

**Sponsorship Benefits Packet for 2022**

The **Kentucky Chapter** of the Community Associations Institute (CAI-KY) serves the educational, business, and networking needs of the Kentucky community association industry in Kentucky. This statewide chapter is headquartered in Louisville and is expanding its programs and services to Lexington, Northern Kentucky, Southern Indiana, and surrounding areas.

The Kentucky Chapter is proud to provide programs and events for its members, which include condominium, cooperative, and homeowner association volunteers, professional association managers, management companies, and affiliated industry partners who provide services and products to community associations.

**CAI Kentucky**

**P.O. Box 19608**

**Louisville, KY 40259**

**Phone: (502)780-7695 or (502)445-4585****ced@cai-ky.net** **caiky.net**

 **Becoming a sponsor is easy!**

 Thank you for your interest in becoming a sponsor of CAI KY Chapter! If your target market includes Condominium Associations, Homeowner Associations or Cooperatives then CAI Kentucky is the right place to invest your marketing dollars.

 The Kentucky Chapter of CAI Board of Directors strongly endorses the Sponsorship Program for 2022. As a Business Partner, Community Management Company or a Community Association, we know you can invest your marketing dollars wherever it best suits your needs. But we believe your investment in the CAI-Kentucky Chapter Sponsorship Program will increase your groups' ability to strengthen their relationship with our members.

**2022 Sponsorship Levels – Member Pricing**

**Platinum - $1,600** ($1500 by January 15)

**Gold - $1,100** ($1000 by January 15)

**Silver - $700** ($600 by January 15)

**Bronze - $350** ($250 by January 15)

**As a courtesy and token of appreciation to all of our sponsors, any sponsor who pays in full by January 15 will receive a $100 discount. Full payment and all sponsors must be secured by February 15 to secure all sponsor benefits.**

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 **Every consideration/accommodation will be given to an equivalent benefit should we need to switch to virtual meetings**

### Platinum - $1600 ($1500 by January 15)

* Logo on scrolling banner on the front page of the chapter website
* Clickable logo on the sponsorship page of the chapter website
* Full page ad, clickable to company website, in each of the new quarterly mini-magazines (sent electronically)
* ½ page clickable advertisement in each of the monthly newsletters (in non-magazine months – 8 total)
* Spotlight article (1,000 words or less) in each magazine (4 times total)
* Special listing in the Preferred Business Partner section of the online membership directory
* Free Registration to attend six (6) chapter luncheons
* Logo displayed in sponsor graphic for all chapter communications
* Logo displayed at all chapter events, in multimedia slideshow
* Logo displayed on table tents at chapter events
* Special recognition on sponsor name badges
* First opportunity to purchase premium Trade Show sponsorships
* Six opportunities for social media promotion on Chapter’s Facebook page

### Gold - $1100 ($1000 by January 15)

* Clickable logo on the sponsorship page of the chapter website
* ½ page ad, clickable to company website, in two (2) of the new quarterly mini-magazines (sent electronically)
* ½ page clickable advertisement in 6 of the monthly newsletters (in non-magazine months)
* Special Listing in the Preferred Business Partner section on the online membership directory
* Free Registration to attend three (3) chapter luncheons
* Logo displayed in sponsor graphic for all chapter communications
* Logo displayed at all chapter events, in multimedia slideshow
* Logo displayed on table tents at chapter events
* Special recognition on sponsor name badges
* Four opportunities for social media promotion on Chapter’s Facebook page

### Silver - $700 ($600 by January 15)

* Clickable logo on the sponsorship page of the chapter website
* ½ page advertisement in one (1) of the new quarterly newsletters mini-magazines (sent electronically)
* ½ page clickable advertisement in 3 of the monthly newsletters (in non-magazine months)
* Special Listing in the Preferred Business Partner section on the online membership directory
* Free Registration to attend one (1) chapter luncheon
* Logo displayed in sponsor graphic for all chapter communications
* Logo displayed at all chapter events, in multimedia slideshow
* Logo displayed on table tents at chapter events
* Special recognition on sponsor name badges
* Two opportunities for social media promotion on Chapter’s Facebook page

### Bronze - $350 ($250 by January 15)

* Clickable logo on the sponsorship page of the chapter website
* ¼ page advertisement in one (1) of the new quarterly newsletters
* Name recognition in all chapter communications
* Listing in the online membership directory
* Logo displayed at all chapter events
* Special recognition on sponsor name badges

**Additional Sponsorship Opportunities**

**Luncheon Sponsor - $250 (Only one sponsor per luncheon.)**

* Recognition on the chapter website during the month that you sponsor.
* Up to two (2) Minutes to introduce yourself and company during the luncheon.
* Table-top signage at the luncheon.
* Marketing materials may be placed on the luncheon tables.

**Sponsorship of Magazine**

Promote your business and services to the CAI Membership community by increasing your exposure in the quarterly magazine. We are offering sponsorship opportunities as follows:

* 1/4 Page: $120 Per Issue
* 1/2 Page: $200 Per Issue
* Full Page: $350 Per Issue

The newsletter is electronically delivered to all current and prospective members, sponsors and business partners.

**Trade Show Sponsorship**

* Grand Prize Sponsor: $500
* Cocktail Sponsor: $500
* Passport Sponsor: $200
* Name Badge Sponsor: $200
* Bag Sponsor: $200
* Booth Vendor: $300

**CAI-KY 2022 SPONSORSHIP COMMITMENT FORM**

\_\_\_\_ **YES**, I would like to reach new potential customers by being a 2021 sponsor of CAI-KY

Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Company Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

City:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ State:\_\_\_\_\_\_\_ Zip:\_\_\_\_\_\_\_\_\_\_\_

#### Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Fax:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-Mail: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Website: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**SELECT YOUR LEVEL OF SPONSORSHIP:**

\_\_\_\_\_ Platinum Sponsor $1700 ($1600 members)

\_\_\_\_\_ Gold Sponsor $1200 ($1100 members)

\_\_\_\_\_ Silver Sponsor $800 ($700 members)

\_\_\_\_\_ Bronze Sponsor $450 ($350 members)

\_\_\_\_\_ Luncheon Sponsor $250 ($150 members)

\_\_\_\_\_ Newsletter Sponsor Full Page/Each Issue $450 ($350 members)

\_\_\_\_\_ Newsletter Sponsor ½ Page/Each Issue $300 ($200 members)

\_\_\_\_\_ Newsletter Sponsor ¼ Page/Each Issue $220 ($120 members)

\_\_\_\_\_ Trade Show Grand Prize Sponsor $600 ($500 members)

\_\_\_\_\_ Trade Show Cocktail Sponsor $600 ($500 members)

\_\_\_\_\_ Trade Show Passport Sponsor $300 ($200 members)

\_\_\_\_\_ Trade Show Name Badge Sponsor $300 ($200 members)

\_\_\_\_\_ Trade Show Bag Sponsor $300 ($200 members)

 **By email:** Robin Miller, Chapter Executive Director at ced@cai-ky.net or call 502-445-4585

**DISCOUNT DEADLINE:** Return this form and payment by January 15, 2022.

**FINAL DEADLINE AND PAYMENT DUE:** February 15, 2021.

Full benefits will not be activated until payment is received.