



**Creating new  
opportunities for  
building business in  
Orange County**

# 2019 CAI Orange County Marketing Plan

# Building better communities in Orange County since 1976

The Orange County Regional Chapter of Community Associations Institute provides education, networking, resources and advocacy for community associations and the professionals and volunteers who serve them. The chapter was incorporated on December 30, 1976, originally as the Southern California Counties Chapter.



## TARGET MARKETING FOR YOUR COMPANY

CAI-OC provides the most direct line of marketing to community association board members and community managers in Orange County. With nearly 1,500 members, the chapter is the largest in California and one of the largest in the nation. We are continually growing to reach the more than 4,700 community associations in Orange County.

## MARKETING & ADVERTISING OPPORTUNITIES

The chapter has many educational events including luncheons, mini-trade shows, symposium and class room seminars. All of these offer both exhibitor and sponsorship opportunities. In addition to the educational events, the chapter provides many social events to meet the networking needs of our members, including an annual golf tournament, billiards tournament, holiday social and more. The signature event of the chapter is the Annual OCEC Awards Dinner to recognize the outstanding contributions of our members and those serving the community associations in Orange County.

Advertising opportunities include the chapter's award winning *OC View*. A 40-page, full color magazine distributed to nearly 1,500 members and digitally available to all community associations and community managers in Orange County. The chapter's website is the leading resource for HOA board members with an on-line service directory, best practice reports, articles on legislative updates for the industry and much more.

### Sponsorships & Advertising:

Calendar of Events	3
Luncheon Sponsorships	4
Mini Trade Show Sponsorships	4
Parking Sponsorships	4
Manager Table Sponsorships	4
CLAC Upgrade	5
Mini Trade Show Centerpieces	5
Tote Bag Sponsorship	5
Pen Sponsorship	5
Lanyard	5
Chapter Symposium & Expo	6
OCEC Awards Dinner Sponsorships	8
Golf Tournament	10
Billiards Tournament	12
Talent Show	12
Bowling Tournament	13
Texas Hold 'Em Tournament	13
Holiday Social	14
PCAM Reception	14
Manager Breakfast Sponsorships	15
CID Law Course Sponsorship	15
CLTP Class Sponsorships	16
PMDP Exhibitors/Sponsorships	16
Free Legal Advice Roundtable	17
Additional Sponsorships	17
Conference Room Banner	17
Membership Campaign	17
Membership Directory	18
OC View	19

The Membership Directory is the go-to resource for community managers and HOA board members to find those that work in partnership with the industry.

### Cancellation policy:

*All prices quoted are CAI-OC member pricing. Non-member pricing is an additional 50% over the quoted price. Pre-payment and/or a deposit is required to guarantee all sponsorships and advertising. Cancellation of a contract will result in a \$100 administrative fee if cancelled before 90 days prior to the event or advertising deadline. No refunds will be given for sponsorships or advertising cancelled after 90 days prior to an event or advertising deadline.*

*If a deposit for sponsorship or advertising is placed for events or deadlines after April 1st, the balance due will be invoiced upon the completion of the event or publication. All invoices are due and payable in 30 days.*

*For sponsorships cancelled less than 90 days prior to the event held with a \$100 deposit, the entire sponsorship fee is due and payable to CAI-OC upon cancellation.*

**January**

- 17 Luncheon  
Marriott, Irvine, CA
- 23-26 CAI Law Seminar  
New Orleans, LA

**February**

- 9 OCEC Awards Dinner  
Grand Californian Hotel,  
Anaheim, CA
- 12 Community Manager  
Breakfast  
Chapter Office, Santa  
Ana, CA
- 21 Mini Trade Show  
Marriott, Irvine, CA
- 28-3/2 PMDP M-100  
Chapter Office, Santa  
Ana, CA

**March**

- 8 CID Law Course  
Chapter Office, Santa  
Ana, CA
- 28 Luncheon  
Marriott, Irvine, CA

**April**

- 8-9 CLAC CA Day at the  
Capitol, Sacramento, CA
- 12 PMDP M-202  
Chapter Office, Santa  
Ana, CA
- 24 Luncheon  
Marriott, Irvine, CA
- 25 Billiards Tournament  
Danny K's,  
Orange, CA

**May**

- 15-18 National Conference  
Orlando, FL
- 30 Symposium & Expo  
Marriott, Irvine, CA

**June**

- 6-7 PMDP M-205  
Chapter Office, Santa  
Ana, CA
- 20 Luncheon  
Marriott, Irvine, CA
- 27 PCAM Reception  
Marriott, Newport Beach,  
CA
- 28 PMDP M-201  
Chapter Office, Santa  
Ana, CA

**July**

- 11-13 PMDP M-100  
Chapter Office, Santa  
Ana, CA
- 18 Luncheon  
Marriott, Irvine, CA
- 31 Talent Show  
tbd

