658-1438 or e-mail caicic@earthlink.net

CAI, Channel Islands Chapter is looking forward to an exciting and successful 2010!
Please use the following form to make your 2010 sponsorship selections!

As a valued member, we want to extend the following opportunities so you can make the most of your sponsorship and advertisement dollars. **When you spend the dollar amounts below, you can become one of our exclusive ‘Platinum, Gold, Silver, or Bronze’ sponsors and receive extra benefits! Plan ahead and sign up for an ad space in the Channels, event tickets, your expo exhibit, and golf entry fees! These items will count toward reaching your ‘Total Amount Spent’ but will not have the discount applied to them.** For example, if you sign up for \$5,000 in sponsorships and \$1,000 in ad spaces, you are a ‘Platinum Sponsor’ and will receive 10% off of \$5,000.

So take advantage of this opportunity as your marketing dollars will go farther and you will enjoy the return on your investment all year long!

The Platinum, Gold, Silver, & Bronze spending level discounts are as follows:

Sponsorship Level	Total Amount Spent	Discount
Platinum	\$6,000+	10.0%

- A discount on your total sponsorship package
- Your company LOGO on the website home page with a link to your website!
- Your company LOGO in each issue of the Channels of Communication.
- Two website listings (under service categories of your choice)
- Your logo linked to your website next to your service directory listings.
- Company Name on signage at each event!

Gold	\$4,500	7.5%
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- A discount on your total sponsorship package.
- Your company name on the website home page.
- Your company LOGO in each issue of the Channels of Communication.
- Your logo linked to your website next to your service directory listing on the website.
- Company Name on signage at each event!

Silver	\$2,500	5.0%
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- A discount on your total sponsorship package.
- Your company name on the website home page.
- Your company name in each issue of the Channels of Communication.
- Company Name on signage at each event!

Bronze	\$1,000	0.0%
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- Your company name on the website home page.
- Your company name in each issue of the Channels of Communication.
- Company Name on signage at each event.

PLEASE NOTE: The deadline to qualify for this discount is January 15, 2010.
The Marketing Plan must be paid in full (or 50%) at this time with cash or check only.

Channels of Communication - Advertising

- Please Note: No Discounts on Ad Spaces -

The Channels of Communication is the chapter's magazine sent out quarterly to our entire membership of more than (375). Sign up now to advertise in this magazine as it provides the opportunity to present your company to every member of the chapter on a quarterly basis. **PLEASE NOTE:** Advertising in the Channels can count toward your total sponsorship dollars but there are no discounts.

Company Name: _____

Phone: _____ E-mail: _____

Contact Person: _____

CAI Member: Yes No (Non-members of CAI will be charged 50% additional.)

Advertisement Dimensions & Rates:

Ad Size	Single	Every other issue - price per issue	All issues - price per issue
Full Page 7.5" wide x 10" high	\$800	\$700	\$600
Half Page 7.5" wide x 4.75" high	\$600	\$525	\$425
One-quarter Page 3.5" wide x 4.75" high	\$500	\$425	\$300
Eighth Page 3.5" wide x 2" high	\$200	\$150	\$125
Front Inside Cover (Color) Full Page - 7.5" wide x 10" high	N/A	\$800	\$750
Back Inside Cover (Color) Half Page - 7.5" wide x 4.75" high	N/A	\$650	\$550
Back Outside Cover (Color) Half Page 7.5" wide x 4.75" high	N/A	\$850	\$750
Back Outside Cover (Color) One-quarter Page 3.5" wide x 4.75" high	N/A	\$600	\$500

Make Your Selection:

AD SIZE: _____

FREQUENCY: Single Every other issue All issues

PAYMENT OPTIONS: Send invoice per issue Send invoice for all issues

By signing below, I understand that I am required to pay for the ads that I have selected above.

Signature: _____ Date: _____

Artwork Requirements & Details:

Artwork is due by the 1st of the following months: February, May, August, & November. (Magazine will be mailed the following month) Please send your ad to caicic@earthlink.net Acceptable Formats are: Illustrator C2S (.eps), all fonts converted to outlines. High resolution .pdf, .jpg or .tif are accepted. (Minimum 300 dpi for color, 150 dpi for grayscale, 1,200 dpi for black & white line art) **Questions? Call Leah Ross, Executive Director at 805.658.1438.**

Terms & Conditions:

- CAI - CIC shall not be bound by specific location / position requests. Allocation of ads will be based on date and time of receipt of payment.
- CAI - CIC has the right to verify credentials / designations.
 - Additional charges will apply for graphic design, file conversion, or modifications.

