



# MARKETING BROCHURE

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## 2026

**#WEARECAI**  
**#LOVEWHEREYOUWORK**  
**#LOVEWHEREYOULIVE**

Explore annual  
partnerships, event  
sponsorships &  
marketing opportunities  
with CAI-MI!



**WWW.CAI-MICHIGAN.ORG**

# IT'S ALL ABOUT RELATIONSHIPS

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The Michigan Chapter of the Community Associations Institute (CAI-MI) connects homeowner association leaders, community managers, management companies, and industry partners through valuable educational programs and events. By hosting seminars, workshops, and publishing industry insights, CAI-MI empowers vibrant communities.

## **BUILD CONNECTIONS TO GROW YOUR BUSINESS**

PEOPLE DO BUSINESS WITH THOSE THEY KNOW. CAI-MI EVENTS FOSTER CONNECTIONS, TRUST, AND BUSINESS OPPORTUNITIES.

## **TAILOR YOUR SPONSORSHIP**

OUR "A-LA-CARTE" ANNUAL SUPER SPONSOR PROGRAM ALLOWS YOU TO CHOOSE THE EVENTS YOU WANT TO SUPPORT. FOR QUESTIONS, CONTACT US AT (734) 478-3756 OR EMAIL [CED@CAI-MICHIGAN.ORG](mailto:CED@CAI-MICHIGAN.ORG).

## **SPONSOR BENEFITS**

AS A SUPER SPONSOR, YOU'LL GAIN YEAR-LONG EXPOSURE AT ALL CHAPTER EVENTS, IN OUR PUBLICATIONS, AND ON OUR WEBSITE—A COST-EFFECTIVE WAY TO REACH KEY DECISION-MAKERS.

**OVER \$6.3 BILLION IN SERVICES ARE IN DEMAND ANNUALLY WITHIN MICHIGAN'S COMMON INTEREST COMMUNITIES.**

**CAI-MI IS YOUR GATEWAY TO COMMUNITY LEADERS AND MANAGERS LOOKING FOR RESOURCES AND SERVICE PROVIDERS. JOIN US IN 2026 TO GROW YOUR IMPACT!**

# CHAPTER STAFF

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**Lisa Holbrook, CMCA**

Chapter Executive  
Director



# EVENT CALENDAR

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## **MARCH 2026:**

- **MARCH 13, 2026 – ANNUAL CONFERENCE & EXPO – SUBURBAN COLLECTION SHOWPLACE, NOVI, MI**

## **APRIL 2026:**

- **APRIL 8, 2026 – CMCA REVIEW – CONCRAFT, AUBURN HILLS, MI**
- **APRIL 9, 2026 – MI LAC FUNDRAISER – THE HUB STADIUM & RESTAURANT, AUBURN HILLS, MI**

## **MAY 2025:**

- **MAY 7, 2025 – SOCIAL COMMITTEE TOPGOLF – AUBURN HILLS, MI**
- **MAY 15, 2026 – VIRTUAL EXPO – ZOOM**

## **JUNE 2025:**

- **TBD (LATE JUNE) – SOCIAL COMMITTEE DETROIT RIVER CRUISE, FREEDOM BOAT CLUB, DETROIT, MI**

## **AUGUST 2026:**

- **AUGUST 21, 2026 – ANNUAL GOLF OUTING – CHERRY CREEK GOLF CLUB, SHELBY TOWNSHIP, MI**

## **SEPTEMBER 2026:**

- **SEPTEMBER 10, 2026 – CMCA REVIEW – CONCRAFT, AUBURN HILLS, MI**
- **SEPTEMBER 11, 2026 – MEET THE MANAGERS – EASTERN MARKET SHED #5, DETROIT, MI**
- **TBD – HOMEOWNER LEADER CERTIFICATE PROGRAM**

## **OCTOBER 2026:**

- **OCTOBER 16, 2026 – VIRTUAL EXPO – ZOOM**
- **OCTOBER 22, 2026 – FLINT EXPO – WARWICK HILLS GOLF & COUNTRY CLUB, GRAND BLANC, MI**

## **DECEMBER 2026:**

- **DECEMBER 4, 2026 – ANNUAL AWARDS GALA – ROOSTERTAIL, DETROIT, MI**

**\*\* FOR THE CAI NATIONAL EDUCATIONAL CALENDAR, VISIT:  
[HTTPS://WWW.CAIONLINE.ORG/CAI-EDUCATION-  
OVERVIEW/](https://www.caionline.org/cai-education-overview/)**





# 2026 ANNUAL CONFERENCE

March 13, 2026



## **PLATINUM SPONSOR - \$3,200.00 (SOLD)**

Gain visibility with name recognition, prominent signage, a full-page ad in the program, a shout-out during the event, and display of your promotional items on the banquet table. Your company name will also feature on all event promotions, including CAI-MI Magazine and the CAI-MI website!

