



MICHIGAN CHAPTER
community
ASSOCIATIONS INSTITUTE



2023

**Annual Partners,
Sponsorship &
Marketing Opportunities**



IT'S ALL ABOUT RELATIONSHIPS



INTRODUCTION...

The Community Association Institute (CAI) provides opportunities for homeowner association volunteer leaders, community managers, management companies and business partners to participate in local education programs and events. CAI-MI does this through educational seminars, magazine publications and workshops, where recognized experts in the industry share their expertise and training. This knowledge is invaluable and helps create vibrant communities.

MARKETING THAT CONNECTION...

People like to do business with those they know. They meet at events, get to know one another, share their expertise, build trust, and business happens.

WANT TO GROW SALES IN OUR MARKET?

You need to stand out, create a niche, and commit to this industry. This includes making CAI-MI part of your 2023 budget.

LET US HELP YOU PUT TOGETHER A PLAN!

Our Chapter uses an "A-la-carte" style for our Annual Super Sponsor program. All of the Chapter Events are listed in the following pages. Choose which items you would like to sponsor in 2023 and then add all the items up to determine your Level! If you have any questions please call Vicki Hancock at (517) 260-7062 or e-mail ced@cai-michigan.org.

Enjoy the return on your investment all year long. By becoming an Annual Super Sponsor, you will obtain recognition at EVERY chapter event, in EVERY issue of *Community Association News* magazine and on the Chapter Website. Discounts and Annual Super Sponsor level is dependent upon the sponsor opportunities you choose. It's the most cost-effective way to reach the decision makers who need your products and services.

- More than \$6.3 billion of services and products are in demand annually in Michigan's common interest developments alone.
- We're the best conduit to community volunteer leaders and their managers.
- Community volunteer leaders and managers explore our website and magazines, looking for service providers, management companies, educational resources and upcoming events.

2023 CAI-MI UPCOMING EVENTS

OUR CALENDAR OF EVENTS WILL BE UPDATED THROUGHOUT THE YEAR SO KEEP AN EYE ON OUR WEBSITE SO YOU CAN SAVE THE DATES.

JANUARY

TBD Community Conversation Live Webinar
19-20 Virtual PMDP M-100 Course
26-27 Virtual PMDP M-201 Course

JULY

TBD Virtual PMDP Course
TBD LAC Wine Tasting Fundraiser
TBD Community Conversation Live Webinar
TBD Virtual PMDP Course

FEBRUARY

2-3 Virtual PMDP M-360 Course
16-17 Virtual PMDP M-202 Course
15 Virtual CMCA Review Webinar
26-24 Virtual PMDP M-204 Course

AUGUST

TBD In-person Mini Expo
TBD Road Rally/Poker Run
TBD Virtual PMDP Course
TBD Virtual PMDP Course

MARCH

3 Annual Conference
2-3 Virtual PMDP M-100 Course
16-17 Virtual PMDP M-205 Course
23-24 Virtual PMDP M-206 Course
30-31 Virtual PMDP M-320 Course

SEPTEMBER

8 Annual Golf Outing
TBD Virtual PMDP Course
TBD Virtual PMDP Course
TBD Community Conversation Live Webinar
TBD Virtual PMDP Course

APRIL

TBD Virtual PMDP Course
TBD Virtual PMDP Course

OCTOBER

TBD Virtual PMDP Course
TBD Virtual PMDP Course

MAY

TBD Virtual PMDP Course
12 Virtual Mini Expo
TBD Virtual PMDP Course

NOVEMBER

TBD Virtual PMDP Course
TBD Virtual PMDP Course

JUNE

TBD Virtual PMDP Course
TBD Top Golf

DECEMBER

TBD Holiday/Award Gala
TBD Virtual PMDP Course

Note: Dates may be subject to change. Please visit our [website for current event dates, times and location.](#)

2023 CAI-MI COMMUNITY ASSOCIATION NEWS MAGAZINE ARTICLE DEADLINE SCHEDULE

1st Quarter – Article deadline January 10th, publication mid-February –

2nd Quarter – Article deadline May 10^h, publication mid-June –

3rd Quarter – Article deadline August 4th, publication mid-September –

4th Quarter – Article deadline October 25th, publication mid-December –





ENGAGE. EDUCATE. EMPOWER.

We will “**ENGAGE. EDUCATE. EMPOWER**” our members. Push to **ENGAGE** new members and provide value for existing ones. **EDUCATE!** Give our members the tools they need, **EMPOWER**ing them to make a difference in their communities.

Our members have hungered for the opportunity to learn together, serve together, and have fun together! While we have been innovators in our industry through the challenges brought on by the pandemic and social unrest, leading the way by holding virtual events and timely education, 2023 will see our Chapter provide a balance of virtual and in-person networking and social events that let our business partners interact with managers and homeowner leaders in a meaningful way.

As we create and produce our 2023 events, CAI-MI wants to ensure that your investment brings you and your company value. To that end, we will evaluate every product, sponsorship, and event to ensure that its purpose is aligned with our goals and each purpose has a positive impact.

In 2023, we will encourage our membership to enjoy the programming that the Chapter offers. We will also work to increase member participation at events and to attract new manager and homeowner leader members.



ANNUAL CONFERENCE

March 3, 2023

PLATINUM SPONSOR - \$3,000.00

(1 available)

Includes name recognition, signage throughout the event, full page ad in the program book, announcement during the event, promotional material on banquet table, your company name on all event promotions, including Community Association News Magazine and CAI-MI website.

KEYNOTE SPEAKER SPONSOR -

\$2,500.00 (1 available) **SOLD**

Includes name recognition, signage at the event, full page ad in the program book, announcement during the event thanking your company, promotional material on banquet table, your company name on all event promotions, including Community Association News Magazine and CAI-MI website.



NAME BADGE SPONSOR - \$1,350.00 (1 available) **SOLD**

Includes company name placed on name badges, signage at the event, half page ad in the program book, announcement during the event thanking your company, your company name on all event promotions, including Community Association News Magazine and CAI-MI website.