Ed Miller GOLF CLASSIC (Golf Tournament) – May 4, 2010

Event Date:

- Championship (\$2,500)
- Director's Cart (\$330)
- Dinner (\$500)

Sponsorship Level:

- Pro (\$750)
- Tee II (\$330)
- Closest to the Pin (\$220)
- Tee III (\$550)
- Tee I (\$165)
- Prize (\$200)

Reserve your Four-some Today! (Non-discounted Item)

\$175 per player # of players you would like to sign up _____

Golf Tournament Non-Discounted Total: _____

GOLF TOURNEY TOTAL: _____

Homeowners Association Mini-EXPOS –

March 30, 2010

Sponsorship Level:

- Level I (\$500)
- Level II (\$250)
- Level III (\$175)
- CEO / CFO Breakfast (\$250)
- Prize (\$100)

September 17, 2010

Sponsorship Level:

- Level I (\$500)
- Level II (\$250)
- Level III (\$175)
- CEO / CFO Breakfast (\$250)
- Prize (\$100)

Exhibit Space: (Non-discounted Item) -

- Table Top w/ extra room Exhibit (\$400)
- Double Display Exhibit (\$750)
- Electricity (\$40 for tabletop display / included with double display)

- Table Top w/ extra room Exhibit (\$400)
- Double Display Exhibit (\$750)
- Electricity (\$40 for tabletop display / included with double display)

Expo Non-Discounted Total: _____

EXPO TOTAL: _____

AWARDS LUNCHEON –

January 26, 2010 - Exhibitor Sponsorship (\$275)

AWARDS LUNCHEON TOTAL: _____

TOTAL (for possible discount): _____

DISCOUNT % (if applicable): _____

TOTAL minus DISCOUNT: _____

Non-Discounted Total (including Channels Ad Space, if applicable): _____

GRAND TOTAL: _____

Company Name: _____

Contact Person: _____ **Phone #:** _____

PLEASE SELECT ONE -

- I qualify for the discount and will send full payment (check only) by January 15, 2010
- I would like to pay 50% by January 15, 2010 and the remaining 50% by June 1, 2010. (check only / discount applies)
- I would like to be billed per event. (no discounts apply)
- I would like you to charge my Credit Card* # _____ Exp. Date: _____
(*And I understand no discounts will be applied)

Website

www.cai-channelislands.org

CAI's website is one of the greatest resources for our chapter members to find up to date information as well as a complete service directory. Your membership includes one complimentary listing but why not ensure your listing will be the first to be seen! Consider being a website sponsor by having an ad space or multiple listings!

Home Page Sponsor - \$650 per year

Advertising tile on Home Page with link to web site.

Web Page Sponsor - \$400 per year

Advertising tile on web page of your choice (except home page) with website link. (placed in order of reservation)

Website Listing - \$60 ea

Additional website listing including e-mail and website link in service directory category of your choice.

Logo Link - \$60 ea

Your company logo linked to your website next to your company listing. One click and our members can visit your website!

Essentials Course

The Essentials Program is a course to better equip board members and homeowners on their role in a community association. This course covers finance, legal, insurance, governance, communication and duties of board members.

- 2010 Essential Courses -

March 6, 2010
The Courtyard Marriott, Oxnard

October 9, 2010
Location in Ventura County

November 6, 2010
Pismo Beach, Ca

- Sponsorship Opportunities -

Exhibitor Sponsorship: \$200 & includes -

- Company name on all marketing materials including registration forms, e-mail blasts, website, and in the Channels of Communication (*from time of commitment*)
- Six foot skirted table to display your company information
- Company mentions at event
- Lunch for (1) company representative

Literature Sponsor: \$75 & includes -

- Provide brochures and business cards to the chapter office a week prior to event and we will place at each attendee's place setting.

Workshop Programs

CAI hosts five workshop programs per year that allow for sponsorship opportunities. The average attendance is 40 attendees, mainly homeowners and board members with some managers.

- 2010 Workshop Programs -

February 18, 2010 - Santa Maria, CA

April 22, 2010 - Bakersfield, CA

June 29, 2010 - Oxnard, CA

October 7, 2010 - Pismo Beach, CA

October 21, 2010 - Bakersfield, CA

- Sponsorship Opportunities -

Exhibitor Sponsorship: \$200 & includes -

- Company name on all marketing materials including registration forms, e-mail blasts, website, and in the Channels of Communication
(from time of commitment)
- Six foot skirted table to display your company information
- Company mentions at event
- dinner for (1) company representative

Literature Sponsor: \$75 & includes -

- Provide a brochure and business card to the chapter office a week prior to event and we will place at each attendee's place setting.