**August**

- 9 CID Law Course  
Chapter Office, Santa  
Ana, CA
- 20 Luncheon  
Marriott, Irvine, CA
- 22-23 PMDP M-206  
Chapter Office, Santa  
Ana, CA
- 28 Free Legal Advice  
Roundtable  
Woodbridge Village  
Assn., Irvine, CA
- 29 CLAC Bowling Tourna-  
ment, Concourse Bowl-  
ing, Anaheim, CA

**September**

- 11-13 Large Scale Conference  
Sugar Land, TX
- 12 Community Manager  
Breakfast  
Chapter Office, Santa  
Ana, CA
- 19 Mini Trade Show  
Marriott, Irvine, CA
- 27 PMDP M-203  
Chapter Office, Santa  
Ana, CA
- 30 Golf Tournament  
Tustin Ranch Golf  
Club, CA

**October**

- 2-4 CEO-MC Retreat  
La Quinta Resort, La  
Quinta, CA
- 24 Luncheon  
Marriott, Irvine, CA

**November**

- 14 Texas Hold 'em Tourna-  
ment, tbd
- 14-15 PMDP M-204  
Chapter Office, Santa  
Ana, CA
- 21 Luncheon  
Marriott, Irvine, CA

**December**

- 4 Holiday Social  
tbd
- 19 Mini Trade Show  
Marriott, Irvine, CA



*Some dates may be subject to change. Please check the chapter website ([www.caioc.org](http://www.caioc.org)) for the latest information on event dates and locations.*

## LUNCHEON EXHIBITOR

Limited to thirty luncheon exhibitors. The luncheon programs will be held at the Irvine Marriott. Average attendance at these innovative and informative luncheon programs is between 325 - 375. All luncheon programs are held in half of the Grand Ballroom.

### \$550 per event includes:

- Lunch for one (1)
- Six foot skirted table to display your company information with electricity
- Recognition at the event & in the chapter magazine *OC View*
- Company website address & link on the CAI-OC website for the month of sponsorship

## MINI-TRADE SHOW EXHIBITOR

Limited to sixty trade show exhibitors. This table top mini trade show provides an excellent opportunity to network, develop rapport and exchange information with leaders in the industry. The mini trade shows will be held at the Irvine Marriott in the Grand Ballroom. Average attendance is 400 - 450.

### \$625 per event includes:

- Lunch for one (1)
- Six foot skirted table to display your company information with electricity
- List of attendees (post-event)
- Recognition at the event & in the chapter magazine *OC View*
- Company website address & link on the CAI-OC website for the month of sponsorship

### 2019 LUNCHEON DATES & TOPICS

January 17 (Thurs)	Stress Management
March 28 (Thurs)	Charting the course to 2020
April 24 (Wed)	How Smart is Your Home?
June 20 (Thurs)	Dealing with Toxins
July 18 (Thurs)	The Associations Bottom Line
August 20 (Tues)	Social Media and the HOA
October 24 (Thurs)	Cyber Security
November 21 (Thurs)	Legislative Update

### 2019 MINI TRADE SHOW DATES & TOPICS

February 21 (Thurs)	Housing in California
September 19 (Thurs)	Active Assault
December 19 (Thurs)	Communication Skills

## MANAGER TABLE SPONSORSHIP

There are a maximum of four (4) manager table sponsors per luncheon/mini trade show.

### \$550 per event includes:

- Lunch for two (2)
- Eight (8) invited Community Managers and/or Community Association Volunteer Leaders seated at your table.
- Recognition at the event & in the chapter magazine *OC View*
- Company website address & link on the CAI-OC website for the month of sponsorship

## PARKING SPONSORSHIP

There are a maximum of two (2) parking sponsors per luncheon/mini trade show.

### \$525 per event includes:

- Lunch for one (1)
- Small table at entrance with option to hand out company literature and/or giveaway with parking validation
- Recognition at the event & in the chapter magazine *OC View*
- Company website address & link on the CAI-OC website for the month of sponsorship

*\*\*\*location and date are subject to change, please verify prior to event\*\*\*\**

A company may sponsor up to a **maximum of five (5) luncheons per year**, with the exception of filling a cancelled exhibitor/sponsorship based upon the chapter's current waiting list for events.

A company may sponsor up to a **maximum of two (2) mini-trade shows per year**, with the exception of filling a cancelled exhibitor/sponsorship based upon the chapter's current waiting list for events.

## UPGRADE YOUR SPONSORSHIP and support CLAC!

Select your premium booth location at a luncheon, mini trade show or the symposium. Be recognized from the podium as the CLAC sponsor for the month.

Luncheon upgrade ( <i>limited to 5</i> )	\$100
Mini Trade Show upgrade ( <i>limited to 9</i> )	\$150
Symposium & Expo* ( <i>limited to 10</i> )	\$175

*\*(includes a special raffle prize provided by the chapter and announced at the conclusion of the event)*

## TRADE SHOW BAG SPONSORSHIP

Sponsorship will include:

**Company logo** on each trade show bag given to Community Managers and Community Association Volunteer Leaders.

**\$500** for January through July Luncheons and Mini Trade Shows  
(including 1 Mini Trade Show)

**\$625** for August through December Luncheons and Mini Trade Shows  
(including 2 Mini Trades)



## PEN SPONSORSHIP

Have your company pen placed at each attendee's place at the luncheon tables. Supply CAI-OC with enough pens for three (3) months\* and your company pen will be at each attendees seat.