GOLD SPONSOR - \$1,100.00 (6 available)

Includes name recognition, signage at the event, half page ad in the program book, announcement during the event thanking your company, your company name on all event promotions, including Community Association News Magazine and CAI-MI website.

SILVER SPONSOR - \$850.00 (6 available)

Includes name recognition, signage at the event, quarter page ad in the program book, announcement during the event thanking your company, your company name on all event promotions, including Community Association News Magazine and CAI-MI website.



ANNUAL CONFERENCE

March 3, 2023

REGISTRATION DESK SPONSOR - \$800.00 (1 available)

Includes signage at the event, quarter page ad in the program book, announcement during the event thanking your company, your company name on all event promotions, including Community Association News Magazine and CAI -MI website.

BREAKFAST BUFFET SPONSOR - \$800.00 (4 available)

Includes signage at the event, quarter page ad in the program book, announcement during the event thanking your company, your company name on all event promotions, including Community Association News Magazine and CAI -MI website.

LUNCH BUFFET SPONSOR - \$800.00 (4 available)

Includes signage at the event, quarter page ad in the program book, announcement during the event thanking your company, your company name on all event promotions, including Community Association News Magazine and CAI -MI website.

COCKTAIL SPONSOR - \$700.00 (unlimited)

Includes signage at the event, quarter page ad in the program book, announcement during the event thanking your company, your company name on all event promotions, including Community Association News magazine and CAI -MI website.

EDUCATIONAL SESSION SPONSOR - \$500.00 (unlimited)

Includes signage at the event, quarter page ad in the program book, announcement during the event thanking your company, your company name on all event promotions, including Community Association News Magazine and CAI -MI website.

EXHIBITOR'S BOOTHS:

8' x 10' - \$800.00 (non-CAI - \$1,400.00)

8' x 12' - \$900.00 (non-CAI - \$1,500.00)

Table rental - \$70.00

Electric - \$110.00

2 reps are included in your booth fee

Extra reps - \$80.00 each



SPONSOR ATTENDEES:

Member attendee - \$80.00

Non-member attendee - \$100.00

5 - Member attendees - \$370.00

5 - Non-member attendee - 470.00

10 - Member attendees - \$740.00



ANNUAL GOLF OUTING - September 8th

Tee-Off

Take time out to sponsor and attend our annual Golf Outing. Some of the best business is done out on the course and during the banquet. It's a great time to invite managers and community board members to be part of your foursome, and supporting this event with one of the sponsorships below allows you to highlight your company. Network with the average of 144 participants.

BEVERAGE CART SPONSOR - \$1,100.00 (3 available)

Deck out the beverage cart with your signage. Just about anything goes. Have your own cart to follow the course staff as they distribute refreshments. Imagine meeting all the golfers! These carts are limited, first-come, first serve. Includes one ticket for lunch & banquet, signage on the course, company recognition at event, including Community Association News Magazine, and on CAI-MI website.



DINNER SPONSOR - \$1,000.00 (3 available)

Host the golf banquet to gain visibility for your company. Includes one ticket for the banquet, opportunity to present a two-minute company promo at the banquet, signage on the course, company recognition at event, including Community Association News Magazine, and on CAI-MI website.

MEET & GREET ON HOLE SPONSOR - \$750.00 (16 available)

Sit right on one of our tee-boxes. Meet every golfer. Offer them drinks, snacks, or a short game. This is one of the most interactive sponsorships available. Bring signage and marketing materials. Need help coming up with some ideas? Contact us at 517-260-7062: we have plenty of options! These spots are limited. Includes two tickets for lunch & banquet, a table, signage on the course, company recognition at event, including Community Association News Magazine, and on CAI-MI website.

PRO AT THE HOLE SPONSOR - \$750.00 (1 available)

Host the pro at the hole and meet every golfer. Includes two tickets for lunch & banquet, signage on the course, company recognition at event, including Community Association News Magazine, and on CAI-MI website.

HOLE IN ONE SPONSOR - \$750.00 (1 available)

Host a "Hole in One" contest and meet every golfer one-on-one. Provide and present contest prizes at the banquet. Includes lunch, banquet for two, signage on the course, company recognition at event, including Community Association News Magazine, and on CAI-MI website.

OUTING GREETER SPONSOR - \$700.00 (1 available)

Help us manage & register all the golfers and have your company in front of every single attendee. Meet and greet people as they arrive. Bring some signage for the registration area. Includes signage on the course, company recognition at event, including Community Association News Magazine, and on CAI-MI website.

COURSE PHOTOS - \$600.00 (1 available)

Includes company's name on the photographer's cart, signage on the course, company recognition at event, including Community Association News Magazine, and on CAI-MI website.

LUNCH BOX - \$600.00 (3 available)

Includes one ticket for lunch & banquet, signage on the course, company recognition at event, including Community Association News Magazine, and on CAI-MI website. Get a big thank you from the presenter at the dinner.

PUTTING CONTEST - \$500.00 (1 available)

Host the putting contest before the shotgun starts. Includes table at putting contest, one ticket for lunch & banquet, signage on the course, company recognition at event, including Community Association News Magazine, and on CAI-MI website.



2023 ANNUAL GOLF OUTING - September 8th

GOLF TOWELS ON CARTS - \$400.00 (1 available)

Provide towels to be hung on every golf bag at check-in. Includes signage on the course, company recognition at event, including Community Association News Magazine, and on CAI-MI website. *Sponsor provides the towels.*

SWAG BAGS - \$400.00 (1 available)

Provide swag bags for the outing. Includes signage in the bag drop area, recognition at the event, in Community Association News Magazine, and on CAI-MI website. Have a representative meet and greet attendees. *Sponsor provides the bags.*

TEE SIGNAGE SPONSORSHIP - \$250.00

Can't make the event? Make sure current clients and potential clients know you're out there.

GOLF CART AD SPONSORSHIP - \$100.00

Have your company's ad on every golf cart's GPS screen. Golfers will see your company's ad throughout the day.

