

2022

CAI-Channel Islands Chapter Marketing Opportunities



CHANNEL ISLANDS CHAPTER

community
ASSOCIATIONS INSTITUTE

SERVING VENTURA, SANTA BARBARA, SAN LUIS OBISPO AND KERN COUNTIES



SPONSORSHIP

The Channel Islands Chapter of Community Associations Institute provides education, resources, networking, and advocacy to the Community Associations industry in Ventura, Santa Barbara, San Luis Obispo, and Kern counties. As the chapter continues to grow, with over 900 chapter members, we look forward to once again providing you with opportunities to develop essential relationships to grow your business!

Enclosed are the sponsorship and advertising opportunities for 2022. We value your investment and involvement with the chapter and that is why our marketing opportunities are designed with your success in mind! Take advantage of these opportunities to meet our members, build relationships, share your expertise, and make your business stand out!

*Thank you for your membership with CAI-Channel Islands Chapter as we work together in **Building Better Communities!***



We look forward to partnering with you to grow your business in 2022!

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SPONSORSHIP LEVELS

Make the most of your membership by becoming one of our exclusive Platinum, Gold, Silver, or Bronze sponsors and receive:

- Recognition at chapter events
- Company name in the Chapter magazine, Channels of Communication (4 issues), and Membership Directory (company logo at the platinum and gold levels)
- Company name on the chapter website (company logo at the platinum and gold levels)

Sponsor Levels	Total Spent
Platinum	\$6,000+
Gold	\$4,500
Silver	\$3,000
Bronze	\$2,000

To qualify for Platinum, Gold, Silver, or Bronze sponsorship levels, select the marketing plan items you would like to sign up for using our online order form and have your total dollar amount reach the appropriate amount as lifted to the left.

Benefits available may vary, due to time of commitment. Please complete your marketing plan order form by February 5, 2022.

For a link to the marketing plan order form, please email leah@cai-channelislands.org.

Please direct all questions to Leah Ross, Executive Director, at 805-658-1438 or email leah@cai-channelislands.org.

Check Payments can be mailed to:
CAI-Channel Islands Chapter
PO Box 3575
Ventura, CA 93006



PLEASE NOTE

All prices quoted are for the members of CAI-Channel Islands Chapter. Non-member pricing is an additional 50% over the quoted price. Cancellation of a contract will result in a \$50 administrative fee per sponsorship or advertising opportunity if canceled more than 90 days prior to the event or advertising deadline. **No refunds will be given for sponsorships or advertising canceled within 90 days of the event or advertising deadline.**

VIRTUAL OPPORTUNITIES

FEBRUARY 8

Chapter Webinar

APRIL 12

Chapter Webinar

MAY 10

Managers' Webinar

AUGUST 11

Chapter Webinar

SPONSOR

Webinar Sponsor

\$325

- Company logo / name on chapter website, marketing material, email blasts, Zoom registration page
- Opportunity to introduce your company at the beginning of the webinar (30 seconds)
- Provide a give-a-way for additional exposure at the close of the session
- Registration list with attendees names and emails (post-event)



SEPTEMBER 13

Session 1: CID Law &
Rule Enforcement

SEPTEMBER 20

Session 2: Reserve
Studies, Financials, &
Insurance

SEPTEMBER 27

Session 3: Management
& Board Meetings

Board Leadership Development Webinar Series

\$250

- Company logo / name on chapter website, marketing material, email blasts, Zoom registration page
- Opportunity to introduce your company at the beginning of the webinar (30 seconds)
- Provide a give-a-way for additional exposure at the close of the session
- Registration List with attendees names and emails (post-event)



Business Partner Educational On-Demand Webinar

\$500

- Submit a 30 minute educational webinar presented by your company, featured on our chapter website under “Resources / On-Demand Webinars” (video can be linked to your website or YouTube page)
- Chapter email blasts promoting your webinar on a monthly basis (including your company name)

Email Blast / Social Media Spotlight Video

\$200

- Create a video featuring your company and the chapter will include the YouTube link embedded in our chapter’s email blast and posted to the Chapter’s social media pages. (1) e-blast and post, chapter chooses the month based on availability



Spotlight Video featured during On-Demand Webinar

\$100

(1 spot available for each on-demand webinar, the recorded version of the chapter’s live webinars)

- Send us a 30-second company introduction placed at the beginning of one of our recorded webinars OR can feature a clip with your company’s information including company logo, mission statement, services, website, etc.
- Company name featured on the “On-Demand Webinars” website page

The chapter's
biggest networking
opportunities!

