

CAI Orange County 2021 Marketing Plan Available Opportunities as of April 2021



ORANGE COUNTY REGIONAL
CHAPTER
community
ASSOCIATIONS INSTITUTE

2021



UNITED WE STAND

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

WWW.CAIOC.ORG

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

EDUCATIONAL COUCH CONNECT WEBINARS

April & May 2021 will not have live luncheons due to uncertainties caused by COVID-19.

COMMERCIAL LEVEL (only six per event)

\$400 per event includes:

- One (1) free company attendee
- Up to 30-second videotapes commercial addressing the audience directly
- Company logo on promotional materials, social media, and website
- Recognition in the chapter magazine *OC View*

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

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 2021.

2021 LIVE LUNCHEON DATES & TOPICS

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

*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

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

FREE LEGAL ADVICE ROUNDTABLE

SPECIAL *OC View* ADVERTISING INSERT \$220

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

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

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

Fall CLTP at Saddleback College
September 22-October 6

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

VIRTUAL CINCO DE MAYO BINGO FOR CLAC

Thursday, May 6 | Zoom

EXCLUSIVE SUPER CALLER LEVEL \$1,200

- 30-second commercial spot
- Call out numbers for two (2) games
- 5 players - 5 cards each
- Logo on website event page and flyer
- Verbal recognition at event
- Logo displayed during event
- Donate a prize (minimum value of \$50)
- Announce prize during game

CALLER LEVEL \$800 (8 Available)

- 15-second commercial spot
- Call out numbers for one (1) game
- 5 players - 5 cards each
- Logo on website event page and flyer
- Verbal recognition at event
- Logo displayed during event
- Donate a prize (minimum value of \$50)
- Announce prize during game

ADMISSION LEVEL \$400 (10 Available)

- 5 players - 5 cards each
- Logo on website event page and flyer
- Verbal recognition at event
- Logo displayed during event

PLAYER LEVEL \$250

- 4 players - 5 cards each
- Name listed on website event page

PRIZE LEVEL \$100 (10 Available)

- 2 players - 5 cards each
- Verbal recognition at event
- Donate a prize (minimum \$50 value)
- Name listed on website event page

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:

- ◇ August 12: PMDP M-206
- ◇ September 10: PMDP M-203
- ◇ November 4: 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

ADDITIONAL LUNCHEON OPPORTUNITIES

PEN 3rd QUARTER

\$500 Have your company pen displayed at each attendee's place at the luncheon tables. Supply CAI-OC with enough pens for three (3) months (approximately 1,000 needed) and your company pen will be at each attendees seat.

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 4 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.

September Mini Trade Show
October Mini Trade Show

November Mini Trade Show
December Mini Trade Show

VIRTUAL VARIETY SHOW - THIS INDUSTRY'S GOT TALENT

Tuesday, August 31 | Zoom

HEADLINING SPONSOR \$3,000 *(Only one available)* **HOLLYWOOD SPONSOR \$700** *(Only three available)*

- Company representative to introduce the headlining act in a live "Studio Spotlight"
- Company information/blurb shared with the audience by the headlining act halfway through their live set
- Complimentary creative support for studio design/theme from CAI-OC
- Company recognition in event marketing materials, website, and social media
- Opportunity to invite select managers to attend your In-Studio viewing party (optional)
- Company representatives may utilize logo background when attending virtual event (up to 2 individuals)
- Inclusion of up to (2) company representatives in sponsor video to be produced by CAI-OC
- Promotional swag item of your choice included in gift bag for pre-registered attendees

- Company representative to address the audience (1 minute, content pre-recorded & approved by CAI-OC)
- Company to introduce one talent act in a pre-recorded video
- Company recognition in event marketing materials, website, and social media
- Company representative may utilize logo background when attending virtual event (1 individual)
- Promotional swag item of your choice included in gift bag for pre-registered attendees

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

- Company representative to address the audience *(3 minutes, content pre-approved by CAI-OC)*
- Company to introduce the closing number in a live "Studio Spotlight"
- Company recognition in event marketing materials, website, and social media
- Opportunity to invite select managers to attend your In-Studio viewing party (optional)
- Company representatives may utilize logo background when attending virtual event (up to 2 individuals)
- Inclusion of one (1) company representative in sponsor video to be produced by CAI-OC
- Promotional swag item of your choice included in gift bag for pre-registered attendees

VARIETY \$400 *(Only two available)*

- Company representative to address the audience (1 minute, content pre-recorded & approved by CAI-OC)
- Company representative may utilize logo background when attending virtual event (1 individual)
- Company recognition in event marketing materials, website, and social media
- Promotional swag item of your choice included in gift bag for pre-registered attendees

VIDEO \$250

- Company representative may utilize logo background when attending virtual event (1 individual)
- Company recognition in event marketing materials, website, and social media
- Promotional swag item of your choice included in gift bag for pre-registered attendees

ROCKSTAR SPONSOR \$1,000 *(Only three available)*

- Company representative to address the audience (up to 2 minutes, content pre-recorded & approved by CAI-OC)
- Company to introduce one talent act in a pre-recorded video
- Inclusion of one (1) company representative in sponsor video to be produced by CAI-OC
- Company representative may utilize logo background when attending virtual event (1 individual)
- Company recognition in event marketing materials, website, and social media
- Promotional swag item of your choice included in gift bag for pre-registered attendees

SWAG \$150

- Company representative may utilize logo background when attending virtual event (1 individual)
- Promotional swag item of your choice included in gift bag for pre-registered attendees



CAI MUSIC TELEVISION®

All sponsors receive 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

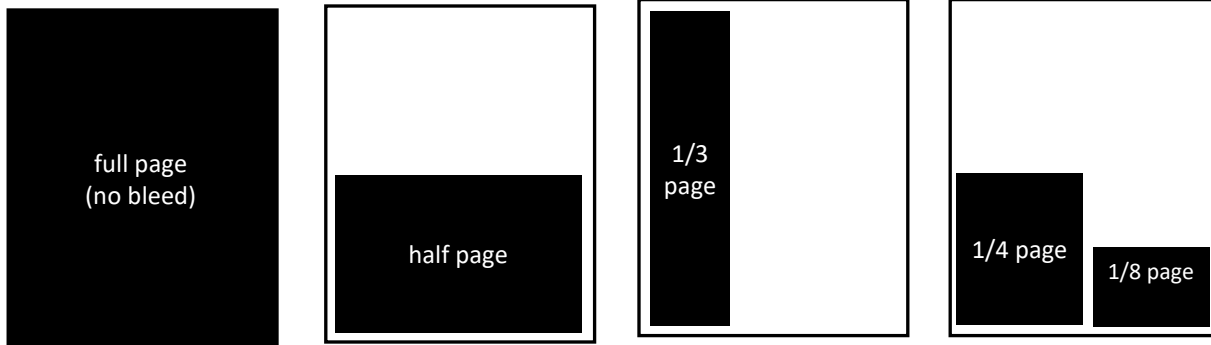
Mar/Apr Issue ↔	January 15, 2021	Sept/Oct Issue ↔	July 16, 2021
May/June Issue ↔	March 12, 2021	Nov/Dec Issue ↔	September 10, 2021
Jul/Aug Issue ↔	May 14, 2021		

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.