

CAI Orange County 2021 Marketing Plan Available Opportunities as of December 2020



ORANGE COUNTY REGIONAL
CHAPTER
community
ASSOCIATIONS INSTITUTE

2021



**BUY MARKETING OPPORTUNITIES AT
WWW.SHOPCAIOC.ORG**

WWW.CAIOC.ORG

Created: 11/12/20
Revised: 12/16/20

EDUCATIONAL COUCH CONNECT WEBINARS

January-March 2021 will not have live luncheons due to uncertainties caused by COVID-19. For Q1 2021, we will continue our popular Couch Connect Educational Webinars (attendance range of 80-150).

PRESENTING LEVEL

\$700 per event (limited to five per event) includes:

- One (1) free company attendee
- Up to 2-minute live or videotaped commercial addressing the attendees directly
- Company logo on promotional materials, social media, and website
- Recognition in the chapter magazine *OC View*
- PDF list of manager and business partner attendee names post event

Available for:

- ◇ January 21, 2021 "State of CAI"
- ◇ March 18, 2021 "Implications of COVID-19"

MANAGER/HOMEOWNER LEVEL

\$500 per event includes:

- Two (2) free company attendees
- Eight (8) Community Managers and/or Community Association Volunteer Leader guests
- Company logo on promotional materials, social media, and website
- Recognition in the chapter magazine *OC View*
- .PDF list of manager and business partner attendee names post event

Available for:

- ◇ January 21, 2021 "State of CAI"
- ◇ February 18, 2021 "Economic Forecast"
- ◇ March 18, 2021 "Implications of COVID-19"

EDUCATIONAL LUNCHEONS/MINI TRADE SHOWS

The luncheon/min-trade show events scheduled for April-December 2021 will be held at various hotels /venues in Orange County. Average attendance at our live innovative and informative luncheon programs is between 325 - 375. To even the playing field for CAI-OC Members, the July-December 2021 luncheons will be released in early 2021.

2021 LIVE LUNCHEON DATES & TOPICS

May 27 (Thurs)	Avoiding Litigation/De-escalating Legal Conflicts
June—N/A	Annual Symposium & Expo
*July 22 (Thurs)	Big Spending/Large Expenditures
August 19 (Thurs)	Dealing with Harassment & Defamation

2021 MINI TRADE SHOW DATES & TOPICS

April 21 (Weds)	Workforce Development & PCAM Reception
*September 15 (Weds)	By Popular Demand— Plumbing Concerns
*October 5 (Tues)	Leadership & Conflict Resolution
*November 18 (Thurs)	Legislative Update
*December 16 (Thurs)	Homelessness Update

REGULAR LUNCHEON SCHEDULE

11:30 a.m. - 12:00 p.m. Registration/Exhibit Hall Open
12:00 p.m. - 1:30 p.m. Educational Luncheon Program

MINI TRADE SHOW SCHEDULE

11:00 a.m. - 12:15 p.m. Registration & Mini Trade Show
12:15 p.m. - 1:30 p.m. Educational Luncheon Program
1:30 p.m. - 2:00 p.m. Mini Trade Show

MANAGER/HOMEOWNER TABLE

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

\$560 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 name on the CAI-OC website event page

Available for:

- ◇ April 21, 2021 Mini Trade Show

MEDIA (PHOTOGRAPHY/VIDEO)

\$700 (maximum of 2 advertisers) includes:

- Lunch for one (1)
- Upon receipt of full payment, recognition on the CAI-OC website, and social media
- Recognition in the chapter magazine *OC View*

Available for:

- ◇ April 21, 2021 Mini Trade Show
- ◇ May 27, 2021 Luncheon

****Location and date are subject to change, live events may go virtual due to COVID-19, please verify prior to event.****

9TH ANNUAL CAI-OC SYMOSIUM & EXPO

Wednesday, June 23, 2021 | Hilton, Costa Mesa

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.

PRESENTING \$5,000—EXCLUSIVE!

