



2019 PARTNERSHIP OPPORTUNITIES



ILLINOIS CHAPTER
community
ASSOCIATIONS INSTITUTE

Creating Exclusive Opportunities to Build Your Business and Our Industry

The CAI-IL Annual Partnerships provide you with the tools, resources and benefits to expand your company's reach, enhance your image and provide you unique access to the decision makers of the community association industry.

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PROGRAM DETAILS

WHY PARTICIPATE?

The program will provide you with continual exposure at CAI events throughout the year and enable you to reach your business goals by increasing your presence in the community association market.

The purpose of the Partnership Program is twofold. First, participating companies will receive tremendous exposure in their target market. This is one of the most direct forms of promotion, advertising, and networking available to companies in the community association industry. CAI-IL represents 100,000 homeowners and managers through extensive outreach to its 1,500+ members.

Second, the financial contributions of participating companies serve as a large part of the Chapter's operating capital and demonstrate a high level of support for CAI-IL. This support allows CAI-IL to work for the betterment and continuous advancement of the community association industry.

PARTNER BENEFITS

Annual Partners receive an unparalleled list of benefits. Many of the benefits are tangible, such as significantly enhanced advertising placements, Partner dollars to spend on additional sponsorships, and special recognition as Annual Partners.

Many of the benefits come in the form of increased exposure and are perception-based. Recognition as an Annual Partner means that your company will be listed on signage at events, listed in printed marketing materials, and offered repeated thanks and verbal recognition throughout the year.

PARTNERSHIP TERMS

Purchasing a partnership package holds your space for events and advertising but does not register you for each event. All events and advertising require you to register or create an insertion order to activate your partnership credits.

All 2019 unused partnership credits expire on December 31, 2019. Partnership credits will not be carried over and are not refundable.

Diamond Partnership: \$18,000

(\$21,087 VALUE, 14.5% DISCOUNT)

Conference & Exposition (must commit by Dec 31, 2018 to receive all conference benefits) \$4,102

- *One Premium exhibitor booth (10 x 10) \$1,650
- One carpet & padding (10 x 10) \$232
- *Two extra booth reps with lunch & reception \$270
- * 1st choice selection of booth space
- Full page advertisement in event book \$450
- Diamond Partner notation by company listing(s)
- * Additional 40 words for company description in event book
- \$1,500 Sponsorship towards event \$1,500
- * 1st choice selection of sponsorship choices
- * Logo on conference bag or similar item
- *Mention (with logo and live link where possible) on event marketing, including online registration form
- Post event mention in Common Interest® Magazine
- Ability to transfer up to \$2,152 in exhibit fees to sponsorship/ticket flex fund (must commit at time of registration)

Golf Outing \$1,500

- \$1,500 Sponsorship towards event \$1,500
- *1st choice selection of sponsorship choices
- * Ability to reserve dinner seating for your purchased/reserved tickets
- * Company logo on event giveaway
- *Mention with logo (and live link where possible) on event marketing, including online registration form
- Post event mention in Common Interest® Magazine

Summer Social \$800

- \$800 Sponsorship towards event \$800
- *1st choice selection of sponsorship choices
- *Mention with logo (and live link where possible) on event marketing, including online registration form
- Post event mention in Common Interest® Magazine

Excellence Awards & Winter Gala \$800

- * Ability to reserve dinner seating for up to 8
- \$800 Sponsorship towards event \$800
- *1st choice selection of sponsorship
- Mention (with logo and live link where possible) on event marketing, including online registration form
- Post event mention in Common Interest® Magazine

Common Interest Magazine \$7,515

- One back cover, two inside covers and one full page color advertisement (consecutive issues) \$7,515
- * One "Company Spotlight" interview in Common Interest® Magazine highlighting company, personnel, service
- Listing in 2019 issues as an Annual Diamond Partner
- Ability to transfer up to \$6,115 in advertising funds to sponsorship/ticket flex fund (must commit at time of registration)

Membership Directory \$1,500

- Full page color section divider advertisement \$1,500
- * Ability to choose special placement of ad
- * Company logo on cover of directory
- Diamond Partner notation by company listing(s)
- * Ability to request up to 5 courtesy copies
- Annual Diamond Partner listing on partner page

Chapter Website \$1,150

- Advertisement on website during 2019 with prominent placement and link to company website \$1,000
- Enhanced listing in online website directory \$150
- Listing as an Annual Diamond Partner with link to company website on partner page.