## **KEYNOTE SPEAKER SPONSOR - \$3,000.00 (SOLD)**

Claim your spot for maximum exposure! Enjoy brand recognition on event signage, a full-page ad in the program, and a shout-out during the event. Plus, your promotional items will be featured at the banquet, and your name will shine across all event promotions, including CAI-MI Magazine and our website. Don't miss out!

## **NAME BADGE SPONSOR - \$1,500.00 (SOLD)**

Get your company name strutting its stuff on name badges, bask in the glow of event signage, snag a half-page ad in the program, and enjoy a shout-out during the event! Plus, your name will shine bright on all promotions, from the CAI-MI Magazine to the CAI-MI website!

## **GOLD SPONSOR - \$1,100.00 (1 AVAILABLE)**

Join the sponsor squad with name recognition, eye-catching signage, a half-page ad in the program, and a big thank-you announcement during the event! Your company will also be featured in all the buzz, including the CAI-MI Magazine and CAI-MI website!

## **REGISTRATION DESK SPONSOR - \$1,000.00 (SOLD)**

Claim your spot as the Registration Desk Sponsor with fabulous signage, a quarter-page ad in the program, and a big thank-you announcement during the event! Plus, your company's name will be celebrated in all event promotions, including the CAI-MI Magazine and CAI-MI website!

## **SILVER SPONSOR - \$850.00 (4 AVAILABLE)**

Shine as a Silver Sponsor with name recognition, signage at the event, a quarter-page ad in the program, and a grateful shout-out during the festivities! Your name will also be spotlighted in all event promotions, including the CAI-MI Magazine and CAI-MI website!





# 2026 ANNUAL CONFERENCE

March 13, 2026

## **DRESS THE CED & PRESIDENT SPONSOR – \$800.00 (1 AVAILABLE)**

Our CED and Board President are suckers for a theme! By sponsoring the Dress the CED & President, you will receive prominent signage at the event, a quarter-page advertisement in the program, and a shout-out during the festivities. Your company will also receive promotion through event channels, including CAI-MI Magazine and our website. Costumes must be business appropriate.

## **BREAKFAST BUFFET SPONSOR – \$800.00 (3 AVAILABLE)**

Promote your brand at our event with signage, a quarter-page ad in the program, and a shout-out during the festivities. Your company will also be highlighted in event promotions, including CAI-MI Magazine and the website. Don't miss out on this opportunity!

## **LUNCH BUFFET SPONSOR – \$800.00 (3 AVAILABLE)**

Includes signage at the event, quarter page ad in the program book, announcement during the event thanking your company, your company name on all event promotions, including the CAI-MI Magazine and CAI-MI website.

## **COCKTAIL SPONSOR – \$700.00 (UNLIMITED)**

This sponsorship includes prominent signage at the event, a quarter-page advertisement in the program book, a public acknowledgment during the event expressing gratitude to your company, and your company name featured on all event promotions, including the CAI-MI Magazine and CAI-MI website.

## **EDUCATIONAL SESSION SPONSOR – \$500.00 (UNLIMITED)**

This sponsorship offers signage at the event, a quarter-page advertisement in the program, a public acknowledgment during the event thanking your company, and your company name displayed on all event promotions, including the CAI-MI Magazine and CAI-MI website.

## **EXHIBITOR'S BOOTHS:**

**8' x 10' – \$1,000.00 (non-CAI-MI member – \$1,700.00)**

**8' x 12' – \$1,100.00 (non-CAI-MI member – \$1,800.00)**

**Space includes: 8' skirted table and two chairs**

**Electric Rental for Booth– \$110.00**

### **SPONSOR ATTENDEES:**

Member attendee – \$85.00

Non-member attendee – \$105.00

5 – Member attendees – \$400.00

5 – Non-member attendees – \$500.00

10 – Member attendees – \$800.00

10 – Non-member attendees – \$1,000.00

**\*\* Two reps are included in the booth fee**

**Extra reps – \$85.00 each \*\***



# 2026 ANNUAL GOLF OUTING

AUGUST 21, 2026



## **BEVERAGE CART SPONSOR - \$1,100.00 (1 AVAILABLE)**

Jazz up the beverage cart with your brand and mingle with participants as the staff serves up refreshments! It's your golden ticket to meet all the golfers in style. Spots are as limited as a hole-in-one, so grab yours fast! This package includes a breakfast, lunch and banquet ticket, course signage, company shout-outs during the event, in CAI-MI Magazine, and on the CAI-MI website.

## **DINNER SPONSOR - \$900.00 (1 AVAILABLE)**

Sponsor the golf banquet to increase your company's visibility. This package includes one ticket for the banquet along with signage on the course, company recognition at the event, in the CAI-MI Magazine, and on the CAI-MI website.