(Only one available)

- Company representative to address the audience at Opening Plenary Session/Keynote for all attendees (up to 5 minutes, content pre-approved by CAI-OC)
- Company recognition and logo on pre-event marketing materials
- Company logo link on the CAI-OC website
- 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)
- Four (4) attendees for event
- Company recognition and logos at educational sessions on PowerPoint Presentations

EXHIBITOR TABLE TOP DISPLAY \$700

- Six-foot skirted table to display your company Information (no electricity) - Table top display will be on a first come first serve basis.
- One (1) attendee for event

COCKTAIL \$760

- 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) attendees for event

HOMEOWNER SCHOLARSHIP \$620

- Company information included in conference bag
- One (1) attendee for event
- Invitation to up to four (4) Homeowner Leaders

EDUCATIONAL SESSION \$620

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

COFFEE BREAK \$420

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

HORS D'OEUVRES \$320

- Exclusive company recognition at hors d'oeuvre buffet stations
- Company information included in conference bag
- One (1) attendee for event

POWER BREAK \$300

- Exclusive company recognition at snack buffet stations
- Company information included in conference bag
- One (1) attendee for event

RAFFLE TICKET \$250

- Exclusive company recognition on raffle ticket envelopes
- One (1) attendee for event

All marketing opportunities include:

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

HOMEOWNER LEADER CLASSES

The CAI-OC Education Committee is dedicated to the education of Community Association Volunteer Board Members and Community Managers. 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 marketing opportunity dollars ensure we are able to facilitate these fundamental educational programs at no cost to community managers and homeowner leader members.

CLTP CLASS \$300

- Company name on signage at all series of CLTP Classes
- Company information included in course materials given to all attendees (For live CLTP, provide 100 each 8½" x 11" flyers)
- Recognition on the Chapter website

Virtual Spring CLTP on Zoom
April 13-May 4

Fall CLTP at Saddleback College
September 22-October 6

ADDITIONAL LUNCHEON OPPORTUNITIES

TRADE SHOW BAG

Will include company logo on each trade show bag given to Community Managers and Community Association Volunteer Leaders.

- **\$625** for July through December Luncheons and Mini Trade Shows
(including 5 Mini Trade Shows)

CENTERPIECE for Mini Trade Shows \$100 each

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. Each of the centerpieces includes company recognition at each luncheon table during the Mini Trade Show.

April Mini Trade Show

October Mini Trade Show

December Mini Trade Show

September Mini Trade Show

November Mini Trade Show

VIRTUAL MANAGER BREAKFAST

VIRTUAL MANAGER BREAKFAST—March 25, 2021 on Zoom

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 online event will be held once on March 25, 2021.

PATRON \$430 (Only five available)

- Company recognition in pre-event marketing, social media, and website
- Company representative to address audience (up to one minute) at beginning of educational Session
- Recognition at the event
- Up to ten tickets to Manager guests

SUPPORTER \$180 (Seven available)

- Company logo recognition in pre-event marketing, social media, and website
- Up to five tickets to Manager guests

FREE LEGAL ADVICE ROUNDTABLE

SPECIAL OC View ADVERTISING INSERT \$220

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

Thursday, May 13 (PM)
Thursday, August 10 (AM)
Thursday, October 28 (PM)
Venues TBD

CENTERPIECE \$75

- Recognition in the OC View & on the chapter website
- Company recognition at the event at each table

PROFESSIONAL MANAGEMENT DEVELOPMENT PROGRAM (PMDP) OPPORTUNITIES

Exhibitor at PMDP Workshops \$325 *(Only two available per program)*

- Six-foot 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.
- Upon receipt of payment in full, company website address & link on the website
- Includes a contribution to the PCAM scholarship fund

Available for:

- ◇ July 15, 2021: PMDP M-100
- ◇ August 12, 2021: PMDP M-206
- ◇ September 10, 2021: PMDP M-203
- ◇ November 4, 2021: PMDP M-204

PMDP Workshop Highlighter \$300 *(Only one available for all of 2021)*

- Your company highlighter at each attendee's seat for all live PMDP workshops
- Highlighters to be supplied by sponsor *(approx. 250 needed for the year)*
- Includes a contribution to the PCAM scholarship fund

ADDITIONAL OPPORTUNITIES

MEMBERSHIP CAMPAIGN \$350

The "2022" 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.