**Sponsorship includes:**

Your company pen at each attendees seat at the luncheon and/or mini trade show in the time quarter indicated below.

Pens to be supplied by sponsor. (*Approx. 1,000 needed per quarter.*)

**\$500 per each sponsorship**

1st quarter sponsorship - January, February, March

2nd quarter sponsorship - April, June, July

3rd quarter sponsorship - August, September, October

4th quarter sponsorship - November, December *\*please note this is only 2 month for the period*

## LANYARD SPONSORSHIP

Your company logo on attendee's lanyard in 2019! There is only **one (1)** sponsorship available for the entire year for the luncheons and mini trade shows.

**\$1,950 per sponsorship**

## CENTERPIECE SPONSORSHIP for Mini Trade Shows \$75

*During each mini trade show, exhibitors are encouraged to decorate their booths based on the theme for the month. Centerpieces are given away as a table drawing at each event. Sponsorship of the centerpieces includes company recognition at each luncheon table during the Mini Trade Show.*

February Mini Trade Show - Theme **Carnival Spectacular**

September Mini Trade Show - Theme **Game On!**

December Mini Trade Show - Theme **A Rustic Christmas**

# CHAPTER SYMPOSIUM & EXPO

Thursday, May 30

Irvine Marriott

With more community managers and HOA board members in attendance than any other state-wide event, the Committee has maximized the trade-show experience for all members and continued quality educational sessions.

All sponsorships include:

- Recognition at the event & in the chapter magazine OC View
- Company website link on the CAI-OC website on event page
- List of attendees (post-event)

## Showcase Sponsor \$1,600 (limit of 2 sponsorships available)

Premium exhibitor booth with six foot skirted table within a 10 X 10 designated booth area to display your company information with electricity (trade show floor plan available to select your booth location)

One minute company information presentation prior to an educational session

Two (2) attendees for event

Company recognition and logos at educational sessions on PowerPoint Presentations

Company logo link on the CAI-OC website

## Exhibitor Booth \$1,100

Six foot skirted table within a 10 X 10 designated booth area to display your company information with electricity (trade show floor plan available to select your booth location)

Two (2) attendees for event

## Exhibitor Table Top Display \$695

Six foot skirted table to display your company information (no electricity) - Table top displays will be on a first come first serve basis.

One (1) attendee for event

## Cocktail Sponsor \$750 (limit of 6 sponsorships available)

Company logo on each attendee's drink ticket

Exclusive company recognition at cocktail bars

Company logo on cocktail napkins

Company information included in conference bag

Two (2) company attendees for post-education trade show only



## Namebadge Sponsorship \$850 EXCLUSIVE!

### Limit of one!

- Company logo on each attendee namebadge
- One (1) company attendees for post-education trade show only



## Parking Sponsor \$500 *(limit of 3 sponsorships available)*

- Small table at registration to hand out company literature and/or giveaway with parking validation
- One (1) attendee for event

## Showcase Bag Sponsor \$525 *(limit of 5 sponsorships available)*

- Company logo on conference attendee bag
- Company information included in conference bag
- One (1) attendee for event

## Educational Session Sponsor \$600 *(limit of 4 sponsorships available)*

- One minute company information presentation available prior to an educational session
- Company information included in conference bag
- One (1) attendee for event

## Coffee Break Sponsor \$400

- Company logo on custom coffee sleeves
- Company information included in conference bag
- One (1) company attendees for post-education trade show only

## Hors d'oeuvres Sponsor \$300

- Exclusive company recognition at hors d'oeuvre buffet stations
- Company information included in conference bag
- One (1) company attendees for post-education trade show only

## Power Break Sponsor \$250

- Exclusive company recognition at snack buffet stations
- Company information included in conference bag
- One (1) company attendees for post-education trade show only

## Bonus Session Lunch Sponsor \$150

- Exclusive company recognition on the box lunch
- Company information included in conference bag



# ANNUAL OCEC AWARDS AND WINE DINNER

Saturday, February 9  
Grand Californian Hotel, Disneyland  
Anaheim



The Chapter is honored to recognize member contributions that are so significant to the industry that only an awards dinner such as this can reflect the dedication of these elite members. Being a sponsor of this event is evidence of those companies who value leadership and professionalism, and strive to honor those who have these outstanding qualities.