Luncheon Programs

'The Networking Event'

We offer (9) educational luncheon programs per year. Each luncheon program averages 135 attendees with the exception of our December Holiday Program averaging 175 attendees. Sponsor a luncheon and save yourself time and money as you have the exclusive opportunity to meet many of our board member and manager members all in one room!

- 2010 Luncheons -

January 26, 2010* - Westlake Village

February 23, 2010 - Westlake Village

March 23, 2010 - Westlake Village

May 25, 2010 - Oxnard

June 22, 2010 - Oxnard

August 24, 2010 - Oxnard

September 28, 2010 - Oxnard

October 26, 2010 - Westlake Village

December 7, 2010 - Westlake Village

**January 26 Luncheon Program is our Awards Luncheon (see page 14 for more details)*

- Sponsorship Opportunity -

Exhibitor Sponsorship: \$275* & includes -

**(with exception of the December program: \$375)*

- Company name on all marketing materials including registration form, e-mail blasts, website, and in the Channels of Communication *(from time of commitment)*
- Six foot skirted table to display your company information
- Company mentions at event
- lunch for (1) company representative

Managers Forum Programs

This is a managers *only* event!

Each program provides a great opportunity to meet one-on-one with management professionals working in our industry. Each forum has an average attendance of 35 - 45 managers and is an excellent opportunity to network with various management companies representing many associations in Ventura, San Luis Obispo, and Kern Counties.

- 2010 Managers Forums -

April 16, 2010 - The Orchid Room, Camarillo, CA

July 9, 2010 - The Orchid Room, Camarillo, CA

September 17, 2010 (at the expo), Location TBA

- Sponsorship Opportunities -

April & July Managers Forum Sponsorship: \$250 & includes -

ONLY (8) SPONSORSHIPS AVAILABE FOR EACH DATE.

- Company name on all marketing materials including postcards, e-mail blasts, website, and in the Channels of Communication (*from time of commitment*)
- Six foot skirted table to display your company information
- Company mentions at event
- lunch for (2) company representatives

EXPO (September) Managers Forum Sponsor: \$175 & includes -

ONLY (10) SPONSORSHIPS AVAILABE.

- Opportunity to provide a brochure and business card to the chapter office a week prior to event and we will place at each attendee's place setting.
- Lunch for (2) company representatives.

16th Annual Ed Miller Memorial Golf Tournament

Tuesday, May 4, 2010
Moorpark Country Club
11800 Championship Drive, Moorpark, CA

The CAI Golf Tournament has over (140) golfers participating each year. Whether you golf or sponsor, you are guaranteed a great day of networking out on the green!

- Sponsorship Opportunities -

Championship Sponsorship - \$2,500 - (*Only (3) sponsorships available*) -

Let us customize this event for you!

- (1) VIP Foursome (includes lunch and dinner)
- Logo / company name on all marketing materials including registration forms, e-mail blasts, website, and in the Channels of Communication. (*from time of commitment*)
- Half page ad in tournament program
- Signage at Event
- Company banner at event registration table (you provide)
- And includes a TEE III Sponsorship (see below)

PRO Sponsorship - \$750

- One (1) VIP Twosome (includes lunch and dinner)
- Half page ad in tournament program
- Company mentions and signage at event

Tee III Sponsorship- \$550 - Will you be the one to serve beverages to our golfers?

- A table at a premium hole on the course on which you can provide beverages (alcoholic and non-alcoholic) and / or snacks to the golfers.
- Company name on all marketing materials including postcards, e-mail blasts, website, Channels of Communication, and in the golf program. (*from time of commitment*)
- Company mentions and signage at event
- lunch and dinner for (1) company representative

Director's Cart Sponsorship - \$330 - Will your company name be represented all over the course?

- CAI will place a sign promoting your company on the Director's Cart. (*Director's cart makes their 'rounds' throughout the course during the tournament.*)
- Company mentions and signage at event

- SEE NEXT PAGE FOR MORE GOLF TOURNAMENT SPONSORSHIP OPPORTUNITIES! -

16th Annual Ed Miller Memorial Golf Tournament

Tuesday, May 4, 2010
Moorpark Country Club
11800 Championship Drive, Moorpark, CA

- Sponsorship Opportunities - (continued)

Tee II Sponsorship - \$330 - Will they be wearing your shirt or visor?

