

WESTERN NEW YORK
CAI

2021

Sponsorship &
Advertising Package



Making Connections

Benefits



Make direct connections

No organization is better equipped to connect you with the region's vast community association industry than Western New York Chapter Community Associations Institute (WNY CAI). Our sponsorship and advertising opportunities provide the most direct line of marketing to reach community association homeowners, managers, and service providers.

Make each dollar count

Every dollar your business invests in CAI WNY supports our mission to provide resources and support to community association members, volunteers, and professionals through education, unified advocacy, and leadership development. Our chapter's operating funds are spent primarily on programming and networking events, outreach, and publications geared towards the advancement of community associations.

Make measurable returns on your investment

Expand your marketing reach and dollar by sponsoring and advertising with CAI WNY. Each event draws members and participants from the greater Rochester, Buffalo, and Syracuse areas, as well as Ellicottville and Chautauqua, New York. Our quarterly newsletter, *Community Association Connection*, and annual *Membership Directory* is emailed to our 200 plus members and posted to our website. Print copies (50+) of our newsletter are distributed to sponsors and property management companies within the region to be shared with their customer base.

Drive more visitors to your website by investing in an inexpensive ad banner on one of our high traffic web pages (300 hits per week). Increase your visibility by becoming a Platinum Precious Metal Sponsor and have your company logo featured on the CAI WNY home page, blog, and Marketplace page with a direct link to your website.

All Precious Metal sponsors will be featured on social media in addition to the Marketplace pages of *Community Association Connection*, *CAI WNY Membership Directory*, CAI WNY website, and the enclosure sent with free gift to all members.

2021

Calendar of Events

Due to COVID-19, all events are currently scheduled as webinars. When feasible, we will begin in-person events to include venues in both Rochester & Buffalo. Please consult our website for changes: www.caiwny.org

February 25

Pond Management

March 25

Landscaping Panel

April 22

Climate Change

May 20

Refreshing Older Units

June 17

Legal Panel

September 23

Speed Networking

October 21

Dealing with Mentally Ill & Aging Homeowners

November 6

Board Leadership Workshop

December 2

Annual Meeting



- Logo on all event media. Name on 2020 Precious Metal Sponsors poster at entrance, or in virtual background . Acknowledgement during all events.
- Business Sponsorship announcement with logo and link to website on Instagram, Twitter, Facebook, and LinkedIn.
- One post on industry topic of your choice to CAI WNY blog.
- Free 1/4 page ad in all four editions of the CAI WNY newsletter, *Community Association Connection*. Article submission to all four editions.
- Free 1/4 page ad included with logo alongside Marketplace listing in enclosure sent with free gift to all members from sponsors.
- Logo displayed on home page, blog page, and Marketplace page of CAI WNY website with link to your website.
- 1/4 page ad included with logo alongside Marketplace listing in Membership Directory.
- 20% discount on event sponsorships.



- Name on 2020 Precious Metal Sponsors poster at entrance, or in virtual background . Acknowledgement during all events.
- Business Sponsorship announcement with logo and link to website on Instagram and Facebook.
- Free 1/4 page ad in two editions of the CAI WNY newsletter, *Community Association Connection*. Article submission to all four editions.
- Free 1/8 page ad and logo displayed alongside business listing in enclosure sent with free gift to all members from sponsors.
- Name displayed on home page and blog page of CAI WNY website. Logo and business name listed on Marketplace page. All linked to your website.
- 1/8 page ad in CAI WNY Membership Directory & logo listed alongside business name on Marketplace page.
- 15% discount on event sponsorships.



- Name on 2020 Precious Metal Sponsors poster at entrance, or in virtual background. Acknowledgement during all events.
- Business Sponsorship announcement with logo and link to website on Instagram, Twitter, and Facebook.
- Free 1/4 page ad in one edition of the CAI WNY newsletter, *Community Association Connection*. Article submission to all four editions.
- Logo displayed alongside business listing in enclosure sent with free gift to all members from sponsors.
- Name displayed on home page and blog page of CAI WNY website. Business name and logo listed in Marketplace page. All linked to your website.
- Logo listed alongside business name on Marketplace page in Membership Directory.
- 10% discount on event sponsorships.



- Name on 2020 Precious Metal Sponsors poster at entrance, or in virtual background. Acknowledgement during all events.
- Business Sponsorship announcement with logo and link to website on Facebook.
- Business name listed in enclosure sent with free gift to all members from sponsors.
- Name displayed on home page and blog page of CAI WNY website. Business name listed in Marketplace page. All linked to your website.
- Business name on Marketplace page in Membership Directory.
- Article submission to all four editions of *Community Association Connection*.

\$250



WESTERN NEW YORK CAI

2021 Sponsorship & Advertising Form

PRECIOUS METAL SPONSORSHIP

I will be sponsoring at the following level:

PLATINUM \$1000 GOLD \$750 SILVER \$500 BRONZE \$250

___ I will be paying in full ___ I would like to pay in installments

If paying by installments, first installment will be due upon registration. Second installment will be billed in June and due July 1, 2021. With my signature below, I affirm that I am authorized to make the above commitment on my company's behalf. I have read and understand the benefits associated with this sponsorship and agree to pay in accordance with CAI-WNY payment terms. I understand this form becomes a contract when signed.

AUTHORIZED SIGNATURE: _____

***Once we receive written notice to confirm a sponsorship, no refunds will be given.**

I will also commit to:

WEBINAR SPONSORSHIP

___ \$250 logo on advertising & virtual background of webinar of my choice, company rep. may address attendees for two minutes

BOARD LEADERSHIP WORKSHOP

Event Sponsor

___ \$250 (2 available) logo on advertising & virtual background, company rep may address attendees for two minutes

Tote Sponsor

___ \$150 (8 available) logo and name on tote, company listing and logo in program

PRINT ADVERTISING (full page 7.5"w x 10"h) (1/2 page 7.5"w x 6.25"h) (1/4 page 3.625"w x 4.625"h) (1/8 page 3.625"w x 2.325"h)

Community Association Connection

CAI WNY's quarterly newsletter, Community Association Connection, is distributed via email, print and our website to members and industry professionals.

1/2 page ad \$200 ___Feb ___May ___Aug ___Nov 1/4 page ad \$150 ___Feb ___May ___Aug ___Nov

1/8 page ad \$100 ___Feb ___May ___Aug ___Nov

Membership Directory

Once a year the CAI WNY Membership Directory is distributed via email and our website.

___ full page add \$225 ___ 1/2 page ad \$200 ___ 1/4 page ad \$150 ___ 1/8 page ad \$100

WEBSITE AD BANNER

___ Member Resources page \$300 ___ Membership page \$250 ___ Event Registration page \$250

Company Name: _____ Contact Person: _____

Company Address: _____ City: _____ State: _____ Zip: _____

PLEASE SEND CHECK MADE PAYABLE TO CAI WNY TO:

CAI WNY, PO Box 764, East Rochester, NY 14445

Please email logos and ads to cai.wny@gmail.com Please direct all questions to Kris Fulmer, Chapter Executive Director, at 585-730-2485 or cai.wny@gmail.com.