All sponsorships include:

- Recognition in the chapter magazine *OC View*
- Company website link on the CAI-OC website
- Company recognition in the awards program

## CHAMPAGNE TITLE Sponsorship \$5,000

*(limited to 2 sponsors)*

Company logo digitally displayed at each podium  
Premium reserved table for ten (10) attendees *(dinner included)*  
Formal recognition at the podium  
Company logo on event PowerPoint presentation  
Photo recognition in the *OC View* & Chapter website  
Company logo in the awards dinner program

## VINTNER Sponsorship \$3,000

*(limited to 3 sponsors)*

Exclusive company recognition at the cocktail reception  
Reserved table for eight (8) attendees *(dinner included)*  
Formal recognition at the podium  
Photo recognition in the *OC View*  
Company logo on event PowerPoint presentation

## SOMMELIER Sponsorship \$1,750

*(limited to 6 sponsors)*

Four (4) dinner tickets *(with option to reserve a table with additional purchase of dinner tickets)*  
Company recognition on the dinner/wine menu and at the podium  
Company logo on event PowerPoint presentation





# ANNUAL OCEC AWARDS AND WINE DINNER (con't)



## PHOTO Sponsorship \$1,950

*(limited to 2 sponsors)*

Two (2) dinner tickets

Company logo on each souvenir photograph

Company logo on event PowerPoint presentation

Formal recognition at the podium

## VALET Sponsorship \$1,200

Two (2) dinner tickets

Company recognition at special CAI portico

Company logo on event PowerPoint presentation

Company logo on attendee good-night give-away

## HORS D'OEUVRE Sponsorship \$750

Two (2) dinner tickets

Company logo on cocktail napkins

Company name on event PowerPoint presentation

## COFFEE Sponsorship \$600

One (1) dinner ticket

Exclusive recognition at the coffee station

Company name on event PowerPoint presentation

## JEROBOAM Sponsorship \$400

One (1) dinner ticket

Company name on event PowerPoint presentation

*EVENT ADD-ON SPONSORSHIP (MUST HAVE A AWARDS DINNER SPONSORSHIP FIRST)*

## AFTER PARTY BALL Sponsorship \$150

Signage at the post-party buffet

Company recognition on Ball Banner



*\*Reserved tables only available with sponsorships.*

*\*\*Dinner tickets \$145 for the event*



# 31<sup>ST</sup> ANNUAL GOLF TOURNAMENT

Monday, September 30  
Tustin Ranch Golf Club  
Tustin

## CHAMPIONSHIP Sponsorship \$3,000

One (1) VIP foursome including awards dinner  
Company exhibit table and custom signage at designated tee box with lunch for two (2) company representatives  
Unique ariel recognition at tournament  
Soda and Gatorades to distribute to tournament players (provided in Sponsorship)  
company recognition on event banner  
Full page ad in tournament program  
Recognition in the *OC View* & Chapter website  
company recognition at post golf awards presentation



## PRO Sponsorship \$1,750

One (1) VIP twosome including awards dinner  
Exhibit table and custom signage at designated tee box with lunch for two (2) company representatives  
Unique ariel recognition at tournament  
Water bottles to distribute to tournament players (provided in sponsorship)  
company recognition on event banner  
1/2 page ad in tournament program  
Recognition in the *OC View* & Chapter website

## CONTEST HOLE SPONSORSHIPS - \$900 *(limited to 1 sponsorship per contest)*

Please select one of the following contests:

- **Putting Contest**
- **Hole-in-One**
- **Marshmallow Drive Contest**
- **Poker Contest**

Choice of one exclusive contest sponsorship  
Opportunity for representative/display at appropriate location  
Lunch for one (1) company representative  
1/2 page ad in tournament program  
Recognition in the *OC View* & Chapter website  
Recognition at the post golf awards presentation

## CART Sponsorship \$1,200 *(only 1 sponsorship available)*

One (1) VIP Twosome including awards dinner  
Company logo on all player's golf carts  
1/2 page ad in tournament program

## WATER HOLE Sponsorship \$1,200

Company exhibit table and signage at a tee  
Lunch for two (2) company representatives  
Alcoholic beverages to tournament players (provided in Sponsorship)  
1/2 page ad in tournament program  
Recognition in the *OC View* & Chapter website

**PHOTOGRAPHER Sponsorship \$1,500** *(maximum of 2 sponsors)*

Company logo on each player's souvenir photo  
 Two (2) awards dinner attendees  
 1/2 page ad in tournament program  
 Recognition in the OC View & Chapter website

**HOSPITALITY SPONSORSHIPS - \$1,000** *(limited to 2 sponsorships per hospitality item)*

Please select one of the following contests:

- **19<sup>th</sup> HOLE Sponsorship**
- **Breakfast & Bloody Mary Bar Sponsorship**
- **Food Truck Sponsor**

Choice of one hospitality sponsorship  
 Display table at hospitality item selected  
 One (1) company representative during appropriate sponsorship time slot  
 1/2 page ad in tournament program  
 Recognition in the OC View & Chapter website  
 Recognition at the post golf awards presentation

**SPORTS SWAG BAG TOTE Sponsorship \$800** *(limited to 3 sponsorships)*

Company logo on deluxe sport bag for each golfer  
 1/2 page ad in tournament program  
 Inclusion of item company logo item in bag (to be provided by sponsors)