BREAKFAST

APRIL 29

Spanish Hills Country
Club, Camarillo

LUNCHEONS

JANUARY 27

Spanish Hills Country
Club, Camarillo

FEBRUARY 24

Spanish Hills Country
Club, Camarillo

MAY 26

Spanish Hills Country
Club, Camarillo

AUGUST 25

Spanish Hills Country
Club, Camarillo

OCTOBER 27

Spanish Hills Country
Club, Camarillo

NOVEMBER 17

Spanish Hills Country
Club, Camarillo

DECEMBER 15

Spanish Hills Country
Club, Camarillo

VENTURA COUNTY BREAKFAST / LUNCHEON PROGRAMS

Our Chapter Breakfast / Luncheon Programs are an excellent opportunity to meet and greet community managers and board members. In the past, these programs have reached up to 175 chapter members in attendance.

Exhibitor Sponsor

\$450 per luncheon

- Lunch for one company representative
- Six foot skirted table to display your company information
- Company mentions at event
- Company name on event flyer and chapter website event page

Upgrade Your Exhibitor Space and Support CLAC!

\$100

- Your exhibit space will be reserved in a priority location by the front entrance (Be the first to shake hands with attendees!)
- Company mentions and recognition as the CLAC sponsor
- Special thank you on chapter website event page

Limit of four spots available per luncheon

(CLAC is CAI's Legislative Action Committee that monitors legislation the directly impacts the Homeowners Associations industry)

Attendee Table Sponsor

\$375 per luncheon

- Lunch for two of your company representatives
- Lunch for six invited Community Managers and/or Community Association Volunteer Leaders seated at your reserved table (you invite and make reservation)
- Company name on reserved table
- Recognition at event and on the website

Centerpiece Sponsor

\$300 per luncheon

- Sponsor centerpieces placed on every table (Chapter will provide centerpieces)
- Company name/business card on each centerpiece
- Lunch for one company representative

Pen Sponsor

\$650* per six months

- Company pen at each attendee's seat and at check-in at all luncheon programs and the Community Faire during the six month period
- Pens to be supplied by sponsor (Approx. 1,000 pens needs for each six month period)

*Two sponsorships available: January - June and July - December

CENTRAL COAST LUNCHEONS

The chapter is dedicated to the education of association board members and community managers on the central coast. Sponsor these programs to target your marketing in this area! These programs have averaged 100 attendees.

MARCH 10

Luncheon Program
Pismo Beach

JUNE 23

Luncheon Program
Pismo Beach

SEPTEMBER 15

Luncheon Program
Pismo Beach

NOVEMBER 10

Luncheon Program
Pismo Beach

Central Coast Exhibitor Sponsor

\$375 per program

- Registration for one company representative
- Six foot skirted table to display your company information
- Company name on event flyer and on chapter website event page

Literature Sponsor

\$125 per program

- Opportunity to have your company information (brochure, etc.) at each attendee's place setting (you provide material)
- Company recognition at the event



AUGUST 4
Location: TBA

Join us
for a fun,
networking
event to
support our
California
Legislative
Action
Committee
(CLAC).

BINGO & BREWS

Premier Bingo Sponsor

\$1,300

- Company logo on all marketing including website, event flyer, and email marketing
- Company logo on step and repeat (photo opp by the front entrance)
- Opportunity to be the bingo caller with recognition from the stage
- Includes 3 event registrations

Bar / Drink Sponsor

\$1,100 (4 available!)

- Company logo on the drink tickets handed out to each attendee & company name on cocktail napkins at the bar
- Company name on all marketing material and company mentions from the stage.
- Includes 2 event registrations

Dauber Sponsor

\$1,000 (1 available!)