- A table at a premium hole on the course on which you can provide giveaways or marketing materials. (No food or beverages allowed)
- Company name on all marketing materials including postcards, e-mail blasts, website, Channels of Communication, and in the golf program.
(from time of commitment)
- Company mentions and signage at event
- lunch and dinner for (1) company representative

Tee I Sponsorship - \$165 - Will your company name be represented?

- CAI will place a sign promoting your company on a tee or on the green

Dinner Sponsorship - \$500 (Only 2 sponsorships available) - Every golfer will be thanking you!

- Sponsor of the Dinner Buffet (after the golf tournament).
- Company mentions and signage at dinner.
- Opportunity to donate tournament merchandise with company logo to hand out at dinner or morning check in.
- Company name in tournament program
- Dinner for (2) company representatives

Closest to the Pin Sponsorship - \$220

- Signage at the Closest to the Pin hole
- Company mentions and signage at event

Prize Sponsorship - \$200

- Award the winners by being a prize sponsor!
- Company mentions and signage at event

Entry Fee (per player) - \$175*

- Includes green fees, cart, lunch, and banquet.

**Discounts do not apply to entry fees.*

Homeowners Association Mini-EXPOS & Workshops

Tuesday, March 30, 2010, 4:30 - 7 pm, location in Oxnard / Ventura area

Friday, September 17, 2010, Time & location TBD (location will be in Westlake area)

Our mini-expos give you the exclusive opportunity to network with over (100) of our board member and manager members. PLEASE NOTE: Only (35) exhibitors will be accepted for each mini-expo.

Exhibitors will be accepted on a first come, first serve basis.

- Sponsorship Opportunities -

Level I Sponsorship: \$500 -

- Company name on signage at bar
- Sponsorship of Managers Invites (company name on invitations) and allows (2) attendees at the Manager's Forum. (Managers Forum is held after the expo and is a great opportunity to network!)
- Your Company name on the bags given to each attendee!
- Include your company literature in each attendee's bag. Your literature is in the prospect's hand before they visit your exhibit. (We'll need your literature two weeks prior to expo)
- Company logo on exhibitor map. *Please send your logo to caicic@earthlink.net*
- Recognition as a major sponsor on all CAI-CIC and Expo literature from time of commitment.

Level II Sponsorship: \$250 -

- Your Company name on the bags given to each attendee!
- Include your company literature in each attendee's bag. Your literature is in the prospect's hand before they visit your exhibit. (We'll need your literature two weeks prior to the expo.)
- Company logo on exhibitor map. *Please send your logo to caicic@earthlink.net*
- Recognition as a major sponsor on all CAI-CIC and Expo literature from time of commitment.

Level III Sponsorship: \$175 & provides:

- Recognition as a sponsor on all CAI-CIC and Expo literature from time of commitment.

- SEE NEXT PAGE FOR MORE EXPO SPONSORSHIP OPPORTUNITIES! -

Homeowners Association Mini-EXPOS & Workshops

Tuesday, March 30, 2010, 4:30 - 7 pm, location in Oxnard / Ventura area

Friday, September 17, 2010, Time & location TBD (location will be in Westlake area)

- Sponsorship Opportunities - (continued)

CEO / CFO Workshop Sponsorship: \$250 & provides:

- Company mentions and company name on signage at workshop.
- (2) company representatives can attend the workshop and have the opportunity to network!

Prize Sponsorship \$100 & provides:

- Recognition (company mentions) during prize giveaway at expo.
- Signage by Prize table at the expo.

****Sign up Now to be an exhibitor at the 2010 Mini-Expos****

(Exhibit location placed in order of applications received, best available)

Please note - Discounts do not apply to exhibit fees.

TABLE TOP DISPLAY - \$400*

Be a Part of the Action! Includes 6-ft. draped display table with additional room for a floor display. *(Electricity is an additional \$40)

DOUBLE TABLE DISPLAY - \$750*

Be the Center of Attention! - (2) 6 ft draped display tables with additional floor room in a prime location. *(Includes Electricity)

Awards Program Luncheons

Tuesday, January 26, 2010, 11:30 am
The Westlake Hyatt, Westlake Village, CA

The Awards Program Luncheon will not only be an educational program but an opportunity to award our valued members for their achievements and say 'thank you' to our entire membership for their involvement with our chapter!

- Sponsorship Opportunity -

Exhibitor Sponsorship: \$275 & includes -

- Company name on all marketing materials including registration form, e-mail blasts, website, and in the Channels of Communication. *(from time of commitment)*
- Six foot skirted table to display your company information
- Company mentions at event
- lunch for (1) company representative