## **MEET & GREET ON HOLE SPONSOR - \$750.00 (6 AVAILABLE)**

Set up at one of our tee-boxes and meet every golfer! Offer them drinks, snacks, or even a quick game. This is one of the most engaging sponsorships available. Bring your signage and marketing materials. Need creative ideas? Contact us at 734-478-3756 for a variety of options! These spots are limited. The package includes two tickets for lunch and the banquet, a table, course signage, and company recognition at the event, in the CAI-MI Magazine, and on the CAI-MI website.

## **PRO AT THE HOLE SPONSOR - \$750.00 (SOLD)**

Invite a professional to the hole and meet every golfer. This package includes two tickets for lunch and the banquet, course signage, and company recognition during the event, in CAI-MI Magazine, and on the CAI-MI website.

## **TABLE FAVORS SPONSOR - \$750.00 (SOLD)**

Sponsor the table favors for our dinner reception after the outing. Your company logo will be placed on the favors. This package includes one ticket for the banquet along with signage on the course, company recognition at the event, in the CAI-MI Magazine, and on the CAI-MI website.

## **OUTING GREETER SPONSOR - \$700.00 (SOLD)**

Be the welcoming committee and help manage and register golfers when they arrive while giving your company some serious visibility! Greet everyone with a smile and bring signage for the registration area. This package includes course signage and recognition at the event, in the CAI-MI Magazine, and on the CAI-MI website.

## **COURSE PHOTOS SPONSOR - \$700.00 (1 AVAILABLE)**

Includes company's name on the photographer's cart, signage on the course, company recognition at event, including the CAI-MI Magazine, and on CAI-MI website.

# 2026 ANNUAL GOLF OUTING

AUGUST 21, 2026



## **BREAKFAST/LUNCH SPONSOR - \$600.00 (3 AVAILABLE)**

Includes one ticket for breakfast & lunch, signage on the course, company recognition at event, including the CAI-MI Magazine, and on CAI-MI website. Get a big thank you from the presenter at the dinner.

## **BLOODY MARY/MIMOSA BAR SPONSOR - \$500 (SOLD)**

Includes one ticket for breakfast & lunch, signage on the course, company recognition at event, including the CAI-MI Magazine, and on CAI-MI website. Get a big thank you from the presenter at the dinner.

## **PUTTING CONTEST SPONSOR - \$500.00 (SOLD)**

Host the putting contest before the shotgun starts. Includes table at putting contest, one ticket for lunch & banquet, signage on the course, company recognition at event, including the CAI-MI Magazine, and on CAI-MI website.

## **GOLF TOWELS ON CARTS SPONSOR - \$400.00 (SOLD)**

Provide towels to be hung on every golf bag at check-in. Includes signage on the course, company recognition at event, including the CAI-MI Magazine, and on CAI-MI website. Sponsor provides the towels.

## **SWAG BAG SPONSOR - \$400.00 (SOLD)**

Provide swag bags for the outing. Includes signage in the bag drop area, recognition at the event, in the CAI-MI Magazine, and on CAI-MI website. Have a representative meet and greet attendees. Sponsor provides the bags and contents.

## **ADD A GAME TO YOUR HOLE SPONSORSHIP - \$500.00 (2 AVAILABLE)**

- Golf Ball Cannon - Golfers will shoot 340 yards to the green of a par 4
- 23 Foot Dinosaur (Golfzilla) - Golfers will chip balls into his mouth/hands (SOLD)
- Golf Dart Board - Golfers will chip balls to try for a bullseye

**Golfers - Foursome \$760.00 or \$190/each** - Includes 18 holes of golf, golf cart, breakfast, lunch, 4 drink tickets, and dinner

**Team Game Bundles - \$40.00** - Includes 4 mulligans, 4 lob-a-grenade and 4 strings

**Team Skins Game - \$20.00**

**Individual Dinner Tickets - \$70.00**



# 2026

## MEET THE MANAGERS

SEPTEMBER 11, 2026

**Get ready to mingle at "Meet the Managers," the hottest new event of 2025 at CAI-MI! Picture this: Business Partners speed dating with our fabulous Management Company and Manager Members! Each partner gets a whirlwind 3-4 minutes to charm the managers before the bell rings and it's time to switch partners! Stay tuned for more details coming your way!**

CAI-MI Business Partners totally get that Managers juggle a ton—like navigating boards and snagging those all-important contracts for their communities. By forging solid partnerships with Management Companies and Managers, Business Partners can unlock a treasure chest of growth opportunities for their businesses. Let the networking magic begin!

### **BUSINESS PARTNER TABLETOP SPONSOR – \$500 (16 AVAILABLE)**

Get ready to polish that “elevator” pitch while zooming through this high-energy event! Bring along your favorite swag and get ready to mingle like a pro while making shiny new connections and fortifying the old ones! Includes two table representatives and lunch.

### **LUNCH SPONSOR – \$300.00 (3 AVAILABLE)**

Fuel the crowd and give your brand a turbo boost! Sponsors will be recognized at the event, on promotional materials, and in the CAI-MI magazine, plus we'll shine a spotlight on your support across our social media platforms!