- Company logo on the daubers handed out to each attendee
- Company name on all marketing material and company mentions from the stage
- Includes 1 event registration

Table Sponsor (Reserved Table of 8)

\$800

- Company name on the reserved table of 8
- Includes 8 additional bingo books. (Each person has two cards going at one time... more chances to win!)
- Company name on all marketing material and company mentions from the stage

Centerpiece Sponsor

\$750 (1 available!)

- Company name on all marketing material and company mentions from the stage
- Includes company logo on each centerpiece. (chapter provides centerpieces)
- Includes 1 event registration

Event Prize Sponsor

\$400

- Company name on all marketing material.
- Company mentions during prize give-a-way.
- Includes 1 event registration

Hors d'oeuvres Station

\$250

- Company name on all marketing material
- Company logo at Hors d'oeuvres Station

Dessert Bar Sponsor

\$250

- Company name on all marketing material
- Includes company logo on signage at the dessert bar.



HOLIDAY HAPPY HOUR

Happy Hour (Event) Sponsor

\$650

- Company logo/name on all event marketing
- Opportunity to greet attendees and place company promotional items at front check-in table
- Company mentions at the event with the opportunity to do a company introduction
- Two (2) event registrations

Managers' Registrations Sponsor

\$500

(This sponsorship pays for managers' registrations so they can attend for free)

- Company logo / name on all event marketing including exclusive marketing that is sent to Managers
- Company mentions at the event
- Two (2) event tickets

Centerpiece Sponsor

\$400 (1 available!)

- Exclusive centerpiece sponsor with company name on each centerpiece (centerpieces are given away at the end of the evening)
- Includes company name on all event marketing
- Company mentions at the event
- One (1) event ticket

Hors d'oeuvres Sponsor

\$350

- Includes company name on all event marketing
- Company logo on signage at hors d'oeuvres tables
- Company mentions at the event
- One (1) event ticket

Prize Sponsor

\$125 (Chapter purchases prize)

- Company name on sign next to your prize
- Company mentions during prize give-away with opportunity to announce the winner

DECEMBER 1
Westlake Village

Kick off the holidays with CAI-Channel Islands Chapter and join us for this fun and festive networking event. This social event is attended by community managers and features a happy hour, hors d'oeuvres and networking from 5-7 pm.



MARCH 31
Westlake Village

JUNE 30
Camarillo

SEPTEMBER 29
Oxnard

Event Sponsor

\$750 per event (Limited number available!)

- Includes company logo on event flyer, event invitation, on website and in chapter magazine
- Company name on signage and mentions at event
- Company name on attendee event bags and opportunity to place company literature or promotional item in the bags
- Opportunity to attend exclusive Managers' Happy Hour at event (only managers and event/grand prize sponsors can attend)
- Two (2) company representatives to attend exclusive manager and board member education programs with opportunity to give one minute intro on company at the beginning of each of the programs

Grand Prize Sponsor

\$600 per event (1 available!)

- Sponsor the Grand Prize Give-A-Way with recognition during give-a-way (during dinner programs)
- Company name on signage and mentions at event
- Attendance at the Manager's Only Happy Hour (two company reps)
- Includes company logo on event flyer, event invitation, on website and in chapter magazine
- Company name on attendee event bags and opportunity to place company literature or promotional item in the bags

Attendee Bags Sponsor

\$500 per event

- Company name on attendee event bags
- Opportunity to place company literature in attendee bags
- Company name on website and in chapter magazine
- Company name on signage and mentions at event



Exhibit Hall Sponsor

\$400 per event

- Premier signage at the hors d'oeuvres tables
- Opportunity to place company literature in attendee bags
- Company name on event flyer, event invitations, on website, and in chapter magazine
- Company name on signage and mentions at event

Centerpiece Sponsor

\$400 per event (1 available!)

- Sponsor centerpieces placed at each of the tables where members eat (Chapter will provide centerpieces)
- Company name/business card on each centerpiece
- Company name on event flyer, event invitation, on website, and in chapter magazine

Parking Sponsor

\$300 per event

- Exhibit space (separate fee) in priority location where attendees will visit your exhibit to validate parking tickets
- Opportunity to place company literature in attendee bags
- Company name on event flyer, event invitation, on website and in chapter magazine
- Company name on signage and mentions at event

Exhibit Space—Premier Location

\$675 per event (Limited number available!)