GOLFER - \$180.00 each

ADD A GAME SPONSORSHIP TO YOUR HOLE SPONSORSHIP

\$400.00

Golf Ball Cannon - golfers will shoot 340 yards to the green of a par 4.

23 Foot Dinosaur - Golfers will shoot balls into his mouth.

Team Game Bundles - \$40.00

Includes 4 mulligans, 4 lob a grenade and 4 strings

Team Skin Game - \$20.00

Lunch Tickets - \$25.00

Dinner Tickets - \$60.00



TOP GOLF

BAY SPONSOR (2 available) - \$1,250.00

Sponsors will receive recognition at event and on promotional materials. Event with sponsors will be featured in CAI magazine and on social media.

FOOD SPONSOR(2 available) - \$1,000.00

Sponsors will receive recognition at event and on promotional materials. Event with sponsors will be featured in CAI magazine and on social media.

BEVERAGE SPONSOR (3 available) - \$500.00

Sponsors will receive recognition at event and on promotional materials. Event with sponsors will be featured in CAI magazine and on social media.

NAME TAG SPONSOR (1 available) - \$500.00 **SOLD**

Sponsors will receive recognition at event and on promotional materials. Event with sponsors will be featured in CAI magazine and on social media

SIGN IN TABLE SPONSOR (1 available) - \$500.00

Sponsors will receive recognition at event and on promotional materials. Event with sponsors will be featured in CAI magazine and on social media.



ROAD RALLY SCAVENGER HUNT - DATE TBD

ROAD RALLY

The Amazing Race has nothing on CAI-MI! New in 2023! Teams will drive around in cars following clues, complete tasks and challenges, trying to be the first team to cross the finish line. It's a great way to explore some new sites in your hometown and feel like a kid again!

CHECK POINTS = \$750.00 (7 available)

Come set up a table! You will provide participants a poker card, play trivia/games and provide a clue for their next check point. Includes event signage, announcement during the event thanking your company, your company name on all event promotions, including Community Association News Magazine and CAI-MI website.

ATTENDEE = \$35.00/person in vehicle (1-5 available)

Bring your own vehicle to sponsor managers and other participants to enjoy the ride! Includes event signage, announcement during the event thanking your company, your company name on all event promotions, including Community Association News Magazine and CAI-MI website.

FOOD TRUCKS = \$800.00 (2-3 available)

Help supply the fuel to keep these teams going! Includes event signage, announcement during the event thanking your company, your company name on all event promotions, including Community Association News Magazine and CAI-MI website.

DESSERT = \$250.00 (1-2 available)

Help supply the sweets to drive the competition! Includes event signage, announcement during the event thanking your company, your company name on all event promotions, including Community Association News Magazine and CAI-MI website.

DRINK SPONSOR = \$500.00 (1-2 available)

Quench our participants thirst by providing non-alcoholic beverages! Includes event signage, announcement during the event thanking your company, your company name on all event promotions, including Community Association News Magazine and CAI-MI website.

POKER RUN = \$500.00 (1 available)

Provide the poker cards to see who has the best hand to win the \$100 prize! Includes event signage, announcement during the event thanking your company, your company name on all event promotions, including Community Association News Magazine and CAI-MI website.

GAME SPONSOR = \$250.00 (unlimited spots available)

Supply a game and prizes along the road rally route. Includes event signage, announcement during the event thanking your company, your company name on all event promotions, including Community Association News Magazine and CAI-MI website.



2023 FIRE & ICE AWARDS GALA

RED CARPET & BACKDROP SPONSOR - \$3,000.00 (1 available)

Backdrop sponsor for the red carpet entry that will set the stage for the entire evening with recognition in CAI magazine

BEST IN CLASS - \$2,500.00 (1 available)

Top billing at the event with recognition in CAI magazine.

PARTY WON'T STOP SPONSOR - \$2,000 (2 available)

Sponsors will have recognition for the after party once dancing starts. Includes recognition at the event and in CAI magazine.

SPECIALTY DRINK SPONSOR - \$1,500.00 (1 available)

Sponsor will have recognition on the signage for the themed specialty drinks with recognition in CAI magazine.

BAR SPONSOR - \$1,000.00 (2 available)

Sponsors will have recognition in one bar area as well as in CAI magazine.

CHARITY PRESENTATION SPONSOR - \$1,000.00 (1 available)

Representative from your business will present check to charity representative with recognition at the event and in CAI magazine.

DINNER SPONSOR - \$1,000.00 (6 available)

Sponsor the fine dining for the evening with recognition at the food stations as well as in CAI magazine.

PARTY FAVOR SPONSOR - \$1,000.00 (1 available)

Sponsor provides the farewell parting gift for the evening. Will include favors for the event and sponsor logo recognition, as well as acknowledgement in CAI magazine.

PHOTO BOOTH SPONSOR - \$1,000.00 (1 available)

The photo booth will provide guests with great fun while capturing the memories for the evening. Includes recognition at the event and in CAI magazine.

PHOTOGRAPHER SPONSOR - \$1,000.00 (1 available)

As if the photo booth wasn't enough, your company can help provide professional shots from the evening to truly make it a night to remember. Includes recognition at the event and in CAI magazine.

SPOTLIGHT CENTRAL SPONSOR - \$800.00 (1 available)

Company will be featured on stage with prominent recognition as they light up the event stage. Includes recognition at the event and in CAI magazine.

AWARDS SPONSOR - \$500.00 (1 available)

Company will sponsor the awards given throughout the evening with special recognition during the award ceremony and in CAI magazine.

CENTERPIECE SPONSOR - \$500.00 (10 available)

Each table will have it's own centerpiece sponsor. Recognition will be given at the event and in CAI magazine.

NAPKIN SPONSOR - \$500.00 (1 available) **SOLD**

Sponsor's logo featured on the drink napkins and recognition in CAI magazine.

COFFEE BAR SPONSOR - \$400.00 (2 available)

Keep the party going strong! Sponsors will have recognition at the coffee station as well as CAI magazine.

DESSERT SPONSOR - \$400.00 (4 available)

Sponsor the desserts for the event. Includes recognition at the dessert station and in CAI magazine.