### **SWAG BAG SPONSOR – \$300.00 (SOLD)**

Take your brand to the next level by supplying the bags for all the managers to haul their fabulous swag home! You'll bask in recognition at the event, on promotional materials, and in the CAI-MI magazine, along with a spotlight on our social media!

### **ENTERTAINMENT SPONSOR – \$300.00 (2 AVAILABLE)**

Once those speedy connections are made, let's groove to some tunes and keep the chatter flowing! Sponsors will be recognized at the event, on promotional materials, and in the CAI-MI magazine, plus we'll shine a spotlight on your support across our social media platforms!

# 2026 TOPGOLF

May 7, 2026

## **BAY SPONSOR – \$750.00 (4 AVAILABLE)**

Become a sponsor to gain recognition at the event and on promotional materials, including CAI-MI magazine and social media. Join the fun and don't miss out!

## **BEVERAGE SPONSOR – \$500.00 (3 AVAILABLE)**

Quench the thirst! Sponsors will be celebrated at the event and on promotional materials. Your bubbly generosity will also be splashed in the CAI-MI magazine and all over social media!

## **FOOD SPONSOR – \$500.00 (2 AVAILABLE)**

Join the feast! Sponsors get a shout-out at the event and on all promotional goodies. Plus, your glorious sponsorship will strut its stuff in the CAI-MI magazine and across social media like a superstar!

## **SIGN IN TABLE SPONSOR – \$300.00 (SOLD)**

Be the welcoming committee! Sponsors will get recognized at the event and on promotional materials. Your name will shine in the CAI-MI magazine and on social media!

## **NAME TAG SPONSOR – \$250.00 (SOLD)**

Put your logo front and center! Your brand will be on every attendee's name tag. Sponsors will bask in recognition at the event and on promotional materials. You'll also be a star in the CAI-MI magazine and on social media!

## **DRINK TICKET SPONSOR – \$250.00 (SOLD)**

Cheers to that! Sponsors will receive recognition at the event and on promotional materials. Your generosity will make waves in the CAI-MI magazine and on social media!



# 2026 DETROIT BOAT CRUISE

DATE TBD

## **BAY SPONSOR – \$500.00 (7 AVAILABLE)**

Become a sponsor to gain recognition at the event and on promotional materials, including CAI-MI magazine and social media. Join the fun and don't miss out!

## **FOOD SPONSOR – \$500.00 (2 AVAILABLE)**

Join the feast! Sponsors get a shout-out at the event and on all promotional goodies. Plus, your glorious sponsorship will strut its stuff in the CAI-MI magazine and across social media like a superstar!

## **BEVERAGE SPONSOR – \$250.00 (3 AVAILABLE)**

Quench the thirst! Sponsors will be celebrated at the event and on promotional materials. Your bubbly generosity will also be splashed in the CAI-MI magazine and all over social media!

## **PARKING SPONSOR – \$250.00 (3 AVAILABLE)**

Be the welcoming committee! Sponsors will get recognized at the event and on promotional materials. Your name will shine in the CAI-MI magazine and on social media!

## **SIGNAGE SPONSOR – \$150.00 (SOLD)**

Cheers to that! Sponsors will receive recognition at the event and on promotional materials. Your generosity will make waves in the CAI-MI magazine and on social media!

## **NAME TAG SPONSOR – \$50.00 (SOLD)**

Put your logo front and center! Your brand will be on every attendee's name tag. Sponsors will bask in recognition at the event and on promotional materials. You'll also be a star in the CAI-MI magazine and on social media!





# 2026 AWARD GALA

December 4, 2026

## **RED CARPET SPONSOR - \$3,250.00 (1 AVAILABLE)**

Sponsor the red carpet entry that will set the stage for the entire evening with recognition at the event and in the CAI-MI Magazine.

## **AFTER PARTY SPONSOR - \$2,000 (SOLD)**

Sponsors will have recognition for the after party once dancing starts. Includes recognition at the event and in the CAI-MI Magazine.

## **CHARITY PRESENTATION SPONSOR - \$2,000.00 (SOLD)**

Representative from your business will present check to charity representative with recognition at the event and in the CAI-MI Magazine.

## **PHOTO BOOTH SPONSOR - \$2,000.00 (1 AVAILABLE)**

The photo booth will provide guests with great fun while capturing the memories for the evening. Includes recognition at the event and in the CAI-MI Magazine.

## **10 TICKETS & A CENTERPIECE SPONSOR - \$2,000.00 (2 AVAILABLE)**

Each table will have it's own centerpiece sponsor, but this option includes 10 tickets to attend as well. Recognition will be given at the event and in the CAI-MI Magazine.

## **PARTY FAVOR SPONSOR - \$2,000.00 (1 AVAILABLE)**

Company will sponsor the party favors given out that evening with special recognition during the award ceremony and in the CAI-MI Magazine.