- Monthly recognition on the PowerPoint at the Educational Luncheon during the recruiter and new member presentations
- Recognition on the chapter website on the campaign page with links to your company website

CHAPTER CONFERENCE OR ZOOM ROOM

\$500 Banner includes:

- Company logo recognition perpetually displayed in the chapter's conference room or Zoom room during meetings and educational seminars

VIRTUAL MARKETING OPPORTUNITIES

POWER CLASS GUEST SPEAKER \$425

- Opportunity to speak for up to 20 minutes (pre-approved educational program live streamed on Facebook)
- Program and details included in social media marketing prior to Power Class

SHARE YOUR POST \$250 per share

- Chapter will share one of your selected posts to the chapter's Facebook or Instagram

INSTAGRAM TV \$250 per video share

- Chapter will post your approved video to Instagram TV on the chapter's Instagram

SOCIAL MEDIA STORY \$150 per post

- Chapter will post your provided content to the chapter's Facebook or Instagram for 24 Hours

ADVERTORIAL \$350

- Chapter will email your approved article submission (max 500 words) and logo to the Chapter's entire database as part of an e-blast (4,500+ contacts)

COMPANY LOGO \$200

- Chapter will include your company logo in one of our Chapter's emails to the entire database (4,500+ contacts)

CAI-OC CRIBS VIDEO TOUR ON SOCIAL MEDIA \$300

- Facebook or Instagram TV
- Chapter will post a video interview with your company and/or tour of your company to Social Media (10 minutes max)

Website Marketing Opportunities

ONE-YEAR WEBSITE ADVERTISEMENT \$1,500

- Have your company's 1/4 page advertisement on the chapter website for 12 months

SIX-MONTH WEBSITE ADVERTISEMENT \$1,000

- Have your company's 1/4 page advertisement on the chapter website for 6 months

QUARTERLY WEBSITE ADVERTISEMENT \$450

- Have your company's 1/4 page advertisement on the chapter website for 3 months

BILLIARDS TOURNAMENT

Tuesday, May 18 | Danny K's, Orange

KICK SHOT \$325

- Team Registration of four (4) Players with access to the all-you-can-eat dinner buffet
- Company recognition on the exclusive buffet signage
- Recognition in the *OC View* & on the chapter website

VIRTUAL VARIETY SHOW - THIS INDUSTRY'S GOT TALENT

Wednesday, July 28 | Zoom

BROADWAY \$1,500 *(Only two available)*

- Company representative to address the audience *(3 minutes, content pre-approved by CAI-OC)*
- Company to introduce three talents
- Company recognition in event marketing materials, website, and social media

HOLLYWOOD SPONSORS \$700

- Company representative to address the audience *(2 minutes, content pre-approved by CAI-OC)*
- Company to introduce two talents
- Company recognition in event marketing materials, website, and social media

VARIETY \$400

- Company representative to address the audience *(1 minute, content pre-approved by CAI-OC)*
- Company to introduce one talent
- Company recognition in event marketing materials, website, and social media

VIDEO \$250

- Company representative to address the audience *(30 seconds, content pre-approved by CAI-OC)*
- Company recognition in event marketing materials, website, and social media

ZOOM \$100

- Company recognition in event marketing materials, website, and social media

All marketing opportunities include: Recognition based upon marketing opportunity level in the sponsor event video.

