

2026 MARKETING PLAN



BAY AREA AND CENTRAL
california chapter
COMMUNITY ASSOCIATIONS INSTITUTE



2026 MARKETING PLAN

CAI BAY AREA & CENTRAL CALIFORNIA CHAPTER

WHY BAY AREA & CENTRAL CALIFORNIA CHAPTER?

To ensure long-term relationships with our members, customers and business partners by providing reliable, friendly and innovative services that foster better communications.

MISSION STATEMENT

Building Bridges between Homeowner Leaders, Managers and the Businesses and Partners that provide services to Community Associations.

Erik Rosales
Chapter Executive Director
erik@caibaycen.com
415-314-2722

CAI BAY AREA & CENTRAL CALIFORNIA CHAPTER

The CAI Bay Area and Central California Chapter offers many outstanding education forums and events that bring our community together for networking and education opportunities. In 2026, we have scheduled our full program of events. A few educational experiences will remain virtual, but all other programs will be in person.

Your support as a sponsor helps to make our events and publications possible. Sponsoring gives your company the opportunity to showcase your business and professional services directly to those who make decisions on behalf of the common interest communities they serve.

Sponsorship opportunity options for education forums and events are based on budgetary needs.

- The CAI Bay Area and Central California Chapter has the largest geographic outreach, more than any other California Chapter.
- Billions of dollars are in demand annually for products and services for Bay Area and Central Valley common interest developments.
- Enthusiasm for in-person educational and networking events is higher than ever.
- The chapter has increased its use of social media (Facebook, LinkedIn, X and YouTube) and makes regular announcements of upcoming events and real-time event coverage.
- Our quarterly magazine, *The Communicator*, reaches community association board members, managers and industry professionals in over a dozen counties in the Bay Area and Central California.
- Thousands of potential customers explore our website monthly looking for service providers, management companies, educational forums, valuable resources and upcoming chapter events.



WHO ATTENDS CAI BAY AREA & CENTRAL CALIFORNIA CHAPTER EVENTS?

EDUCATION PROGRAMS

East Bay

100-130 Attendees
40-60% Managers/Homeowner
Leaders-Board Members

North Bay

60-80 Attendees
40-60% Managers/Homeowner
Leaders-Board Members

South Bay

90-110 Attendees
40-60% Managers/Homeowner
Leaders-Board Members

Central CA

80-100 Attendees
60-70% Managers/Homeowner
Leaders-Board Members

San Francisco

85-100 Attendees
30-50% Managers/Homeowner
Leaders-Board Members

NETWORKING & SOCIAL EVENTS

Annual Tea

350-420 Attendees
50% Managers/Homeowner Leaders

Golf Classic

140-150 Golfers
50% Managers/Homeowner Leaders

Summer Fest

150-180 Attendees
50% Managers/Homeowner Leaders

Annual Awards Gala

Evening Program
280-300 Attendees
50% Managers/Homeowner Leaders

2026 CALENDAR OF EVENTS



JANUARY

Board Transition Meeting	Friday, January 9
CAI Community Association Law Seminar	January 13-16
Central CA Education Program	Tuesday, January 20
Board of Directors Meeting	Wednesday, January 21
East Bay Education Program	Thursday, January 29

FEBRUARY

Board Leader Certificate Course (Virtual)	February 9-11
Board of Directors Meeting	Wednesday, February 18
San Francisco Education Program	Friday, February 20

MARCH

South Bay Education Program	Tuesday, March 3
Board of Directors Meeting	Wednesday, March 18
East Bay Education Program	Thursday, March 26

APRIL

Annual Tea	Thursday, April 2
Advocacy Days	April 7-8
Board of Directors Meeting	Wednesday, April 15
Central CA Education Program	Tuesday, April 21

MAY

East Bay Education Program	Thursday, May 7
Board of Directors Meeting	Wednesday, May 20

JUNE

CAI Annual Meeting	June 3-6 (Fort Lauderdale)
South Bay Education Program	Tuesday, June 9
Board of Directors Meeting	Wednesday, June 17
30th Annual Golf Classic	Monday, June 22

JULY

East Bay Education Program	Thursday, July 9
Board of Directors Meeting	Wednesday, July 15
Central CA Education Program	Tuesday, July 21
Summer Fest	Thursday, July 30