Programs (Choose ONE) \$460

Member Networking Breakfast

--OR--

Chapter Educational Program

- Event/Refreshment sponsor of one member networking event or education program \$460
- Option to host event at your location
- Mention with logo (and live link where possible) on event marketing, including online registration form
- Opportunity to provide marketing materials
- Opportunity for "minute at the mic" to address attendees

--OR--

*** Legal Forum (this choice is for law firm sponsors who meet the criteria to participate in the Legal Forum only) \$460**

- \$460 discount off your total Legal Forum participation fees

Sponsorship/Ticket Flex Fund \$3,260

- \$3,260 to spend toward sponsorships, advertising or attendance at any combination of CAI education sessions or social events. \$3,260
- ***Any flex fund balance remaining after October 15, 2019 will be added to a Homeowner Leader ticket pool to allow Homeowner members to attend the Excellence Awards & Winter Gala at no charge on a first come first served basis. Homeowners will be provided a list of companies who contributed to the pool of tickets.


Chapter Communications

- * Podcast sponsor listing in over 20 podcasts
- Ability to record a 5-10 minute video on a topic related to your industry for distribution on CAI's website and in social media.
- * Logo with prominent mention on weekly Chapter email
- * Ability to submit information in industry happenings section of weekly emails
- * Ability to submit two volunteer/company spotlight features in weekly emails
- * Attendee mailing list for CAI education classes
- Diamond Partner listing on all education materials

***Indicates Diamond or Diamond/Platinum Partner Exclusive**

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Platinum Partnership: \$12,000

(\$13,822 VALUE, 13% DISCOUNT)

Conference & Exposition (must commit by Dec 31, 2018 to receive all conference benefits) \$3,182

- *One Premium exhibitor booth (10 x10) \$1,650
- One carpet & padding (10 x 10) \$232
- * 3-day early notice for choice of booth
- Half page advertisement in event book \$300
- Platinum Partner notation by company listing(s)
- \$1,000 Sponsorship towards event \$1,000
- * 3-day early notice of sponsorship choices
- * Company name on conference bag or similar item
- *Mention (with logo and live link where possible) on all event marketing, including online registration form
- Post event mention in Common Interest® Magazine
- Ability to transfer up to \$1,882 in exhibit fees to sponsorship/ticket flex fund (must commit at time of registration)

Golf Outing \$800

- \$800 Sponsorship towards event \$800
- * 3-day early notice of sponsorship choices
- * Company logo on event giveaway
- Mention with logo (and live link where possible) on all event marketing, including online registration form
- Post event mention in Common Interest® Magazine

Summer Social \$500

- \$500 Sponsorship towards event \$500
- * 3-day early notice of sponsorship choices
- Mention (with logo and live link where possible) on all event marketing, including online registration form
- Post event mention in Common Interest® Magazine

Excellence Awards & Winter Gala \$500

- \$500 Sponsorship towards event \$500
- * 3-day early notice of sponsorship choices
- Mention with logo (and live link where possible) on all marketing, including online registration form
- Post event mention in Common Interest® Magazine

Common Interest Magazine \$4,840

- Four half page full color advertisements (consecutive issues) with the ability for back cover and inside cover shared placements \$4,840
- Listing in 2019 issues as an Annual Platinum Partner
- Ability to transfer up to \$3,440 in advertising funds to sponsorship/ticket flex fund (must commit at time of registration)

Membership Directory \$1,350

- Full page color advertisement \$1,350
- * Ability to choose special placement of ad
- Platinum Partner notation by company listing(s)
- Listing as an Annual Platinum Partner on partner page