**PIN FLAG Sponsorship \$700** *(maximum of 3 sponsors)*

Company logo on 6 (six) holes of pin-flags (sponsor may keep flags post-event)  
 Company recognition in the tournament program

**SHOTGUN Sponsorship \$650** *(only 3 sponsorships available)*

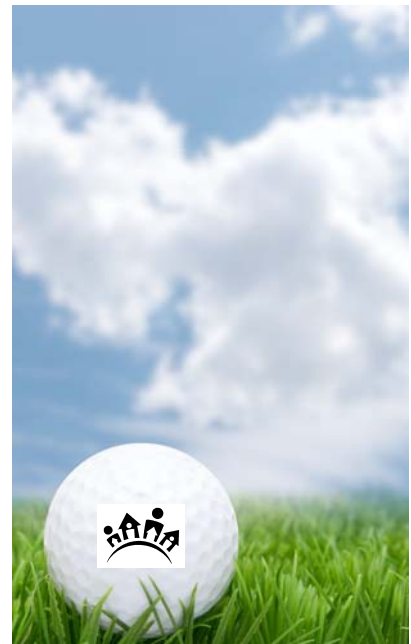
Company exhibit table prior to the shotgun of the tournament during coffee and networking  
 Recognition in the OC View & Chapter website  
 Company recognition in the tournament program

**DRIVING RANGE Sponsorship \$250**

Company logo on sign at the driving range  
 Recognition in tournament program  
 Recognition in the OC View & Chapter website

**SWAG BAG Sponsorship \$75**

Company logo item placed in player's complimentary swag bag  
*(CAI can provide items for an additional fee)*



**BILLIARDS TOURNAMENT**

Thursday, April 25, Danny K's, Orange

**BREAK SHOT Sponsorship \$650**

Team Registration of four (4) players  
 Access to the all-you-can-eat dinner buffet  
 Oversized company recognition at each pool table event banner  
 Recognition in the OC View and Chapter website  
**Exclusive Dinner Table Top recognition**

**BANK SHOT Sponsorship \$475**

Team Registration of four (4) Players  
 Access to the all-you-can-eat dinner buffet  
 Company recognition at each pool table event banner  
 Recognition in the OC View and Chapter website

**KICK SHOT Sponsorship \$325**

Team Registration of four (4) Players  
 Access to the all-you-can-eat dinner buffet  
 company recognition on the exclusive buffet signage  
 Recognition in the OC View and Chapter website

**TALENT SHOW - THIS INDUSTRY'S GOT TALENT**

Wednesday, July 31, tbd

**Spotlight Sponsor \$2,500 (exclusive opportunity)**

13 Event Tickets - Front Row include reception & show  
 Company Logo on all Event Tickets  
 Company Recognition in event emails (if prior sponsorship is purchased by 3/1/2019)  
 Exclusive Signage at Pre-Event Reception  
 Included in event promo video  
 On-Stage Thank-you

**Presenting Sponsors \$1,250**

7 Event Tickets - Premium Seats include reception & show  
 Company Recognition at Premium Seats  
 Company Recognition in event emails (if prior sponsorship is purchased by 3/1/2019)  
 Recognition at the conclusion of the show

**Talent Sponsors \$1,000**

4 Company Event Tickets - Reserved Seats include reception & show  
 4 TIGT Performer Family/Company Event Tickets - Seats include dinner & show  
 Recognition at the conclusion of the show

**Usher Sponsors \$750**

4 Company Event Tickets - Reserved Seats include reception & show  
 Company Representative to escort guests to seats

**Box Office Sponsors \$400**

2 Company Event Tickets - Reserved Seats include reception & show  
 Company Recognition at the Box Office (check-in)

**All sponsorships include:**

*Recognition based upon sponsorship level in the sponsor event video  
 Recognition in the OC View and Chapter website*

**Individual member event tickets are \$100 for reception and show.**

# CLAC BOWLING TOURNAMENT

Thursday, August 29, Concourse Bowling Center, Anaheim

## KING PIN Sponsorship \$800

- Full Team Registration (6 players - a \$300 value)
- Dinner buffet
- Company logo on lane screens for entire event
- Recognition in the OC View and Chapter website
- Exclusive table top recognition at the tables during event



## STRIKE Sponsorship \$650

- Full Team Registration (6 players - a \$300 value)
- Dinner buffet
- Company name display on lane screens for entire event
- Recognition in the OC View and Chapter website



## SPARE Sponsorship \$500

- Full Team Registration (6 players - a \$300 value)
- Dinner buffet
- Company recognition at dinner buffet
- Recognition in the OC View and Chapter website

## SOCK Sponsorship \$250

- One (1) spectator registration including dinner buffet
- Company recognition on the complimentary sock basket.