33rd ANNUAL GOLF TOURNAMENT

Monday, September 27 | Tustin Ranch Golf Club

EXCLUSIVE MASTERS PRESENTING - \$5,000 (Only one available)

- Two (2) VIP foursomes including tournament awards dinner
- Company representative to address audience during awards dinner (up to 5 minutes, content pre-approved by CAI-OC)
- Company recognition at post golf awards presentation
- Company recognition on event banner and pre-event marketing and on all golf cart signs
- Company exhibit table and custom signage at designated tee box with lunch for two (2) company representatives
- Full page ad and recognition in tournament program
- Company logo item placed in player's swag bag (to be provided by Exclusive Masters Presenting Supporter)
- Recognition in the *OC View* & on the chapter website

PHOTOGRAPHER \$1,500 (Only one available)

- 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* & on the chapter website

TEE SIGN \$1,000 (Only two available)

- Company logo on tee marker signs (18 each)
- 1/2 page ad in tournament program
- Recognition in the *OC View* & on the chapter website

SPORTS SWAG BAG \$800 (Only three available)

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

PIN FLAG \$700 (Only three available)

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

SHOTGUN LEVEL \$650 (Only three available)

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

DRIVING RANGE \$250

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

BALL DROP \$150 - NEW!

- Company logo on sign at the hole
- Recognition in tournament program
- Recognition in the *OC View* & on the chapter website

SWAG BAG \$75

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

HOLIDAY SOCIAL

Thursday, December 9 | Venue 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 \$650

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

DESSERT \$325

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

CENTERPIECE \$175

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

OC VIEW MAGAZINE ADVERTISING

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

- ◆ Pre-payment prior to the advertising deadline date is required. Any advertisement received without payment will not be included until payment is received.
- ◆ All advertisements must be in digital format to be included in the online *OC View*, please e-mail to christine@caioc.org.

ADVERTISING INSERTION & PAYMENT DEADLINE DATES FOR 2021

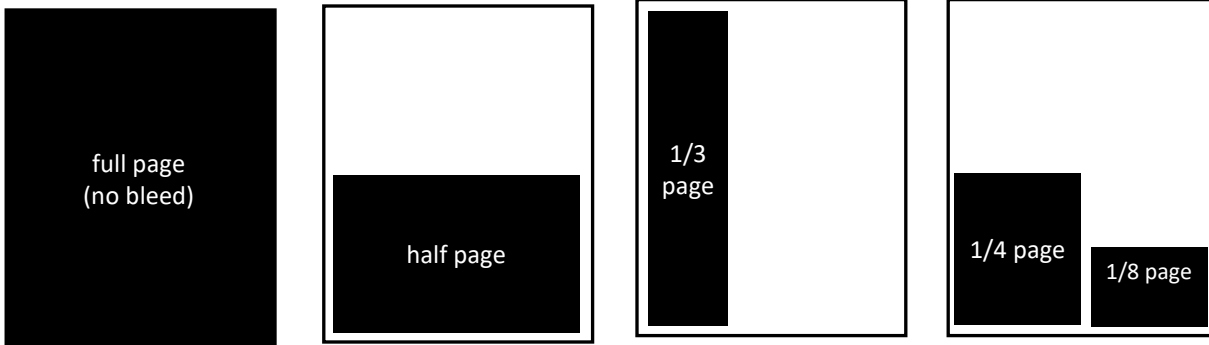
Mar/Apr Issue ↔	January 15, 2021	Sept/Oct Issue ↔	July 16, 2021
May/June Issue ↔	March 12, 2021	Nov/Dec Issue ↔	September 10, 2021
Jul/Aug Issue ↔	May 14, 2021		

SPECIFICATIONS

size		dimensions	price
full page	vertical	7 1/2" w X 10" h 8 1/2" w X 11" h bleed	\$800
premium pages vertical inside front and inside back covers		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, missing, or misdirected links in advertiser supplied artwork. Certain restrictions apply.



To purchase OC VIEW advertising, please complete and return the form at www.caioc.org or email christine@caioc.org for more information

Please Note:
All prices quoted are CAI-OC member pricing. Non-member pricing is an additional 50% over the quoted price. Pre-payment in full with a credit card using our new e-commerce site is required to guarantee all marketing opportunities and advertising purchased online.

Payment Terms
Payments for your 2021 Marketing Plan must be made in full at the time of online purchase.

Cancellation of a contract after the online purchase will result in a \$100 administrative fee if canceled before 90 days prior to the event or advertising deadline.

No refunds will be given for marketing opportunities canceled within 90 days of the event or advertising deadline.