NETWORKING LOUNGE SPONSOR - \$300.00 (4 available)

Sponsors will have recognition in the lounge area as well as CAI magazine.



WINE TASTING NIGHT - DATE TBD - (Non-discounted item)

If you are a wine connoisseur or just love tasting fine wines, you'll want to have your company name associated with this fun event. Held in a casual atmosphere, 80-100 managers, board members, and business partners enjoy each other's company and become better acquainted - after all, people like to do business with friends. All funds benefit the Michigan Legislative Action Committee (LAC).

BEST OF CLASS - \$1,000.00

(1 available)

Includes top-billed recognition at event, in all event promotions, in Community Association News and CAI-MI website. Two free guest tickets included.

CORDON BLEU - \$1,000.00

(1 available)

Includes top-billed recognition at event, in all event promotions, in Community Association News and CAI-MI website. Two free guest tickets included.

SOMMERLIER - \$1,000.00

(1 available)

Includes top-billed recognition at event, in all event promotions, in Community Association News and CAI-MI website. Two free guest tickets included.

SOUVENIR PHOTOS - \$1,000.00

(1 available)

Includes company logo on every photo jacket, recognition at event, in all event promotions, in Community Association News and CAI-MI website. Two free guest tickets included.

SOUVENIR WINE GLASSES - \$1,000.00

(1 available)

Everyone will taste wine out of glasses with your logo - what a great way to highlight your company! Includes wine glasses imprinted with your company name or logo, recognition in all event promotions, in Community Association News and CAI-MI website. Two free guest tickets included.

EPICUREAN (hors d'oeuvre)

\$600.00 (unlimited)

Includes recognition at event, in all event promotions, in Community Association News and CAI-MI website. One free guest ticket included.

WINE STEWARD - \$500.00

(4 available)

Includes your logo on wine tickets, recognition at event, in all event promotions, in Community Association News and CAI-MI website. One free guest ticket included.

CENTER PIECES - \$500.00

(1 available)

Gain visibility at the banquet by sponsoring centerpieces placed on every table. Includes name on every centerpiece, in Community Association News and CAI-MI website. One free guest ticket included.

NAPKIN SPONSOR - \$400.00

(1 available)

Includes company logo on bar and hors d'oeuvres napkins; recognition on event signage, in Community Association News and CAI-MI website.

DESSERT - \$350.00

(4 available)

Includes recognition on event signage, in Community Association News and CAI-MI website.



MI LAC LEGISLATIVE ADVOCATE PROGRAM - (Non-discounted item)

GOVERNOR SPONSOR - \$1,000.00

SENATOR SPONSOR - \$500.00

REPRESENTATIVE SPONSOR - \$250.00

CONSTITUENT SPONSOR - \$100.00

The Michigan Legislative Action Committee's Legislative Advocate Program is for business partners, management companies, and managers who wish to help support the efforts of the MI LAC.

Each Legislative Advocate sponsorship tier includes: recognition in *Community Association News* magazine, on the chapter website, in *Annual Membership Directory*, recognition on all LAC events banner, recognition in *Advocacy Report* updates, and a digital sponsor badge for use on your website and promotional materials.

MANAGEMENT COMPANY SPONSORSHIPS - *(Non-discounted item)*

GRAND SLAM SPONSOR - \$2,658.00 (3% discount)

Sponsorship includes one (1) exhibitor fair booth, one (1) golf outing foursome, ten (10) conference member attendees tickets, and twelve (12) mini expo member attendee tickets.

ALL-STAR SPONSOR - \$1,901.00 (2% discount)

Sponsorship includes one (1) golf outing foursome, ten (10) conference member attendees tickets, twelve (12) mini expo member attendee tickets .

BATTER UP SPONSOR - \$1,148.00 (1.5% discount)

Sponsorship includes six (6) CAI-MI newsletter ads, six (6) conference member attendees tickets, and eleven (11) mini expo member attendee tickets.

CE SPONSOR - \$856.00 (1% discount) Sponsorship includes six (6) conference member attendees tickets, and eleven (11) mini expo attendee member tickets.

ESSENTIALS OF COMMUNITY LEADERSHIP WORKSHOPS

CAI-MI is dedicated to educating community association boards of directors and providing them with the tools to govern effectively. CAI-MI hosts a workshop for boards to come together and learn governance basics from industry experts. Reach 40 - 60 board members by sponsoring this workshop.

WORKSHOP SPONSOR - \$500.00

Include name on flyer and CAI-MI website, opportunity to greet each attendee as you register them, opportunity to mingle and present a 5-minute presentation about your company with brochures and promotional items.



HOST A MANAGER / BOARD MEMBER SPONSORSHIP

DIAMOND SPONSORSHIP - \$800.00

Includes twenty-four (24) education mini expo tickets with your company name on them to give out to your clients.

GOLD SPONSORSHIPS - \$400.00

Includes twelve (12) education mini expo tickets with your company name on them to give out to your clients.

SILVER SPONSORSHIP - \$200.00

Includes six (6) education mini expo tickets with your company name on them to give out to your clients.

BRONZE SPONSORSHIP - \$100.00

Includes three (3) education mini expo tickets with your company name on them to give out to your clients.



IN-PERSON - VIRTUAL MINI EXPOS

LUNCH SPONSORS - \$700.00

Includes registration for two attendees, listing on event flyer, 30 seconds at the beginning of the event to speak LIVE to attendees, recognition in Community Association News Magazine and CAI-MI website, and the ability to provide a game and RAFFLE prize item.

BREAKOUT ROOM /TABLETOP SPONSORS - \$500.00

Highlight your company with a breakout room for a game or raffle with managers and board members. This sponsorship allows face-to-face engagement with each attendee in between the educational presentations in your own creative breakout room. Includes registration for two attendees, listing on event flyer, 30 seconds at the beginning of the event to speak LIVE to attendees, recognition in Community Association News Magazine and CAI-MI website, and the ability to provide a game and RAFFLE prize item.

COMPANY SPOTLIGHT ADD-ON - \$100.00

Available to Breakout room sponsors. Record a 30-second company promotional video which precedes the recorded on demand educational webinar.