*Event proceeds will directly benefit CLAC.*

# TEXAS HOLD 'EM TOURNAMENT

Thursday, November 14, tbd

## SHOWDOWN Sponsorship \$750

- Four (4) Players and access to the dinner buffet
- Company recognition on the event banner
- Unique opportunity to be actively involved during the tournament
- Company recognition at the podium
- Company name at the dessert buffet
- Exclusive dinner table top recognition



## RIVER Sponsorship \$500

- Two (2) Players and access to the dinner buffet
- Company recognition on the event banner
- Company recognition at the podium

## PHOTO BOOTH Sponsorship \$500 (maximum of 2)

- One (1) Dinner only registration
- Company logo on souvenir photo strip
- Company recognition on sign

## TURN Sponsorship \$375

- One (1) Player and access to the dinner buffet
- Company recognition on the event banner

## HOE-DOWN Sponsorship \$450

- One (1) Player and access to the dinner buffet
- Sponsor the music with exclusive company recognition at the DJ booth

## FLOP Sponsorship \$200

- Sponsor the dinner buffet with company recognition at the buffet table

*All sponsorships for the Texas Hold 'em Tournament include recognition in the OC View and Chapter website.*

## HOLIDAY SOCIAL

Wednesday, December 4, tbd

The Community Outreach Committee provides a seasonal opportunity for networking of Chapter members while providing those in Orange County less fortunate with a valuable toy donation during the holiday season.

### SEASONAL SPECTACULAR Sponsorship \$650

- Company logo recognition on the event sign
- Recognition in the OC View & Chapter website
- Recognition at the cocktail bars and hors d'oeuvre tables
- Two (2) attendees

### CHEERS Sponsorship \$400

- Company logo recognition on the event cocktail napkins
- Recognition on the event sign
- Recognition in the OC View & Chapter website
- Two (2) attendees

### DESSERT Sponsorship \$325

- Company recognition on the event sign
- Exclusive company recognition at the dessert buffet & coffee station
- Company recognition in the OC View
- Company website address and link on the website
- One (1) attendee

### CENTERPIECE Sponsorship - \$175

- Recognition at each table with the holiday centerpieces
- Recognition in the OC View & Chapter website
- Recognition on the event sign
- One (1) attendee



## PCAM RECEPTION SPONSORSHIPS

Thursday, June 27,  
Marriott Newport Beach

### 100 Level Sponsorship \$750

- Two (2) tickets to the PCAM reception
- Company recognition on the event banner
- Company recognition at the podium
- Table top recognition
- Recognition at all Chapter PMDP programs

### 200 Level Sponsorship \$500

- One (1) ticket to the PCAM reception
- Company recognition on the event banner
- Table Top Recognition
- Recognition at all Chapter PMDP programs

### Wine Sponsorship \$400

- One (1) ticket to the PCAM reception
- Recognition on the attendees drink ticket
- Company recognition on the event banner

### PCAM Reception Sponsorship \$300

- One (1) ticket to the PCAM reception
- Company recognition on the event banner



## MANAGER BREAKFAST SPONSORSHIPS

The Community Manager Support Committee has created a new educational forum and networking for community managers only. These educational sessions will address issues that will help community managers advance their education goals with CAI. The breakfasts will be held twice during 2019.



### Exhibitor Sponsorship \$425 (limited to 5 per breakfast)

- 6ft skirted display table (no electricity)
- Two (2) company attendees to introduce their firms to the community managers at the end of the educational session and breakfast.
- Recognition at the event
- Company website address & link on the website

### Breakfast Sponsor \$175 (6 available per breakfast)

- Company logo recognition at the breakfast buffet
- Company recognition at each table
- Company website address and link on the website

### Manager Breakfast Pen Sponsorship \$350 (only 1 available)

- Your company pen at each attendees seat for both manager breakfasts in 2019 and the CID Law Seminars
- Pens to be supplied by sponsor (approx. 150 need for the year)

Scheduled dates:

- Tuesday, February 12 - Chapter Office
- Thursday, September 12 - Chapter Office

## CALIFORNIA CID LAW COURSE SPONSORSHIPS

CAI's *California Common Interest Development Law Seminar* is the most comprehensive legal course available for the professionals managing community associations and the board members who run them. This eight hour in-depth legal seminar gives you a comprehensive overview of California and Federal laws affecting community associations.

### Exhibitor \$425 (limited to 5)

- 6ft skirted display table (no electricity)
- Two (2) company attendees to introduce their firms to the community managers at the beginning of the educational program and breakfast.
- Recognition at the event
- Company website address & link on the website
- (Exhibitor time is during registration from 8:00 am until 8:30 am)

### Lunch Sponsorship \$250

- Company name on signage at class
- Recognition on the Chapter website

## HOA Board Education Programs

In keeping in line with our mission statement, the CAI-OC Education Committee is dedicated to the education of Community Association Volunteer Board Members and Community Managers. Along with monthly luncheons, the Chapter holds two five-week series of Community Leadership Training Programs (CLTP). Specifically geared to the leadership of HOA's, these courses will provide an in-depth discussion and up-to-date information on topics that are critical to the success of your association. Your sponsorship dollars ensure we are able to facilitate these fundamental educational programs at no cost to community managers and homeowner leader members.