- Six foot skirted table (with electricity) in a PREMIER LOCATION (you choose) to display your company information
- Company name on chapter website event page and event thank you in Channels of Communication
- Limit of 3 company representatives

Exhibit Space

\$550 per event

- Six foot skirted table with electricity to display your company information
- Company name on chapter website event page and event thank you in Channels of Communication
- Limit of 2 company representatives



The Community Faires are a prime opportunity to meet and network with Homeowners, Board Members and Community Managers. This event is our most well attended event as we have maximized the trade show experience and educational sessions for our members.



CHAPTER AWARDS DINNER

MARCH 25

Spanish Hills Country Club

The Awards Dinner is an annual social event to present our 2021 chapter awards, recognize our chapter members and volunteers, and enjoy a fun evening of networking and entertainment.

Corporate Sponsor

\$1,600

- Company logo included on event flyer, event invitation, and event marketing
- Meet and Greet all guests as they arrive! (welcome to hand out company promo item)
- Company logo on step and repeat (photo opp by the front entrance)
- Company logo on powerpoint presentation during awards presentation
- Company name on website, in chapter magazine, on signage and mentions at event
- Three (3) event tickets / \$1500 casino cash

Bar/Cocktails Sponsor

\$1,200 (4 available!)

- Sponsor the hosted drinks during the cocktail hour – your name on the drink tickets
- Company name on website, in chapter magazine, on signage, and mentions at event
- Two (2) event tickets / \$1,000 casino cash

Photo Booth Sponsor

\$1,100 (1 available!)

- Includes company logo on all the souvenir photographs taken at the photo booth
- Includes company name on marketing material and email blasts
- Special signage at photo booth table
- One (1) event ticket / \$1,000 casino cash



Casino Chips Sponsor

\$850 (1 available!)

- Customized starter casino chips with your logo (chapter provides chips)
- Includes company name on marketing material and email blasts
- One (1) event ticket / \$500 casino cash

Centerpiece Sponsor

\$850 (1 available!)

- Company logo on flower picks in all centerpieces
- Includes company name on marketing material and email blasts
- One (1) event ticket / \$500 casino cash

Attendee Gift Sponsor

\$750 (1 available!)

- Company name or logo on attendee gift placed at each attendee's place setting
- Includes company name on marketing material and email blasts
- One (1) event ticket / \$200 casino cash

King Sponsor

\$500

- Includes company name on marketing material and email blasts
- One (1) event ticket / \$200 casino cash

Prize Sponsor

\$250

- Company name on signage next to your prize item
- Company mentions during prize give-a-way
- Company name on signage at event

Table Sponsor

\$1,250 Reserved Table of 10

- Company name on reserved table

\$1,000 Reserved Table of 8

- Company name on reserved table





Our full color chapter magazine is distributed to over 900 chapter members, including Association Volunteer Board Members, Homeowners, Community Managers and Management Companies. With award winning articles, the chapter magazine contains important industry information and timely updates for all of our members and a digital version of each issue is available on the chapter's website.

CHAPTER MAGAZINE

Premium Placement Advertising *(First come, first served)*

Inside Front or Inside Back Cover (8.5"W X 11"H, Bleed 8.75 x 11.25)
\$650 per issue; \$2,600 four (4) issues

Back Outside Cover - Half Page Ad (7.5"W X 4.75"H)
\$650 per issue; \$2,600 four (4) issues

Full Page (8.5"W X 11"H, Bleed 8.75 x 11.25)
\$550 per issue; \$2,200 four (4) issues

Half Page (7.5"W X 4.75"H)
\$450 per issue; \$1,800 four (4) issues

Quarter Page (3.5"W X 4.75"H)
\$350 per issue; \$1,400 four (4) issues

Business Card (3.5"W X 2"H)
\$200 per issue; \$800 four (4) issues

Magazine Deadline

All Channels print artwork must be received by:

First Quarter Issue:	February 4, 2022
Second Quarter Issue:	May 6, 2022
Third Quarter Issue:	August 5, 2022
Fourth Quarter Issue:	November 4, 2022

Advertising Terms and Conditions for Magazine and Directory

Advertising in the Membership Directory counts toward your total sponsor dollars but discounts do not apply. Discounts do apply to magazine advertising.