Chapter Website \$450

- Advertisement on chapter website for 3 consecutive months during 2019 with link to company website \$300
- Enhanced listing in online website directory \$150
- Listing as an Annual Platinum Partner with link to company website on partner page

Chapter Communications

- Ability to record a 5-10 minute video on a topic related to your industry for distribution on CAI's website and in social media.
- Logo with link to website on one weekly email
- Platinum Partner listing on all education materials
- Ability to submit one volunteer/company spotlight feature in a weekly email

Programs (Choose ONE) \$460**Member Networking Breakfast****--OR--****Chapter Educational Program**

- Event/Refreshment sponsor of one member networking event or education program \$460
- Option to host event at your location
- Mention with logo (and live link where possible) on all event marketing
- Opportunity to provide marketing materials
- Opportunity for "minute at the mic" to address attendees

--OR--

*** Legal Forum (this choice is for law firm sponsors who meet the criteria to participate in the Legal Forum only) \$460**

- \$460 discount off your total Legal Forum participation fees

Sponsorship/Ticket Flex Fund \$1,740

- \$1740 to spend toward sponsorships, advertising or attendance at any combination of CAI education sessions or social events. \$1,740
- ***Any flex fund balance remaining after October 15, 2019 will be added to a Homeowner Leader ticket pool to allow Homeowner members to attend the Excellence Awards & Winter Gala at no charge on a first come first served basis. Homeowners will be provided a list of companies who contributed to the pool of tickets.

***Indicates Diamond or Diamond/Platinum Partner Exclusive**



Gold Partnership: \$8,000

(\$9,072 VALUE, 12% DISCOUNT)

Conference & Exposition (must commit by Dec 31, 2018 to receive all conference benefits) \$2,682

- One regular exhibitor booth (10 x10) \$1,500
- One carpet & padding (10 x 10) \$232
- Early notice on choice of booth
- ¼ Page Advertisement in event book \$200
- Gold Partner notation by company listing(s)
- \$750 Sponsorship toward event \$750
- Company name on conference & exposition bag or similar item
- Mention with company name on all event marketing where possible
- Post event mention in Common Interest® Magazine
- Ability to transfer up to \$1,732 in exhibit fees to sponsorship/ticket flex fund (must commit at time of registration)

Golf Outing \$500

- \$500 Sponsorship towards event \$500
- Company name on event giveaway
- Mention with company name on all event marketing where possible
- Post event mention in Common Interest® Magazine

Summer Social \$300

- \$300 Sponsorship towards event \$300
- Mention with company name on all event marketing where possible
- Post event mention in Common Interest® Magazine

Programs (Choose ONE) \$460

Member Networking Breakfast

—OR—

Chapter Educational Program

- Event/Materials/Refreshment sponsor of one member networking event or chapter educational program \$460
- Option to host event at your location
- Mention with logo (and live link where possible) on all event marketing
- Opportunity to provide marketing materials at sponsored event
- Opportunity for “minute at the mic” to address attendees

Excellence Awards & Winter Gala \$300

- \$300 Sponsorship towards event \$300
- Mention with company name on all event marketing where possible
- Post event mention in Common Interest® Magazine

Common Interest Magazine \$2,560

- Four 1/4 page black and white advertisements (consecutive issues) \$2,560
- Listing in 2019 issues as an Annual Gold Partner
- Ability to transfer up to \$1,160 in advertising funds to sponsorship/ticket flex fund (must commit at time of registration)

Membership Directory \$850

- One-third page color ad \$850
- Gold Partner notation by company listing(s)
- Listing as an Annual Gold Partner on partner page

Chapter Website \$450

- Advertisement on chapter website for 3 consecutive months during 2019 with link to company website \$300
- Enhanced listing in online website directory \$150
- Listing as an Annual Gold Partner with link to company website on partner page

Chapter Communications

- Ability to record a 5-10 minute video on a topic related to your industry for distribution on CAI's website and in social media.
- Logo with link to website on one weekly email
- Gold Partner listing on all education materials
- Ability to submit one volunteer/company spotlight feature in weekly emails

Sponsorship/Ticket Flex Fund \$970

- \$970 to spend toward attendee tickets to any of the following events: Conference & Expo, Golf Outing, Summer Social, Excellence Awards & Winter Gala. **\$970**
- ***Any flex fund balance remaining after October 15, 2019 will be added to a Homeowner Leader ticket pool to allow Homeowner members to attend the Excellence Awards & Winter Gala at no charge on a first come first served basis. Homeowners will be provided a list of companies who contributed to the pool of tickets.