EDUCATION SPONSOR - \$500.00

Includes the ability to give a 30-second pitch about your company, announcement during the event thanking your company, your company name on all event promotions, including Community Association News Magazine and CAI-MI website.

REGISTER SPONSORS (five (5) attendees - \$175.00 or ten (10) attendees - \$350.00)

Includes announcement during the event thanking your company, your company name on all event promotions, including Community Association News Magazine and CAI-MI website. Introduction of company representative at event, ability to provide a RAFFLE prize item, Registration for 5 or 10 people depending on chosen size.

MINI EXPO HAPPY HOUR

BUFFET SPONSOR (2 available) - \$500.00

Sponsors will receive recognition at event and on promotional materials. Event with sponsors will be featured in CAI magazine and on social media.



DRINK SPONSOR (2 available) - \$500.00

Sponsors will receive recognition at event and on promotional materials. Event with sponsors will be featured in CAI magazine and on social media.

VIRTUAL CMCA REVIEW

EDUCATION SPONSOR - \$500.00

Includes the ability to give a 30-second pitch about your company, announcement during the event thanking your company, a copy of the attendee contact list, your company name on all event promotions, including Community Association News Magazine and CAI-MI website.

REGISTER SPONSORS (five (5) attendees - \$175.00 or ten (10) attendees - \$350.00)

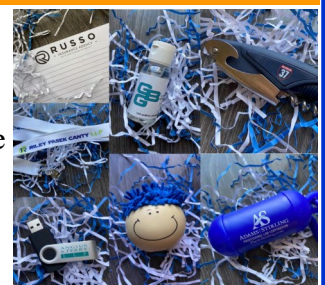
Includes announcement during the event thanking your company, a copy of the attendee contact list, your company name on all event promotions, including Community Association News Magazine and CAI-MI website. Introduction of company representative at event, ability to provide a RAFFLE prize item, registration for 5 or 10 people depending on chosen size.

NEW MEMBER KIT SPONSOR

Every new member receives a small kit from us including the recent magazine, the Directory and our Calendar of events.

\$250 per year gives your company the opportunity to send us a SWAG ITEM (to be approved) to be sent to every new member!

CAI-MI is asking sponsors to provide 100 swag items.



WEBSITE, NEWSLETTER, FACEBOOK & LINKEDIN ADVERTISING

HOME PAGE LARGE SCROLLING BANNER

12 Month - \$1,000.00

Limited to 8. Have your company scrolling ad on our home page. Ad size is 206px (h) x 360px (w).

HOME PAGE SMALL SCROLLING BANNER

12 Month - \$700.00

Limited to 10. Have your company scrolling ad on our home page. Ad size is 120px (h) x 360px (w).

NEWSLETTER SMALL AD

1 Month - \$50.00 or 12 Month - \$600.00

Have your company logo/ad with a link to your website in our newsletter. Ad size is 1 1/4" (h) x 3 1/4" (w).

VIDEO AD

1 Month - \$150.00

Have a 2 minute video ad for your company included in our newsletter. Just provide CAI-MI a copy of the link.

SOCIAL MEDIA MARKETING

Targeted advertising on our Social Media Platforms: Facebook and LinkedIn. Choose from a variety of options below! Sponsorship goes towards sponsor level but is not applicable for a discount (fees from sponsorship apply towards social platform costs to push posts).

Duration	Location	Rate
Once a Month (12x/year)	All Chapter Social Media Channels	\$1,200.00
Once a Quarter (4x/year)	All Chapter Social Media Channels	\$500.00
Video Ad Once a Quarter (4x/year)	All Chapter Social Media Channels	\$800.00

USE YOUR BENEFITS

Homeowner Volunteers

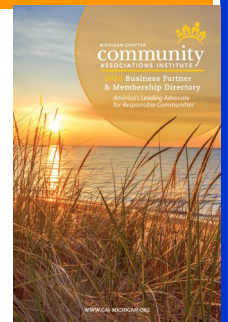
- Best practices and advocacy
- Education and publications
- Online resources

Management Professionals

- Professional development
- Peer-to-peer networking
- Designations

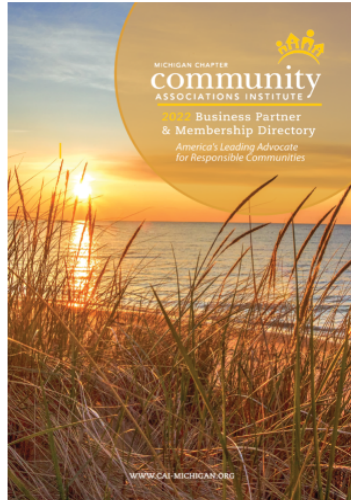
Business Partners

- Marketing opportunities
- Visibility and recognition
- Business growth



MEMBERSHIP

We are constantly learning more about our membership in order to serve you more effectively and increase the benefits we provide - to make that lasting connection and enhance your experience.



THE OFFICIAL 2023 BUSINESS
PARTNER & MEMBERSHIP DIRECTORY OF:

CAI MICHIGAN CHAPTER



12 MONTHS OF EXPOSURE



COST EFFICIENT



REACH YOUR AUDIENCE

The Business Partner & Membership Directory is an indispensable tool for all industry professionals. Don't miss out on an entire year's advertising and the opportunity to stand out from your competitors by advertising or enhancing your company's listing!



SAVE TIME, CLICK HERE TO SIGN UP ONLINE!

WWW.RESERVEYOURAD.COM/CAIMI/

PRINT ADVERTISING RATES FOR 5.5" X 8.5" SPIRAL PUBLICATION:

PREMIUM AD SPOTS		COLOR
Back Cover		\$1,449
Inside Covers (Front or Back)		\$1,349
Facing Page to Inside Covers		\$1,249
Full Page Tab		\$1,149
Half Page Tab		\$799
DISPLAY ADS		COLOR
	B&W	
Full Page	\$699	\$899
1/2 Page	\$399	\$599
1/4 Page	\$249	\$449

ADDITIONAL FEATURES:

ENHANCED LISTING*	RATE
Boxed Listing	\$99
Boxed Listing with Logo	\$149
Boxed Listing with Logo & 50 word bio	\$199

*To place an enhanced listing, you must be an active member with the association/chamber at the time the publication prints. If you are not an active member, you authorize E&M to create an ad (if you don't have one already), run an ad in the marketplace section or provide a digital link in replacement of the enhanced listing.

