



Working on Your  
Marketing Plan?

## BE SURE TO CONNECT & BE SEEN WITH CAI!

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### 2017 SPONSORSHIP OPPORTUNITIES

**The Chesapeake Chapter is  
Here to Help You Connect!**

- ⊙ **Are You Capitalizing on All the Opportunities the Chesapeake Chapter Offers?**
- ⊙ **Do You Want to Increase Your Sales and Visibility?**
- ⊙ **Is Your Company the First One They Call?**
- ⊙ **What Are You Doing to Develop A Lifelong Relationship with Your Customers?**

CHESAPEAKE  
REGION CHAPTER  
**community**  
ASSOCIATIONS INSTITUTE



**410-540-9831**

CONTACT@CAIMDCHES.ORG  
WWW.CAIMDCHES.ORG

# Sponsorships At-A-Glance

The following 2017 sponsorships are available:

<b>Platinum</b>	\$3,200
<b>Gold</b>	\$2,500
<b>Breakfast Seminar</b>	\$375 per seminar or \$1,500 for all 5—A \$375 savings! The cost of one seminar!



**\$3,200**

## PLATINUM SPONSORSHIP

**VIP\*** Exclusive only for Platinum Sponsors

- VIP\*** First option at choice of booth space in Annual Expo with the understanding that you must respond with selection by a specified date.
- VIP\*** Have your company featured in a half page article in the Beacon newsletter. In addition, your company can also submit an informative article (approx. 450 words) that relates to your industry segment. Your complimentary business card could also go on this page if you wish.
- VIP\*** One set of mailing labels of all chapter members (approx. 1,000 contacts).
- VIP\*** The opportunity to say hello and speak about your company for three minutes at a 2017 Breakfast Seminar.
- VIP\*** Hotlink to your Company's Website from your listing in the Service Directory of the Chapter's Website.
- VIP\*** Special Ribbon on your Name Badge at all events indicating that you are a Platinum Sponsor.
- VIP\*** One ticket to all five Breakfast Seminars not including the Annual Expo.
- ☉ Front Page Recognition on the Homepage of the Chesapeake Chapter's Website [www.caimdches.org](http://www.caimdches.org).
- ☉ Hotlink to your company website from your company logo on the Homepage of the Chapter's website.
- ☉ Verbal Recognition at Breakfast Seminars and the Holiday Social.
- ☉ Banner Recognition at all the Breakfast Seminars and Social Events.
- ☉ 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 2017 Membership Directory.
- ☉ A Bold Listing in the Index Section of the 2017 Membership Directory.
- ☉ Your Company Name listed in a Special Section of the Membership Directory.

**\$200**

## HOTLINK TO YOUR COMPANY WEBSITE

Have a Hotlink on the Chapter's Website Online Service Directory that directs visitors to your Company's website (Already included with the Platinum Sponsorship)



**\$2,500**

## **GOLD SPONSORSHIP**

- ⊙ Verbal Recognition at Breakfast Seminars and Holiday Social.
- ⊙ Banner Recognition at all the Breakfast Seminars and Social Events.
- ⊙ 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 2017 Membership Directory.
- ⊙ A Bold Listing in the Index Section of the 2017 Membership Directory.

- ⊙ Your Company Name listed in a Special Section of the Membership Directory.
- ⊙ Front Page Recognition on the Homepage of the Chesapeake Chapter's Website [www.caimdches.org](http://www.caimdches.org).
- ⊙ Hotlink to your company website from your company logo on the Homepage of the Chapter's website.

Verbal Recognition at all Breakfast Seminars & Holiday Social!

“Sponsoring various chapter events has provided a great opportunity to meet key decision makers for community associations in the Chesapeake region.”

—Don Plank, National Cooperative Bank



**\$375**  
per seminar

## **BREAKFAST SEMINAR SPONSORSHIP**

**OR \$1,500 for all 5—A \$375 savings—the Cost of One Seminar!**

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

### **ATTENDANCE:**

120–175 managers and homeowners

Sponsorship limited to 21 companies at each seminar.

*Your sponsorship includes:*

- ⊙ One ticket for a Company Representative to attend.
- ⊙ A 6' table to display your company's promotional materials.
- ⊙ Verbal recognition at the event.
- ⊙ Name Badge indicating Official Sponsor.
- ⊙ Sponsors can obtain a copy of the attendee list with contact information.

**Companies requesting all 5 Seminars will have 1<sup>st</sup> option for space if the request is received before January, 2, 2017.**

### **BONUS OFFER:**

If you sponsor all 5 Breakfast Seminars for an additional \$450 you will...

- ⊙ Have your Company name listed on the Front Page of the 2017 Beacon Newsletter (4 issues) as a Breakfast Sponsor.
- ⊙ Be recognized on the Homepage of the Chapter website [www.caimdches.org](http://www.caimdches.org) as a Breakfast Sponsor.

### **PLEASE NOTE:**

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

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# BREAKFAST SEMINAR SCHEDULE

## TIME:

**8:30–9:30 AM Networking & Breakfast**

**9:30–11:30 AM Program**

## LOCATION:

All breakfast seminars will be held at Michael's Eighth Avenue, Glen Burnie, MD

The opportunity to sponsor the Annual Expo/Symposium will be available at a later date.

**FEBRUARY** “Physical Property Site Management” Improvements—Roundtable Program”

**MARCH** “Defining Roles—The Management Team, the Board, Homeowners and Committees”

**APRIL** “When a Community is in Crisis—How Does the Board Manage the Calamity? Find Out What You Can Do and Where You Can Go for Help?”

**MAY** A Personal Development “Leadership” Program

**SEPTEMBER** “Legal” Roundtable Program

“The key to success for belonging to an association is being committed and involved. Our support of the Chesapeake Chapter of CAI through sponsorships, membership participation and educational seminars has been extremely valuable for South River Restoration. Not only is it generating new relationships, it provides an avenue to interact with peers and strategic partners.”

—Michelle Collett, South River Restoration

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Annapolis, MD 21401  
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