## **PHOTOGRAPHER SPONSOR - \$1,500.00 (1 AVAILABLE)**

As if the photo booth wasn't enough, your company can help provide professional shots from the evening to truly make it a night to remember. Includes recognition at the event and in the CAI-MI Magazine.

## **SIGNATURE DRINK SPONSOR - \$1,500.00 (SOLD)**

Help us celebrate the evening with signature cocktails themed for the event. Includes recognition at the event and in the CAI-MI Magazine.

## **AWARDS SPONSOR - \$1,000.00 (SOLD)**

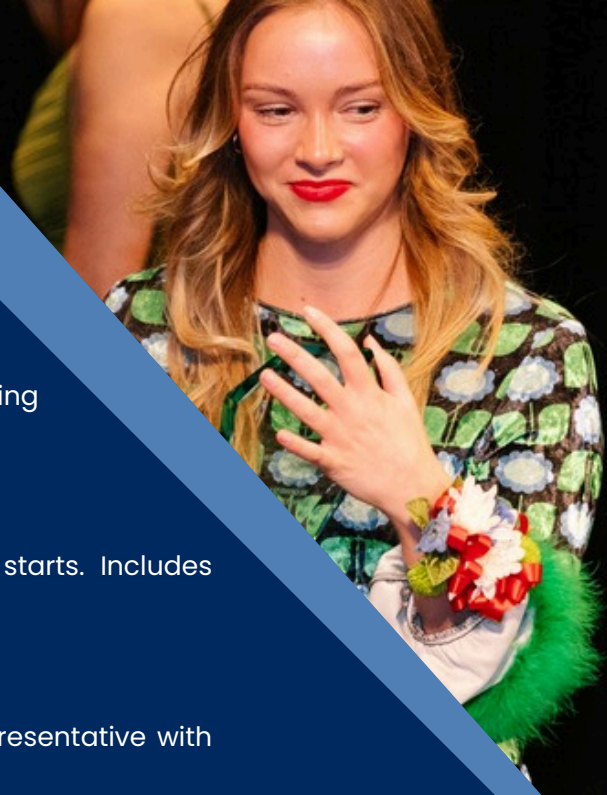
Company will sponsor the awards given throughout the evening with special recognition during the award ceremony and in the CAI-MI Magazine.

## **AWARDS PRESENTATION SPONSOR - \$1,000.00 (SOLD)**

Company will sponsor the awards presentation for the evening with special recognition during the ceremony and in CAI Magazine.

## **CANDY BAR SPONSOR - \$1,000.00 (SOLD)**

Sponsor a selection of sweet treats to all the attendees to enjoy. Includes recognition at the event and in the CAI-MI Magazine.



# 2026 AWARD GALA

December 4, 2026

## **CHAMPAGNE TOAST SPONSOR – \$1,000.00 (SOLD)**

Be the toast of the evening by sponsoring our champagne toast. Includes recognition at the event and in the CAI-MI Magazine.

## **COFFEE BAR SPONSOR – \$1,000.00 (1 AVAILABLE)**

Keep the party going strong! Sponsors will have recognition at the coffee station as well as the CAI-MI Magazine.

## **BAR SPONSOR – \$950.00 (3 AVAILABLE)**

Sponsors will have recognition in one bar area as well as the CAI-MI Magazine.

## **CENTERPIECE SPONSOR – \$800.00 (7 AVAILABLE)**

Each table will have it's own centerpiece sponsor, but this option does not include 10 tickets to attend. Recognition will be given at the event and in the CAI-MI Magazine.

## **DINNER SPONSOR – \$800.00 (5 AVAILABLE)**

Sponsor the fine dining for the evening with recognition at the food stations as well as in the CAI-MI Magazine.

## **BEST IN CLASS SPONSOR – \$750.00 (1 AVAILABLE)**

Special billing at the event with recognition in the CAI-MI Magazine.

## **NAPKIN SPONSOR – \$750.00 (1 AVAILABLE)**

Sponsor's logo featured on the drink napkins and recognition in the CAI-MI Magazine.

## **DESSERT SPONSOR – \$700.00 (5 AVAILABLE)**

Sponsor the desserts for the event. Includes recognition at the dessert station and in the CAI-MI Magazine.

## **APPETIZER SPONSOR – \$650.00 (5 AVAILABLE)**

Sponsor the appetizers for the event. Includes recognition at the dessert station and in the CAI-MI Magazine.

## **NETWORKING LOUNGE SPONSOR – \$600.00 (4 AVAILABLE)**

Sponsors will have recognition in the lounge area as well as the CAI-MI Magazine.

## **SET THE STAGE SPONSOR – \$500.00 (3 AVAILABLE)**

Sponsor the decorations that will set the mood for the evening. Recognition will be given at the event and in the CAI-MI Magazine.

## **SPOTLIGHT CENTRAL SPONSOR – \$500.00 (1 AVAILABLE)**

Company will be featured on stage with prominent recognition as they light up the event stage. Includes recognition at the event and the CAI-MI Magazine.