**Website Advertisement**

Silver Partnership: \$6,000

(\$6,700 VALUE, 10% DISCOUNT)

Conference & Exposition (must commit by Dec 31, 2018 to receive all conference benefits) \$1,750

- One regular exhibitor booth (10 x10) \$1,500
- Early notice on choice of booth
- Silver Partner notation by company listing(s)
- \$250 Sponsorship toward event \$250
- Company name on conference & exposition bag or similar item
- Mention with company name on all event marketing where possible
- Post event mention in Common Interest® Magazine
- Ability to transfer up to \$1,500 in exhibit fees to sponsorship/ticket flex fund (must commit at time of registration)

Golf Outing \$500

- \$500 Sponsorship towards event \$500
- Company name on event giveaway
- Mention with company name on all event marketing where possible
- Post event mention in Common Interest® Magazine

Summer Social \$300

- \$300 Sponsorship towards event \$300
- Mention with company name on all event marketing where possible
- Post event mention in Common Interest® Magazine

Programs (Choose ONE) \$460

Member Networking Breakfast

--OR--

Chapter Educational Program

- Event/Materials/Refreshment sponsor of one chapter educational program \$460
- Mention with logo (and live link where possible) on all event marketing
- Opportunity to provide marketing materials at sponsored event
- Opportunity for "minute at the mic" to address attendees

Excellence Awards & Winter Gala \$300

- \$300 Sponsorship towards event \$300
- Mention with company name on all event marketing where possible
- Post event mention in Common Interest® Magazine

Common Interest Magazine \$1350

- Two ¼ page black and white advertisements \$1350
- Listing in 2019 issues as an Annual Silver Partner

Membership Directory \$850

- One-third page color ad \$850
- Silver Partner notation by company listing(s)
- Listing as an Annual Silver Partner on partner page

Chapter Website \$450

- Advertisement on chapter website for 3 consecutive months during 2019 with link to company website \$300
- Enhanced listing in online website directory \$150
- Listing as an Annual Silver Partner with link to company website on partner page

Chapter Communications

- Logo with link to website on one weekly email
- Silver Partner listing on all education materials

Sponsorship/Ticket Flex Fund \$740

- \$740 to spend toward attendee tickets to any of the following events: Conference & Expo, Golf Outing, Summer Social, Excellence Awards & Winter Gala. \$740
- ***Any flex fund balance remaining after October 15, 2019 will be added to a Homeowner Leader ticket pool to allow Homeowner members to attend the Excellence Awards & Winter Gala at no charge on a first come first served basis. Homeowners will be provided a list of companies who contributed to the pool of tickets.

Bronze Partnership: \$4,000

(\$4,455 VALUE, 10% DISCOUNT)

Conference & Exposition (must commit by Dec 31, 2018 to receive all conference benefits) \$1,500

- One regular exhibitor booth (10 x10) \$1,500
- Early notice on choice of booth
- Bronze Partner notation by company listing(s)
- Company name on conference & exposition bag or similar item
- Mention with company name on all event marketing where possible
- Post event mention in Common Interest® Magazine
- Ability to transfer up to \$1,500 in exhibit fees to sponsorship/ticket flex fund (must commit at time of registration)

Golf Outing \$250

- \$250 Sponsorship towards event \$250
- Company name on event giveaway
- Mention with company name on all event marketing where possible
- Post event mention in Common Interest® Magazine

Summer Social \$300

- \$300 Sponsorship towards event \$300
- Mention with company name on all event marketing where possible
- Post event mention in Common Interest® Magazine

Excellence Awards & Winter Gala \$300

- \$300 Sponsorship towards event \$300
- Mention with company name on all event marketing where possible
- Post event mention in Common Interest® Magazine