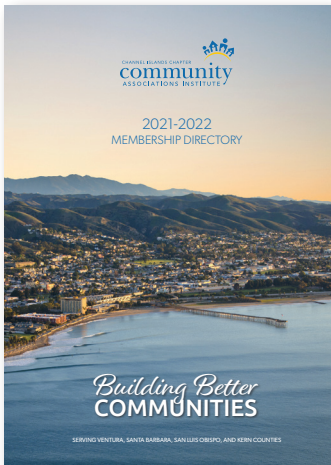
Advertisers must be members of CAI-Channel Islands Chapter to advertise in the membership directory. Non-members can advertise in the Channels of Communication but will be charged 50% more for each ad placed.

Advertisements are not permitted for memberships in the homeowner or individual/on-site manager category.

CAI - CIC shall not be bound by specific location / position requests (except for front, back and divider pages).

Allocation of ads will be based on date and time of receipt of payment. The Chapter reserves the right to determine actual position. CAI - CIC has the right to verify credentials / designations.

Additional charges will apply if graphic design, file conversion, and/or modifications are necessary.



Our full color chapter membership directory is distributed to over 900 chapter members, including HOA board members, community managers and management companies. As a member of CAI-Channel Islands Chapter, you receive one listing in the Membership Directory at no cost to you. Consider placing an advertisement or additional category listings for more exposure!

2022-2023 ANNUAL MEMBERSHIP DIRECTORY

Premium Placement Advertising (*First come, first served.*)
(printed on thick bond paper in a priority location / Limited # available)

Outside Back Cover (4.5"W x 7.5"H)
\$1,600

Inside Front Cover (4.5"W x 7.5"H)
\$1,500

Full Page (4.5"W x 7.5"H)
\$900

Half Page (4.5"W x 3.5"H)
\$700

Inside Back Cover (4.5"W x 7.5"H)
\$1,200

Divider Page (4.5"W x 7.5"H)
\$1,400

Business Card (3.5"W x 2"H)
\$450

Listings

First Category Listing FREE

Access Control / Gate Entry Systems
Accountants
Air Duct Cleaning
Architect / Civil Engineers
Asbestos / Lead Abatement
Asphalt / Paving
Assessment Collections / Liens / Foreclosure
Attorneys Specializing In Community Association Law
Attorneys Specializing In Construction Defect Law
Balcony Inspections
Banks / Financial Services
Cleaning Services
Coin Operated Laundry
Concrete
Concrete Repair
Construction Management Contractors, General
Debris Removal & Recycling
Decking/Deck Coating
Disclosure Documents
Drywall Repair

Election Services
Electrical Contractor
Emergency Water & Fire Restoration
Fence & Railing
Fire Alarm Systems
Fire Protection Services
Gutter Cleaning
Insurance
Irrigation & Water Management
Janitorial Service
Lake & Pond Management
Landscape Maintenance
Laundry Room Equipment/Maintenance
Mailing Equipment - Supplies
Management Systems & Tools
Metering Products & Services
Mold Remediation
Paint Suppliers
Painting
Patio / Pool Furniture
Pest Control
Playground Equipment / Common Area Amenities

Additional Category Listings

\$100 each (includes print and website service directory listings)

Plumbing
Pool Contractors, Resurfacing & Remodeling
Pool Maintenance & Repair Services
Pressure Washing
Reserve Studies
Roofing Contractors
Roofing Products
Security Hardware / Surveillance Cameras
Security / Patrol
Stucco
Termites
Tree Services
Utility Audits
Water Damage Restoration
Water Proofing
Wildfire / Urban Fire Management
Window Cleaning
Wood Replacement – Siding & Decking
Wrought Iron Fencing

Directory Print Deadline

All ad artwork must be received by March 1, 2022. If new artwork is not received, the prior year's directory artwork will be used.

Ad Space Requirements for Magazine and Directory

Color Space: All ads are full color, CMYK (process colors only). All spot colors must be converted to CMYK. Color quality is not guaranteed if spot colors are used.