## **BEST DRESSED PRIZE SPONSOR – \$300.00 (2 AVAILABLE)**

Sponsor the prize for the evening's best dressed male & female. Recognition will be given at the event and the CAI-MI Magazine.

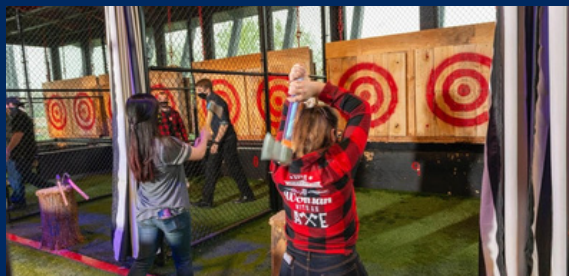
**SPONSORED & INDIVIDUAL TICKETS – \$100.00**



# 2026 LAC HUB FUNDRAISER

(NON-DISCOUNTED ITEM FOR ANNUAL SPONSORSHIP)

April 9, 2026



## **BEST FRIEND OF THE LAC SPONSOR - \$1,500.00 (1 AVAILABLE)**

Get ready for your name to shine like a superstar! You'll be the headliner at the event, plastered on all the promo material, and featured in the CAI-MI Magazine and website. Plus, snag two free guest tickets!

## **POP THE TOP SPONSOR - \$1,200.00 (1 AVAILABLE)**

Be the toast of the town! You'll get recognition at the event, on all promotions, and in the CAI-MI Magazine and website. Did we mention two free guest tickets? Cheers!

## **GIFT BASKETS SPONSOR - \$1,200.00 (1 AVAILABLE)**

Sweeten the deal with a sponsor spot! You'll be recognized at the event and in all promotions, plus in the CAI-MI Magazine and website. Oh, and enjoy two free guest tickets!

## **PHOTO SPONSOR - \$1,000.00 (1 AVAILABLE)**

Help us capture unforgettable moments! You'll receive recognition at the event and in all promotional materials, as well as in the CAI-MI Magazine and website. And don't forget, you'll get two free guest tickets!

## **AXE THROWING SPONSOR - \$750.00 (4 AVAILABLE)**

Ready, set, throw! Get recognized while guests unleash their inner lumberjack at the event, in all promotions, and in the CAI-MI Magazine and website.

## **BAR SPONSOR - \$600.00 (1 AVAILABLE)**

Raise a glass to recognition! You'll be acknowledged at the event and in CAI-MI Magazine and website.

## **DINNER SPONSOR - \$500.00 (3 AVAILABLE)**

Sponsor the feast of the evening with recognition at the event and in CAI-MI Magazine and website. Last call for this tasty opportunity!

## **CENTERPIECE SPONSOR - \$400.00 (4 AVAILABLE)**

Each table gets its own centerpiece sponsor, although this one doesn't come with 10 tickets. You'll still shine with recognition at the event and in CAI-MI Magazine and website.

## **APPETIZER SPONSOR - \$300.00 (3 AVAILABLE)**

Be the appetizer hero! Sponsor those tasty bites and enjoy recognition at the event, in CAI-MI Magazine and website.

## **DESSERT SPONSOR - \$250.00 (4 AVAILABLE)**

Satisfy the sweet tooth by sponsoring desserts! You'll get recognition at the dessert station and in CAI-MI Magazine and website. Sweet deal, right?



# MI LAC LEGISLATIVE ADVOCATE PROGRAM

(NON-DISCOUNTED ITEM FOR ANNUAL SPONSORSHIP)

**GOVERNOR SPONSOR - \$1,000.00**

**SENATOR SPONSOR - \$500.00**

The Legislative Advocate Program of the Michigan Legislative Action Committee is designed for business partners, management companies, and managers who want to contribute to the MI LAC's initiatives.

Each sponsorship tier for Legislative Advocates includes:

- Recognition in the CAI-MI magazine
- Presence on the chapter website
- Listing in the Annual Membership Directory
- Acknowledgment on all LAC event banners
- Inclusion in Advocacy Report updates

## MANAGEMENT COMPANY SPONSORSHIPS

(NON-DISCOUNTED ITEM FOR ANNUAL SPONSORSHIP)

**GRAND SLAM SPONSOR - \$2,832.00 (3% discount)**

Sponsorship includes one (one (1) exhibitor fair booth, one (1) golf outing foursome, ten (10) conference member attendees tickets, and twelve (12) mini expo member attendee tickets.

**ALL-STAR SPONSOR - \$2,077.00 (2% discount)**

Sponsorship includes one (1) golf outing foursome, ten (10) conference member attendee tickets, twelve (12) mini expo member attendee tickets .

**BATTER UP SPONSOR - \$1,216.00 (1.5% discount)**

Sponsorship includes six (6) CAI-MI newsletter ads, six (6) conference member attendee tickets, and eleven (11) mini expo member attendee tickets.