Common Interest Magazine \$1,400

- Four (4) deluxe classified ads (consecutive issues) \$1,400
- Listing in 2019 issues as an annual Bronze Partner

Membership Directory

- Bronze Partner notation by company listing(s)
- Listing as an Annual Bronze Partner on partner page

Chapter Website

- Listing as an Annual Bronze Partner with link to company website on partner page

Chapter Communications

- Logo alongside another Bronze Partner, with link to website on one weekly email
- Bronze Partner listing on all education materials

Sponsorship/Ticket Flex Fund \$705

- \$705 to spend toward attendee tickets to any of the following events: Conference & Expo, Golf Outing, Summer Social, Excellence Awards & Winter Gala. \$705
- ***Any flex fund balance remaining after October 15, 2019 will be added to a Homeowner Leader ticket pool to allow Homeowner members to attend the Excellence Awards & Winter Gala at no charge on a first come first served basis. Homeowners will be provided a list of companies who contributed to the pool of tickets.

2019 Annual Sponsor Package Summary

Benefits	Diamond	Platinum	Gold	Silver	Bronze
	18,000/yr	12,000/yr	8,000/yr	6,000/yr	4,000/yr
Total Value	\$21,087	\$13,822	\$9,072	\$6,700	\$4,455
% Discount	14.6%	13%	12%	10%	10%

Conference & Exposition

Booth Space	Premium Booth	Premium Booth	Regular Booth	Regular Booth	Regular Booth
1 st Choice Selection for Booth & Sponsorship	Yes	No	No	No	No
3-Day Early Notice for Booth & Sponsorship	No	Yes	No	No	No
Early Notice for Booth	No	No	Yes	Yes	Yes
Booth carpet & padding	Yes	Yes	Yes	No	No
2 additional booth reps (incl. lunch & reception)	Yes	No	No	No	No
Conference Book Ad	Full Page	Half Page	Quarter Page	No	No
Additional 40-word description in Conf.Book	Yes	No	No	No	No
Sponsorship Level	\$1,500	\$1,000	\$750	\$250	\$0
Listing on Conference Bag	Logo	Company Name	Company Name	Company Name	Company Name
Ability to transfer \$ to flex fund	\$2,152	\$1,882	\$1,732	\$1,500	\$1,500
Mention on Marketing Materials	Logo	Logo	Company Name	Company Name	Company Name
Mention in Common Interest	Yes	Yes	Yes	Yes	Yes

Golf Outing

Sponsorship	\$1,500	\$800	\$500	\$500	\$250
1 st Choice Selection for Sponsorship	Yes	No	No	No	No
3-Day Early Notice for Sponsorships	No	Yes	No	No	No
Listing on Event Giveaway	Logo	Logo	Company Name	Company Name	Company Name
Ability to Reserve Dinner Seating	Yes	No	No	No	No
Mention on Marketing Materials	Logo	Logo	Company Name	Company Name	Company Name
Mention in Common Interest	Yes	Yes	Yes	Yes	Yes

Summer Social

Sponsorship	\$800	\$500	\$300	\$300	\$300
1 st Choice Selection for Sponsorship	Yes	No	No	No	No
3-Day Early Notice for Sponsorships	No	Yes	No	No	No
Mention on Marketing Materials	Logo	Logo	Company Name	Company Name	Company Name
Mention in Common Interest	Yes	Yes	Yes	Yes	Yes

Excellence Award & Winter Gala

Sponsorship	\$800	\$500	\$300	\$300	\$300
1 st Choice Selection for Sponsorship	Yes	No	No	No	No
3-Day Early Notice for Sponsorships	No	Yes	No	No	No
Ability to Reserve Dinner Seating	Yes	No	No	No	No
Mention on Marketing Materials	Logo	Logo	Company Name	Company Name	Company Name
Mention in Common Interest	Yes	Yes	Yes	Yes	Yes