Fonts: Outline or embed all fonts in the PDF.

File Formats: high-res PDF (preferred). Save with all fonts and images embedded. Also accept: high res .jpg, .tif or .eps.

Resolution: All advertising materials must be at least 300 dpi and submitted at 100% size

Submit: E-Mail Artwork to: leah@cai-channelislands.org

CHAPTER WEBSITE

Ad Space

Premier Website Advertising

\$960 per year

- Your ad linked to your website rotating on the Chapter's home page and the service directory category page.
- Your ad on your service directory category page. If you have more than one category page, there is an additional fee of \$300 per category page. Ads will appear in order of payment received.
- Your ad, linked to your website, featured on chapter email blasts. (approximately 6-8 email blasts)

Service Directory Advertising

\$720 per year

- Your ad on your service directory category page. If you have more than one category page, there is an additional fee of \$300 per category page. Ads will appear in order of payment received.
- Your ad, linked to your website, featured on chapter email blasts. (approximately 3-5 email blasts)



Listings

Service Directory – Premier Listing

\$480 per year

- Take your company to the top of the list on a category page in the online directory. Limited to three (3) per category

Website Listing (in online service directory)
FREE

Additional Web Listing

\$100 per year

- First listing is included in membership.
- Includes the same category listing(s) in Chapter's (print) Membership Directory. Make your selection on page 19.

Ad Tile Design for Web Page Advertising
\$50

- Web designer to create your ad tile using your logo and company info

Additional Opportunities

One-Year Manager Membership Sponsor

\$149

Sponsor a manager membership raffle to award a one-year CAI membership to a manager who is currently not a chapter member. Includes company name on event flyer, website and recognition at event. Company representative draws the winning ticket and presents application and company business card to winner.

Manager Education Sponsor

\$300

Sponsor our managers' education rebate program to assist managers in earning their designations. (CAI-National courses)

- Company name on email blasts and on rebate flyer to promote the program
- Company mentions in chapter magazine

2022

January

- 27 Chapter Luncheon, 11:15 am, Spanish Hills Country Club, Camarillo

February

- 8 Chapter Webinar, 11 am, Zoom
- 24 Chapter Luncheon, 11:15 am, Spanish Hills Country Club, Camarillo

March

- 10 Central Coast Luncheon Programs, 11:30 am, Pismo Beach
- 25 Awards Dinner, 5:30 pm, Spanish Hills Country Club
- 31 Community Faire, 4 pm, Westlake Village

April

- 12 Chapter Webinar, 11 am, Zoom
- 29 Chapter Breakfast, 9 am, Spanish Hills Country Club, Camarillo

May

- 4-7 CAI Annual Conference, Orlando, FL
- 10 Managers' Webinar, 11 am, Zoom
- 26 Chapter Luncheon, 11:15 am, Spanish Hills Country Club, Camarillo

June

- 23 Central Coast Luncheon Programs, 11:30 am, Pismo Beach
- 30 Community Faire, 4 pm, Spanish Hills Country Club, Camarillo

July - no events -

August

- 4 CLAC Bingo & Brews, location TBA
- 11 Chapter Webinar, 11 am, Zoom
- 25 Chapter Luncheon, 11 am, Spanish Hills Country Club, Camarillo

September

- 13, 20, 27 Board Leadership Development Webinar Series, 10 am, Zoom
- 15 Central Coast Luncheon Programs, 11:30 am, Pismo Beach
- 29 Community Faire, 4 pm, Camarillo

October

- 27 Chapter Luncheon, 11:15 am, Spanish Hills Country Club, Camarillo

November

- 10 Central Coast Luncheon Programs, 11:30 am, Pismo Beach
- 17 Chapter Luncheon, 11:15 am, Spanish Hills Country Club, Camarillo

December

- 1 Holiday Happy Hour, 5-7 pm, Westlake Village
- 15 Chapter Luncheon, 11:15 am, Spanish Hills Country Club, Camarillo





PO Box 3575
Ventura, CA 93006
805-658-1438
Fax 805-658-1732
cai@cai-channelislands.org
www.cai-channelislands.org