### CLTP Class Sponsorship \$300

#### Sponsorship Includes:

- Company name on signage at all series of CLTP Classes
- Company information included in course notebook given to all attendees (Sponsor provides 100 each 8½" x 11" flyers)
- Recognition on the Chapter website



### CLTP Exhibitor Sponsorship \$100

#### Sponsorship Includes:

- 6 Foot Covered Display Table at One (1) CLTP Spring or Fall Class (no electricity)
- Recognition on the Chapter website

### Bonus Class Sponsorship \$100

#### Sponsorship Includes:

- 6 Foot Covered Display Table at one bonus course (no electricity) *Topics to be selected by the Education Committee and scheduled at a minimum of twice annually.*
- Recognition in the OC View & Chapter website

## PMDP Manager Program Sponsorships

### Exhibitor at PMDP Workshops \$325 (limited to 2 per program)

6ft skirted display table (no electricity)

*(Exhibitor time is during registration from 8:00 am until 8:30 am)*

Two (2) company attendees to introduce their firms to the community managers at the beginning of the educational program and breakfast.

Company website address & link on the website

Includes a contribution to the PCAM scholarship fund

### PMDP Workshop Highlighter Sponsorship \$300 (Limit of one!)

Your company highlighter at each attendees seat for all PMDP workshops held at the chapter office in 2019

Highlighters to be supplied by sponsor (*approx. 250 need for the year*)

Includes a contribution to the PCAM scholarship fund





## Free Legal Advice Roundtable

Wednesday, August 28  
Woodbridge Village Assoc., Irvine

### Exhibitor \$425 *(maximum 6 available)*

Six foot skirted table top display (no electricity)  
Recognition at the event and in the Chapter magazine *OC View*

### Special *OC View* Advertising Insert \$220

Business Card ad in Special *OC View* Magazine  
Recognition at the event

### Centerpiece Sponsor \$75

Recognition in the *OC View* & Chapter website  
company recognition at the Event at each table



## Additional Sponsorships

### MEMBERSHIP CAMPAIGN SPONSORSHIP \$350

*The "2019" Campaign from the Membership Committee is looking for support in offering recognition to both the recruiter and the new member. The promotion will run for the entire year with fabulous prizes.*

#### **Sponsorship includes:**

Monthly recognition on the PowerPoint at the Educational Luncheon during the recruiter and new member presentations.  
Recognition in the *OC View* with the new member and recruiter photographs.  
Recognition on the Chapter website on the campaign page with links to your company website.

### CHAPTER CONFERENCE ROOM SPONSOR

#### **\$500 Banner Sponsor includes:**

Company logo recognition perpetually display in the chapter's conference room during meetings and educational seminars.

additional sponsorship opportunities

# 2019 MEMBERSHIP DIRECTORY

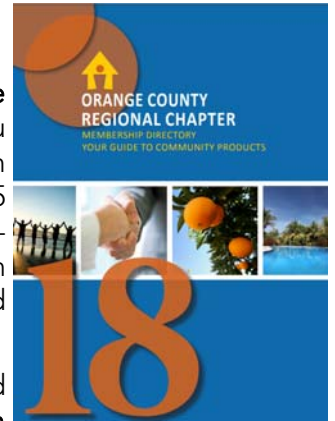
**Membership Listings:** As a member of CAI - Orange County, you receive one listing in the 2019 Membership Directory at no cost to you. (In addition, you will be mailed a copy of this valuable publication ABSOLUTELY FREE!) You can include additional listings for your company in multiple categories for just \$75 per category. Review the list of categories to make your free selection and consider the advantages of additional listings for your company. All information must be received at the Chapter office by **November 16, 2018** to be included in the 2019 Membership Directory.

**Print Advertising:** Complete information: rates, mechanicals, prices and guidelines for advertising in the 2019 Membership Directory is below. **Return your order with payment by October 26<sup>th</sup> and receive a 10% discount on full page ads, including divider tab pages!**

**On-Line Advertising:** Company logos on the individual Service Provider pages, limited to the first three per category. Logos must be in a digital format and 120 pixel width by 120 pixel height. Logos for the CAI-OC homepage are limited to the first eight (8) sponsors.

