

CAI-MI 2021 Marketing Opportunities

VIRTUAL EVENT SPONSORSHIPS

In these challenging times, CAI-MI still provides the best opportunities to keep your company in front of community managers and HOA boards. We are committed to providing creative ways for you to maintain and build your business in this industry. Although we were not able to shake hands and network in-person at venues in 2020, we learned how to create and provide successful online interaction using ZOOM, which kept you connected with managers and association boards as never before. Due to what will likely be Michigan's COVID-19 restrictions on gathering together in large groups during the first half of 2021, all CAI-MI events will be online the 1st quarter and possibly the 2nd quarter of 2021 (with the exceptions of the Outdoor Exhibitor Fair and the Golf Tournament). Keep your company in front of managers and HOA boards by partnering with us through sponsorship.

VIRTUAL / HYBRID MINI EXPO MARCH, AUGUST & OCTOBER

Out of concern for the safety of our members the Chapter decided to change the format of our annual conference. Our virtual/hybrid mini expos are an excellent opportunity to meet and greet community managers and board members. These events provide safer education opportunities to address industry issues and networking.

DIAMOND SPONSORS \$900 - (2 available)

Includes ability to give a 30-second pitch about your company and introduce program at beginning of the webinar, two (2) reps, a breakout room with the ability to provide a game and RAFFLE prize item for attending managers, company spotlight 30-second promotional video for on demand education webinars, registration for five (5) attendees, listing on event flyer, Community Association News Magazine and CAI-MI website, and inclusion of company promotional material uploaded for the attendees, and a copy of the attendee contact list.

LUNCH SPONSORS \$700

Includes announcement during the event thanking your company, a copy of the attendee contact list, your company name on all event promotions, including Community Association News Magazine and CAI-MI website.

BREAKOUT ROOM SPONSORS \$600.00

Highlight your company with a breakout room for attending managers and board members. This sponsorship allows face-to-face engagement with each attendee in between the educational presentations in your own creative breakout room. Includes registration for two attendees, listing on event flyer, 30 seconds at the beginning of the event to speak LIVE to attendees, recognition in Community Association News Magazine and CAI-MI website, and the ability to provide a game and RAFFLE prize item.

COMPANY SPOTLIGHT ADD-ON \$100

Available to Breakout room sponsors. Record a 30-second company promotional video which precedes the recorded on demand educational webinar.

EDUCATION SPONSOR \$500

Includes the ability to give a 30-second pitch about your company, announcement during the event thanking your company, a copy of the attendee contact list, your company name on all event promotions, including Community Association News Magazine and CAI-MI website.

REGISTER SPONSORS (seven (7) attendees - \$250.00 or Fourteen (14) attendees - \$500.00)

Includes announcement during the event thanking your company, a copy of the attendee contact list, your company name on all event promotions, including Community Association News Magazine and CAI-MI website. Introduction of company representative at event, ability to provide a RAFFLE prize item, Registration for 5 or 10 people depending on chosen size.

Please Note:

- Must be a current member in good standing to sponsor an event.
- All prices listed are CAI-MI member prices.
- Non-members pricing is an additional 100% over the member price.
- No refunds will be given for sponsorships or advertising, but the Chapter Executive Director will endeavor to work with the sponsor to move the funds to another event, if at least 20 days prior to the event and pending availability.
- Per Chapter Policies & Procedures, tabletop sponsorship are only open to business partner members, unless otherwise approved by the Chapter Board of Directors.