**CONTINUING EDUCATION (CE) SPONSOR - \$926.00 (1% discount)**

Sponsorship includes six (6) conference member attendee tickets, and eleven (11) mini expo attendee member tickets.

# ESSENTIALS OF COMMUNITY LEADERSHIP WORKSHOPS

CAI-MI is dedicated to educating community association boards of directors and providing them with the tools to govern effectively. CAI-MI hosts a workshop for boards to come together and learn governance basics from industry experts. Reach 40 - 60 board members by sponsoring this workshop.

## **WORKSHOP SPONSOR - \$500.00**

Include name on flyer and CAI-MI website, opportunity to greet each attendee as you register them, opportunity to mingle and present a 5-minute presentation about your company with brochures and promotional items.

## **NEW MEMBER KIT SPONSOR**

Every new member receives a small kit from us including the recent magazine, the Directory and our Calendar of events.

\$300 per year gives your company the opportunity to send us a SWAG ITEM (to be approved) to be sent to every new member!

CAI-MI is asking sponsors to provide 70 swag items.

## **HOST A MANAGER/ BOARD MEMBER SPONSORSHIP**

### **DIAMOND SPONSORSHIP - \$800.00**

Includes twenty-four (24) education mini expo tickets with your company name on them to give out to your clients.

### **GOLD SPONSORSHIPS - \$400.00**

Includes twelve (12) education mini expo tickets with your company name on them to give out to your clients.

### **SILVER SPONSORSHIP - \$200.00**

Includes six (6) education mini expo tickets with your company name on them to give out to your clients.

### **BRONZE SPONSORSHIP - \$100.00**

Includes three (3) education mini expo tickets with your company name on them to give out to your clients.

# VIRTUAL / IN-PERSON EXPOS

## **LUNCH SPONSOR – \$700.00 \***

This package includes registration for two attendees, your company's listing on the event flyer, recognition in the CAI-MI Magazine and on the CAI-MI website, as well as the opportunity to provide a game and a raffle prize item.

## **BREAKOUT ROOM / TABLETOP SPONSOR – \$500.00**

Showcase your company by hosting a breakout room for a game or raffle with managers and board members. This sponsorship offers direct engagement with attendees during breaks between educational presentations in your uniquely designed breakout space. It includes registration for two attendees, a listing on the event flyer, recognition in the CAI-MI Magazine and on the CAI-MI website, and the ability to provide a game and a raffle prize item.

## **EDUCATION SPONSOR – \$400.00**

This sponsorship allows you to deliver a 30-second pitch about your company, receive an announcement during the event thanking your company, and have your company name featured on all event promotions, including the CAI-MI Magazine and CAI-MI website.

## **REGISTRATION SPONSOR (10 attendees – \$350.00 or 5 attendees – \$175.00)**

This option includes an announcement during the event thanking your company, your company name on all event promotions, including the CAI-MI Magazine and CAI-MI website, an introduction of your company representative at the event, the chance to provide a raffle prize item, and registration for either 5 or 10 attendees, depending on your selection.

**\* N/A for Virtual Expos**

# WEB & NEWSLETTER ADVERTISING

## **HOME PAGE LARGE SCROLLING BANNER: 12 Months – \$1,000.00**

Limited to 8. Have your company scrolling ad on our home page. Ad size is 1162 (w) x 200 (h) pixels; no larger than 1 MB.

## **NEWSLETTER SMALL AD: 12 Months – \$600.00 or \$50.00/month**

Have your company logo/ad with a link to your website in our newsletter. Ad size is 1 1/4" (h) x 3 1/4" (w) [typical business card size].

## **SOCIAL MEDIA AD: 12 Months – \$900.00 or \$75.00/month**

Have your company logo/ad with a link to your website posted on our social media pages. Ad size is 940 (h) x 788 (w) pixels; no larger than 1 MB.

## **VIDEO AD: 12 Months – \$1,800.00 or \$150.00/month**

Have a 2-minute video ad for your company included on our website. Just provide CAI-MI a copy of the link.



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# BECOME AN ANNUAL SUPER SPONSOR!

## HIGHLIGHT YOUR COMPANY TODAY!

At Every Chapter Event – In Every Issue of Community Association News Magazine – E-Newsletter – On Website

| <u>SPONSORSHIP LEVEL</u> | <u>GROSS AMOUNT</u> | <u>DISCOUNT</u> |
|--------------------------|---------------------|-----------------|
| Diamond*                 | \$10,000*           | 10.0%*          |
| Emerald                  | \$8,500             | 7.5%            |
| Sapphire                 | \$6,500             | 5.0%            |
| Ruby                     | \$4,500             | 2.5%            |
| Pearl                    | \$2,500             | 1.0%            |

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## IMPORTANT REMINDERS ABOUT ANNUAL SPONSORSHIP

- *NEW in 2026, all Diamond level sponsors will receive 4 free tickets to the Awards Gala \**
- Must be a current member and in good standing to be an Annual Super Sponsor.
- All prices listed are CAI-MI member prices, unless otherwise specified.
- LAC events and special discounted sponsorships are not eligible for additional Annual Super Sponsor discount.
- All sponsorships are on a first come, first served basis.
- Any add-on sponsorships after annual sponsorship invoice is generated, will be charged at the original price noted.
- 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 30 days prior to the event and pending availability.
- Per Chapter Policies & Procedures, tabletop sponsorship is only open to business partner members, unless otherwise approved by the Chapter Board of Directors.
- All annual sponsorship invoices must be paid no later than February 28, 2026, for Annual Super Sponsor discount to remain intact.