Common Interest Magazine

Advertisement	(1) Back Cover, (2) Inside Covers, (1) Full Page Color	(4) Half Page Color (with ability for shared cover placements)	(4) Quarter Page B&W	(2) 1/4 pg bw	(4) deluxe classified
Listing as an Annual Partner	Yes	Yes	Yes	Yes	Yes
Ability to transfer \$ to flex fund	\$6,115	\$3,440	\$1,160	No	No
Company Spotlight	Yes	No	No	No	No

Membership Directory

Advertisement	Section Divider	Full Page Color	1/3 Page Color	1/3 pg color	No
Ability to choose ad placement	Yes	Yes	No	No	No
Company Logo on Cover	Yes	No	No	No	No
Ability to request up to 5 copies of directory	Yes	No	No	No	No
Partner Notation by Company Listing	Yes	Yes	Yes	Yes	Yes

Chapter Website

Listing as an Annual Partner with Link to Website	Yes	Yes	Yes	Yes	Yes
Enhanced listing in online directory	Yes	Yes	Yes	Yes	Yes
Advertisement	1 year	3 Months	3 Months	3 Months	No

Chapter Communications

Podcast Sponsor	Yes	No	No	No	No
Ability to record 5-10 minute video on industry topic	Yes	Yes	Yes	No	No
Weekly - Logo	Yes	No	No	No	No
One Weekly Email Sponsorship	No	Yes	Yes	Yes	Yes
Ability to Submit industry happenings	Yes	No	No	No	No
Ability to submit Volunteer/Company Spotlight	Yes	Yes	Yes	No	No
Annual Partner Listing on all Education Materials	Yes	Yes	Yes	Yes	Yes
Mailing List of Attendees for CAI Education Programs	Yes	No	No	No	No

Educational Programs

Sponsorship	\$460	\$460	\$460	\$460	\$0
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Flex Fund

Tickets/Sponsorship	\$3,260	\$1,740	\$970	\$740	\$705
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2019 Partnership Contract

(or register online at <http://www.cai-illinois.org/annual-partners/>)

Company Name: _____

Primary Contact: _____

Marketing Contact (for registrations and advertising questions): _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Primary Contact Email: _____ Marketing Contact Email: _____

Website Address: _____

List 3 Months in order of preference in which you would like your weekly email sponsorship to appear: _____

Partnership Level

Diamond \$18,000 Platinum \$12,000 Gold \$8,000 Silver \$6,000 Bronze \$4,000

Payments are due as follows:

Lump sum payment due by 1/15/2019

Payment Plan:

1st payment: 40% of Total due by 1/15/2019.

2nd payment: 40% of total due by 5/15/2019.

3rd payment: 20% of total due by 8/15/2019.

Preferred Method of Payment (select one)

Check included. *Please make payable to
Community Associations Institute Illinois Chapter*

Please invoice

If paying by credit card, please register online or call the office 847-301-7505 to provide credit card information. We cannot accept faxed, mailed, or email copies of credit card information.

Submission of commitment forms must be received by December 31, 2018 in order to take full advantage of benefits. Forms may be sent by email, fax or mail, but credit card payment must be done online or by phone. Organizations with past due balances are required to pay the past due balance in full prior to partnership forms being processed. If funds are sent for partnership prior to settling past due balances, the monies will be credited to the past due balance first and partnership fees will remain unpaid. Partners shall be responsible for all expenses, including attorneys' fees, incurred by CAI to collect any past due amounts. Unpaid balances are subject to a \$25 per month late fee.

Sponsorship commitment cannot be cancelled by sponsor for any reason. I understand that the payments will be due as designated per partnership package. Partners who have not paid by the deadline date will be dropped from any partnership recognition programs until paid. The Illinois Chapter of CAI will not be liable for incidental or consequential damages, including loss of profits or other business damages resulting from errors or omissions or other breaches of contract regarding this partnership. Partner agrees that any damages will be limited to the amount of selected partnership item.

You must register for events and submit insertion orders to utilize partner credits. All unused partner or advertising credits expire on December 31, 2019. No partnership credits will be carried over into future years and are not refundable.

Authorized Signature: _____ Date: _____