## Advertising Terms & Conditions

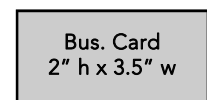
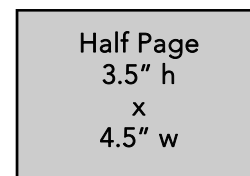
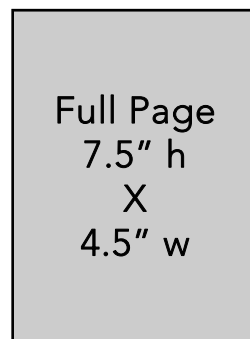
- Advertisers must be members of the Orange County Regional Chapter of Community Associations Institute. No advertising will be published representing any other individual, company or organization. Ads will be accepted only for the category of membership held, (i.e., holders of individual homeowner memberships cannot place business ads).
- All ads must conform to one of the display advertising size specifications shown below and must be submitted in **digital file**. All screens should be 133 lines per inch. Any display ad received that exceeds the size specified below will be returned for necessary modification. Payment must be received, with artwork, by November 16, 2018 to be included in the 2019 Directory distributed in early 2019.
- The advertiser is responsible for providing the final ad to CAI and must make any and all changes prior to the deadline for publication.
- CAI-OC shall not be bound by specific location/position requests (except premium pages). **Allocation of premium ads will be based on date and time of receipt of payment.** The chapter reserves the right to determine actual position.
- The chapter reserves the right to refuse any ad not deemed acceptable in layout or nature of content.
- Acceptance of an ad in the CAI-OC Membership Directory does not constitute approval or endorsement of the product or service. CAI-OC accepts no liability whatsoever for ad content.
- Members are encourage to use the CAI member logo on any advertising. The member logo must conform to the standards set forth by CAI-National.



Size	Black & White	Full Color
Full Page	\$750	\$975
Half Page	\$500	\$650
Bus. Card	\$250	\$375

**Premium Pages:**

Full Page ad only		
Inside & Back Covers (3 only)	\$1999	
<i>(full color included)</i>		
Divider Tab Pages (12 only)	\$1099	
<i>(full color included)</i>		





The OC View is the bi-monthly publication of the Orange County Chapter. With award winning articles the magazine contains important industry information for all membership representation groups of CAI. The publication is distributed to all of the Orange County Chapter members.

The online version of the OC View offers advertisers the opportunity to live link to their company website. If your advertisement contains a web link, your advertisement will automatically link to your company website.

### GUIDELINES

- ◆ Prepayment prior to the advertising deadline date is required. Any advertisement received without payment will not be included until payment is received.
- ◆ All advertisements received must be in digital format to be included in the online OC View, please e-mail to [Kathy@caioc.org](mailto:Kathy@caioc.org).

### S P E C I F I C A T I O N S

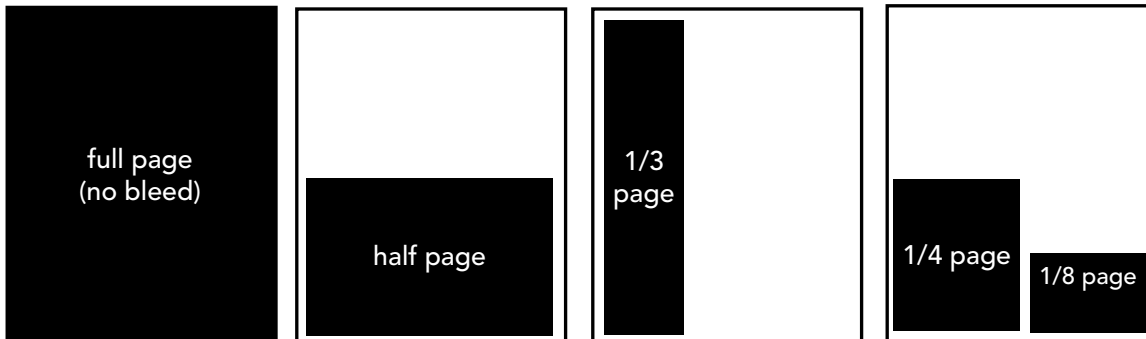
size		dimensions	price
full page	vertical	7 1/2" w X 10" h 8 1/2" w X 11" h bleed	\$800
premium pages inside front and inside back covers	vertical	7 1/2" w X 10" h 8 1/2" w X 11" h bleed	\$950
back cover	vertical	6 1/2" w X 9" h	\$1,000
1/2 page	horizontal	7 1/2" w X 4 3/4" h	\$475
1/3 page	vertical	2 3/8" w X 10" h	\$350
1/4 page	vertical	3 1/2" w X 4 3/4" h	\$300
1/8 page	horizontal	3 1/2" w X 2 1/4" h	\$220

**\*\* all advertising rates include full color process and are quoted per issue\*\***

*\*Artwork must be created to exact specifications for link to be recognized. CAI is not responsible for broken, mission or misdirected links in advertiser supplied artwork. Certain restrictions apply.*

### ADVERTISING INSERTION & PAYMENT DEADLINE DATES FOR 2019

Jan/Feb Issue ↔	Friday, December 7, 2018
Mar/Apr Issue ↔	Friday, February 8, 2019
May/June Issue ↔	Friday, April 12, 2019
Jul/Aug Issue ↔	Friday, June 7, 2019
Sept/Oct Issue ↔	Friday, August 9, 2019
Nov/Dec Issue ↔	Friday, October 11, 2019



CAI-OC  
1971 E. 4th Street, Ste. 280  
Santa Ana, CA 92705  
714.479.1022 phone 714.479.1026 fax  
[www.caioc.org](http://www.caioc.org)