# COMMUNITY ASSOCIATION **NEWS**

Reach community association managers, management companies, service providers, and key decision-makers throughout Michigan. The print and online versions of *Community Association News* reach 4,000 readers annually, providing multiple avenues for exposure. *Community Association News* is an informative and timely publication with trusted content and an established readership.

## 4,000+ reach

## ADVERTISING RATES

All rates listed are per issue.

| Full Color Rates     | 1 Issue | 4 Issues |
|----------------------|---------|----------|
| Back Cover           | \$1,399 | \$1,299  |
| Inside Covers        | \$1,299 | \$1,199  |
| Facing Inside Covers | \$1,199 | \$1,099  |
| Full Page            | \$999   | \$899    |
| Half Page            | \$799   | \$699    |
| Quarter Page         | \$699   | \$599    |
| Eighth Page          | \$499   | \$399    |

*Add a digital link to any ad size for only \$279 per issue!*



**Frequency:** Quarterly

**Binding:** Saddle-Stitch

**Trim Size:** 8.375" x 10.875"

## AD MATERIAL CALENDAR

Dates are subject to change throughout the year. Unless noted otherwise, our team will follow up with you before each deadline.

### SPRING

Artwork Deadline: January 14

Estimated Delivery: Late February

### SUMMER

Artwork Deadline: April 15

Estimated Delivery: Late May

### FALL

Artwork Deadline: July 15

Estimated Delivery: Late August

### WINTER

Artwork Deadline: October 14

Estimated Delivery: Late November



**CLICK HERE**  
TO SIGN UP ONLINE



# annual MEMBERSHIP DIRECTORY

The Membership Directory is an indispensable tool for all industry professionals. Don't miss out on an entire year's worth of exposure and the opportunity to stand out from your competitors by advertising or enhancing your company's listing!



HIGH-QUALITY PRINT



COST-EFFICIENT



REACH YOUR AUDIENCE

Frequency: Annual

Binding: Spiral Bound

Trim Size: 5.5" x 8.5"

## ADVERTISING RATES

By advertising, you are supporting your CAIMI!

| Premium Advertising Spots          | Color   |
|------------------------------------|---------|
| Back Cover                         | \$1,699 |
| Inside Covers (Front or Back)      | \$1,599 |
| Facing Front Cover (Front or Back) | \$1,499 |
| Full Page Tab                      | \$1,399 |
| 1/2 Page Tab                       | \$999   |
| 1/4 Page Tab                       | \$749   |

| Display Advertisements | Color   |
|------------------------|---------|
| Full Page              | \$1,299 |
| 1/2 Page               | \$899   |
| 1/4 Page               | \$649   |

Add a digital link to any ad size for only \$299!



**CLICK HERE  
TO SIGN UP ONLINE**

## ADDITIONAL FEATURES

| Enhanced Listing*                         | Rate  |
|---|-------|
| Boxed Listing                             | \$239 |
| Boxed Listing w/Logo                      | \$339 |
| Boxed Listing w/Logo & 50 word bio        | \$439 |
| Shaded Boxed Listing w/Logo & 50 word bio | \$539 |

\*To place an enhanced listing, you must be an active member with the association at the time the publication prints. If you are not an active member, you authorize E&M to create an ad (if you don't have one already) or provide a digital link in replacement of the enhanced listing.

| Direct Mail        | Rate    |
|--------------------|---------|
| Postcard (2-sided) | \$1,999 |

## AD SPECIFICATIONS

Ad Specs (width by height)

|             |                                |
|-------------|--------------------------------|
| Back Cover  | 4.75" x 7.5"                   |
| Full Page   | 4.75" x 7.5"                   |
| 1/2 Page    | 4.75" x 3.5"                   |
| 1/4 Page    | 4.75" x 1.75" or 2.3" x 3.5"   |
| Direct Mail | 6.25" x 4.25" or 4.25" x 6.25" |

# GET IN TOUCH

## **CONTACT US :**



734.478.3756



[WWW.CAI-MICHIGAN.ORG](http://WWW.CAI-MICHIGAN.ORG)



[CED@CAI-MICHIGAN.ORG](mailto:CED@CAI-MICHIGAN.ORG)



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