ADDITIONAL FEATURES:

DIRECT MAIL INSERT	RATE
Postcard (2-Sides)	\$1,049



SPACE RESERVATION FORM

Please fill out information below and include ad size from table above. E&M will send you the required ad contract, along with ad creation information once submitted. Click below to sign up online!

COMPANY: _____

CONTACT: _____

PHONE: _____ FAX: _____

EMAIL: _____

AD SIZE: _____ COLOR B&W

SAVE TIME, CLICK HERE TO SIGN UP ONLINE! 



PREVIOUS PUBLICATION

Click here to view the flipbook of the previous publication! By advertising you are directly supporting your association!



QUESTIONS?

BRIAN BAUMANN

p. 517.209.4091 / tf. 800.572.0011
brian@eandmsales.com



LEARN MORE ABOUT E&M CONSULTING!

*Please fax 952-448-9928 or email optout@emconsultinginc.com (please include your company name and the title of the publication) to opt-out of future communications. Such requests will be honored within a reasonable time from the date of the request.



VIEW PAST ISSUES



Click here to see past issues that reached thousands of viewers!

DEADLINES

SPRING

AD DEADLINE: January 27
EST. DELIVERY: Late February

SUMMER

AD DEADLINE: May 24
EST. DELIVERY: Late June

FALL

AD DEADLINE: August 18
EST. DELIVERY: Mid-September

WINTER

AD DEADLINE: November 17
EST. DELIVERY: Mid-December

SPECIFICATIONS

COLOR SPACE: Full Color
FREQUENCY: Quarterly
BINDING: Saddle-Stitch
TRIM SIZE: 8.375" x 10.875"
AD DELIVERY:

Email press-ready art to magazine@eandmsales.com.

FOR MORE INFORMATION

SALES DEPARTMENT

p. 517.209.4091
tf. 800.572.0011 x8005
advertising@eandmsales.com

WHY ADVERTISE IN THE... COMMUNITY ASSOCIATION NEWS MAGAZINE?



REACH

CEOs, Presidents, Directors, Purchasing Agents and Senior Management at Community Management companies and industry business partners.



4,000

Print and online versions of *Community Association News* reach 4000+ readers annually with multiple ways to be seen.



TARGETED

Community Association News magazine is a recognized and targeted industry publication with established readership and trusted content.



CLICK HERE TO SIGN UP ONLINE!

www.reserveyourad.com/CAIMI

AD RATES ALL RATES LISTED ARE PER ISSUE

AD SPECS (Width by Height)

COLOR ADS	1 ISSUE	4 ISSUES	WEB LINK	VERTICAL	HORIZONTAL
Back Cover - Full Page	\$1,299	\$1,199	\$199	N/A	8.625" x 8.375"
Inside Cover - Full Page	\$1,199	\$1,099	\$199	8.625" x 11.125"	N/A
Page 1 - Full Page	\$1,099	\$999	\$199	8.625" x 11.125"	N/A
Full Page	\$999	\$899	\$199	8.625" x 11.125"	N/A
1/2 Page	\$679	\$579	\$199	3.625" x 10"	7.5" x 5"
1/4 Page	\$579	\$479	\$199	3.625" x 5"	N/A
1/8 Page	\$449	\$399	\$199	N/A	3.5" x 2.5"
Direct Mail (2-Sided)	\$1,000	\$4,000	N/A	Trim Size: 4" x 6" Bleed Spec: 4.25" x 6.25"	Trim Size: 6" x 4" Bleed Spec: 6.25" x 4.25"

B&W ADS	1 ISSUE	4 ISSUES	WEB LINK	VERTICAL	HORIZONTAL
Full Page	\$799	\$699	\$199	8.625" x 11.125"	N/A
1/2 Page	\$449	\$399	\$199	3.625" x 10"	7.5" x 5"
1/4 Page	\$379	\$279	\$199	3.625" x 5"	N/A
1/8 Page	\$279	\$229	\$199	N/A	3.5" x 2.5"
Classified Services Listing	\$119	\$99	\$199	N/A	N/A

DIGITAL BANNER	1 ISSUE	4 ISSUES	WEB LINK	AD SPECS
Double Side Banner	\$899	\$839	INCLUDED	Two @ 833 x 3583 pixels
Full Side Banner	\$499	\$449	INCLUDED	833 x 3583 pixels
Double Box	\$399	\$369	INCLUDED	833 x 2363 pixels
Single Box	\$249	\$229	INCLUDED	833 x 1146 pixels
GIF Upgrade*	\$400	\$400	N/A	Length: 10 seconds Frames: 3 max

*Once you have purchased a print or digital advertisement, the GIF Animation Upgrade will allow your image or text to animate in the Digital Edition of the magazine.

2023 EVENT SPONSORSHIPS

ORDER FORM - COMPANY NAME: _____

Circle Choices *(First requests received will receive limited sponsorships)*

Annual Conference & Expo - March 3rd

Platinum Sponsor		\$3,000.00	\$ _____
Keynote Speaker Sponsor		\$2,500.00	\$ _____
Name Badge Sponsor		\$1,350.00	\$ _____
Gold Sponsor		\$1,100.00	\$ _____
Silver Sponsor		\$ 850.00	\$ _____
Registration Desk Sponsor		\$ 800.00	\$ _____
Breakfast Buffet Sponsor		\$ 800.00	\$ _____
Lunch Buffet Sponsor		\$ 800.00	\$ _____
Cocktail Sponsor		\$ 700.00	\$ _____
Educational Session Sponsor		\$ 500.00	\$ _____
Booth (member)	8' x 10'	\$ 800.00	\$ _____
Booth (non-member) <i>(Non-discount item)</i>	8' x 10'	\$1,400.00	\$ _____
Booth (member)	8' x 12'	\$ 900.00	\$ _____
Booth (non-member) <i>(Non-discount item)</i>	8' x 12'	\$1,600.00	\$ _____
Table <i>(Non-discount item)</i>	# of tables _____	\$ 70.00 ea.	\$ _____
Electric <i>(Non-discount item)</i>		\$ 110.00	\$ _____
Extra Booth Rep	# _____	\$ 80.00 ea.	\$ _____
Member Attendee	# _____	\$ 80.00 ea.	\$ _____
Non-member Attendee	# _____	\$ 100.00 ea.	\$ _____
5 - Member Attendees	# _____	\$ 370.00	\$ _____
5 - Non-member Attendees	# _____	\$ 470.00	\$ _____
10 - Member Attendees		\$ 740.00	\$ _____
10 - Non-member Attendees		\$ 940.00	\$ _____

TOTAL PAGE 16 \$ _____

ORDER FORM - COMPANY NAME: _____

2023 EVENT SPONSORSHIPS

Circle Choices *(First request received will receive limited sponsorships)*

<u>Annual Golf Outing - Sept. 8th</u>	QT.	\$ _____
Beverage Cart Sponsor	\$1,100	\$ _____
Dinner/Bar Sponsor	.00	\$ _____
Meet & Greet on Hole Sponsor	\$1,000	\$ _____
Pro at the Hole Sponsor	.00	\$ _____
Hole In One Sponsor	\$	\$ _____
Outing Greeter Sponsor	750.00	\$ _____
Course Photographer Sponsor	\$	\$ _____
Lunch Box Sponsor	750.00	\$ _____
Putting Contest Sponsor	\$	\$ _____
Golf Towel on Carts Sponsor	750.00	\$ _____
Swag Bag Sponsor	\$	\$ _____
Tee Sign Sponsor <i>(Non-discount item)</i>	700.00	\$ _____
Golf Cart Ad Sponsor <i>(Non-discount item)</i>	\$	\$ _____
Golfer(s)	# _____ 600.00	\$ _____
Lunch Tickets(s) <i>(Non-discount item)</i>	# _____ \$	\$ _____
Dinner Ticket(s) <i>(Non-discount item)</i>	# _____ 600.00	\$ _____
Golf Ball Cannon	\$	\$ _____
23 Foot Dinosaur SOLD	500.00	\$ _____
Team Game Bundles SOLD	\$	\$ _____
Team Skin Game <i>(Non-discount item)</i>	400.00	\$ _____

TOTAL GOLF OUTING NON-DISCOUNT ITEMS:

Top Golf Sponsorship

Bay Sponsor	\$ 1,250.00	\$ _____
Food Sponsor	\$ 1,000.00	\$ _____
Beverage Sponsor	\$ 500.00	\$ _____
Name Tag Sponsor	\$ 500.00	\$ _____
Sign In Table Sponsor	\$ 500.00	\$ _____

TOTAL PAGE 17 \$ _____

ORDER FORM - COMPANY NAME: _____

2023 EVENT SPONSORSHIPS

Circle Choices *(First request received will receive limited sponsorships)*

Road Rally-

Checkpoint Sponsor	\$ 750.00	\$ _____
Food Truck Sponsor	\$ 800.00	\$ _____
Poker Run Sponsor	\$ 500.00	\$ _____
Beverage Sponsor	\$ 500.00	\$ _____
Dessert Sponsor	\$ 250.00	\$ _____
Game Sponsor	\$ 250.00	\$ _____
Attendee Sponsor	\$ 35.00	\$ _____

Fire & Ice Awards Gala

Red Carpet & Backdrop Sponsor	\$3,000.00	\$ _____
Best in Class Sponsor	\$2,500.00	\$ _____
Party Won't Stop Sponsor	\$2,000.00	\$ _____
Specialty Drink Sponsor	\$1,500.00	\$ _____
Bar Sponsor	\$1,000.00	\$ _____
Charity Presentation Sponsor	\$1,000.00	\$ _____
Dinner Sponsor	\$1,000.00	\$ _____
Party Favor Sponsor	\$1,000.00	\$ _____
Photo Booth Sponsor	\$1,000.00	\$ _____
Photographer Sponsor	\$1,000.00	\$ _____
Spotlight Central Sponsor	\$ 800.00	\$ _____
Awards Sponsor	\$ 500.00	\$ _____
Centerpiece Sponsor	\$ 500.00	\$ _____
Napkin Sponsor	\$ 500.00	\$ _____
Coffee Bar Sponsor	\$ 400.00	\$ _____
Dessert Sponsor	\$ 400.00	\$ _____
Networking Lounge Sponsor	\$ 300.00	\$ _____

TOTAL PAGE 18 \$ _____

ORDER FORM - COMPANY NAME: _____

2023 EVENT SPONSORSHIPS

LAC Wine Tasting Night & Legislative Advocate Program (Non-discounted item)

Best of Class	\$1,000.00	\$ _____
Cordon Bleu Sponsor	\$1,000.00	\$ _____
Sommelier Sponsor	\$1,000.00	\$ _____
Souvenir Photos Sponsor	\$1,000.00	\$ _____
Souvenir Wine Glass Sponsor	\$1,000.00	\$ _____
Epicurean (hors d'oeuvre) Sponsor	\$ 600.00	\$ _____
Wine Steward Sponsor	\$ 500.00	\$ _____
Center Pieces	\$ 500.00	\$ _____
Napkin Sponsor SOLD	\$ 400.00	\$ _____
Dessert Sponsor	\$ 350.00	\$ _____
Governor Sponsor	\$1,000.00	\$ _____
Senator Sponsor	\$ 500.00	\$ _____
Representative Sponsor	\$ 250.00	\$ _____
Constituent Sponsor	\$ 100.00	\$ _____

LAC TOTAL SPONSORSHIP \$ _____

MI LAC Legislative Advocate Program - (Non-discounted item)

Governor Sponsor	\$1,000.00	\$ _____
Senator Sponsor	\$ 500.00	\$ _____
Representative Sponsor	\$ 250.00	\$ _____
Constituent Sponsor	\$ 100.00	\$ _____

Management Company Sponsorship

Grand Slam Sponsor	\$2,658.00	\$ _____
All-Star Sponsor	\$1,901.00	\$ _____
Batter Up Sponsor	\$1,148.00	\$ _____
CE Sponsor	\$ 856.00	\$ _____

Essentials of Community Leadership Workshop \$ 500.00 \$ _____

TOTAL PAGE 19 \$ _____

ORDER FORM - COMPANY NAME: _____

2023 EVENT SPONSORSHIPS

Circle Choices *(First request received will receive limited sponsorships)*

Host a Manager / Board Member

Qt. **(Non-discounted item)**

Diamond	#__	\$ 800.00	\$ _____
Gold Sponsor	#__	\$ 400.00	\$ _____
Silver Sponsor	#__	\$ 200.00	\$ _____
Bronze Sponsor	#__	\$ 100.00	\$ _____

Mini Expos

Lunch Sponsor		\$ 700.00	\$ _____
Breakout Room / Tabletop Sponsor		\$ 500.00	\$ _____
Company Spotlight Sponsor		\$ 100.00	\$ _____
Education Sponsor		\$ 500.00	\$ _____
Registration Sponsor (five (5) attendees)		\$ 250.00	\$ _____
Registration Sponsor (ten (10) attendees)		\$ 500.00	\$ _____

Mini Expo Happy Hour-

Buffer Sponsor		\$ 500.00	\$ _____
Drink Sponsor		\$ 500.00	\$ _____

Virtual CMCA Review -

Education Sponsor		\$ 500.00	\$ _____
Registration Sponsor (five (5) attendees)		\$ 250.00	\$ _____
Registration Sponsor (ten (10) attendees)		\$ 500.00	\$ _____

New Member Kit Sponsorship

\$ 250.00 \$ _____

Please Note:

- Must be a current member in good standing to sponsor an event.
- All prices listed are CAI-MI member prices.
- Non-members pricing is an additional membership fee over the member price.
- No refunds will be given for sponsorships or advertising, but the Chapter Executive Director will endeavor to work with the sponsor to move the funds to another event, if at least 20 days prior to the event and pending availability.
- Per Chapter Policies & Procedures, tabletop sponsorship are only open to business partner members, unless otherwise approved by the Chapter Board of Directors.

TOTAL PAGE 20 \$ _____

ORDER FORM - COMPANY NAME: _____

2023 EVENT SPONSORSHIPS

Website / Newsletter Advertising

	Qt.		
Annual Home Page Large Scrolling Banner		\$ 1,000.00	\$ _____
Annual Home Page Small Scrolling Banner		\$ 700.00	\$ _____
Monthly Newsletter Small Ad (\$50 per month)		\$ 50.00	\$ _____
Monthly Video Ad (\$150 per month)	# _____	\$ 150.00	\$ _____

Social Media Marketing Sponsorship

Once a Month Sponsor		\$1,200.00	\$ _____
Once a Quarter Sponsor		\$ 500.00	\$ _____
Video Ad Once a Quarter Sponsor		\$ 800.00	\$ _____

TOTAL PAGE 16-20 \$ _____

Become a Diamond, Emerald, Ruby or Pearl Super Sponsor! HIGHLIGHT YOUR COMPANY

At Every Chapter Event - In Every Issue of Community Association News Magazine -
E-Newsletter - On Website

SPONSORSHIP LEVEL	GROSS AMOUNT	DISCOUNT
Diamond	\$8,250	10.0%
Emerald	\$6,250	7.5%
Ruby	\$4,500	5.0%
Pearl	\$3,000	2.5%

PLEASE NOTE: The Marketing Plan must be paid in full by February 28, 2023, in order to get the discount.

2023 NON-DISCOUNT ITEMS

Non-discount items must be subtracted from your total sponsorships for your discount total.

Management Company Sponsorship

	QT.		
Grand Slam Sponsor	# _____	\$2,658.00	\$ _____
All-Star Sponsor	# _____	\$1,901.00	\$ _____
Batter Up Sponsor	# _____	\$1,148.00	\$ _____
CE Sponsor	# _____	\$ 856.00	\$ _____

Golf Outing Non-discount Items Total: \$ _____

Wine Tasting Night LAC Fundraiser & MI LAC Legislative Advocate Program

Total fom page 19 \$ _____

Total must be received by February 28, 2023 **NON-DISCOUNT TOTAL \$ _____**

2023 EVENT SPONSORSHIPS

SPONSORSHIPS *(First request received will receive limited sponsorships)*

MARKETING PAYMENT PLAN:

30%	Due Upon Receipt
30% Due:	January 15, 2023
Balance Due Before	February 28, 2023

Total Page 16	\$ _____
Total Page 17	\$ _____
Total Page 18	\$ _____
Total Page 19	\$ _____
Total Page 20	\$ _____

SUBTRACT YOUR NON-DISCOUNT ITEMS Total Page 20 \$(_____)

SUBTOTAL \$ _____

If your **SUBTOTAL** is \$3,000 or more, subtract discount (see pg. 20) \$(_____)

TOTAL AFTER DISCOUNT \$ _____

ADD YOUR NON-DISCOUNT ITEMS Total page 20 \$ _____

GRAND TOTAL DUE \$ _____

For more information contact:

Vicki Hancock, CMCA, AMS, PCAM
517-260-7062 or ced@cai-michigan.org

Mail order with check to CAI-MI, 2080 US 12, Clinton, MI 49236

Company _____ Principal Contact _____

Address _____

City _____ State _____ Zip _____

Email address _____

Phone # _____ Cell Phone # _____

Be Involved in Your Chapter

- ◆ Write an article
- ◆ Be a speaker
- ◆ Share your ideas
- ◆ Sponsor an event
- ◆ Serve on a committee
- ◆ Online resources

Your Chapter – Your Opportunity to Shine!