AUGUST

Board of Directors Strategic Planning Meeting	TBD
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SEPTEMBER

East Bay Education Program	Thursday, September 3
Large-Scale Managers Workshop	September 9-12
Board of Directors Meeting	Wednesday, September 16
North Bay Education Program (Breakfast)	Tuesday, September 22

OCTOBER

Volunteer Fair (Virtual)	Wednesday, October 7
Central CA Education Program	Tuesday, October 20
Board of Directors Meeting	Wednesday, October 21

NOVEMBER

East Bay Education Program: Mini Tradeshow	
+ Legislative Update and Annual Meeting	Thursday, November 5
San Francisco Education Program	Friday, November 13
Board of Directors Meeting	Wednesday, November 18

DECEMBER

Annual Awards Gala	Friday, December 4
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NOTES:

Program dates and locations will be updated on the CAI Bay Area & Central California chapter website as they are confirmed.

Education Programs are from 11:00 am-1:00 pm, with the following exceptions:

- North Bay Education Program, which is from 9:00 am – 11:00 am
- East Bay Education Program: Mini Tradeshow +Legislative Update and Annual Meeting, which is from 10:00 am – 1:30 pm

Times vary for the networking and social events.

Board of Directors Meetings are from 9:00 am – 11:00 am over Zoom, unless otherwise noted.

New programs are being developed that may not be reflected on this calendar.

CHAPTER SUSTAINING SPONSORS

(For Members Only)



CHOOSE A SUSTAINING SPONSOR LEVEL

Enjoy the return on your investment all year long. By becoming a Sustaining Sponsor, you will obtain recognition at **EVERY** chapter event, in **EVERY** issue of The Communicator magazine and on the chapter website.

SPONSORSHIP LEVELS	TOTAL SPENT	DISCOUNT
PLATINUM	\$10,000+	10% DISCOUNT
GOLD	\$8,000	7.5% DISCOUNT
SILVER	\$6,000	5.0% DISCOUNT
BRONZE	\$4,000	

Each Sustaining Sponsor will have their company logo on display (digitally or on printed signs) at **EVERY** CAI Bay Area & Central California Chapter event.

In an effort to have more sustainable events, we are moving away from “printed” signs that may become stale if a sponsor logo changes.

Pay by January 31, 2026 to receive the Sustaining Sponsor discount!

*Every attempt will be made to fulfill sponsorships as they are described here, but sponsorships are subject to change depending on venue restrictions.

CAI BAY AREA AND CENTRAL CALIFORNIA | 2026 MARKETING PLAN





EDUCATION PROGRAMS

SPONSORSHIP TYPE	SPONSORSHIP DETAIL	AVAIL	AMOUNT
CENTRAL CA			
Exhibit Sponsor	Includes event signage and projected logo loop when possible, web and electronic invitation recognition, introduction of company representative at event, six-foot table display space; includes registration for one (1) company representative.	10 per luncheon	\$1,100
Registration Sponsor (Half Table)	Includes event signage and projected logo loop when possible, web and electronic invitation recognition, introduction of company representative at event, reserved table space, and registration for five (5) attendees. *Does not include sponsor exhibit table.	Unlimited	\$550
Registration Sponsor (Full Table)	Includes event signage and projected logo loop when possible, web and electronic invitation recognition, introduction of company representative at event, reserved table space, and registration for ten (10) attendees. *Does not include sponsor exhibit table.	Unlimited	\$1,100
EAST BAY			
Exhibit Sponsor	Includes event signage and projected logo loop when possible, web and electronic invitation recognition, introduction of company representative at event, six-foot table display space; includes registration for one (1) company representative.	15 per luncheon	\$1,300
Exhibit Sponsor for November 5th Mini Tradeshow	Includes event signage and projected logo loop when possible, web and electronic invitation recognition, introduction of company representative at event, six-foot table display space; includes registration for two (2) company representatives.	25	\$1,500
Registration Sponsor (Half Table)	Includes event signage and projected logo loop when possible, web and electronic invitation recognition, introduction of company representative at event, reserved table space, and registration for five (5) attendees. *Does not include sponsor exhibit table.	Unlimited	\$650
Registration Sponsor (Full Table)	Includes event signage and projected logo loop when possible, web and electronic invitation recognition, introduction of company representative at event, reserved table space, and registration for ten (10) attendees. *Does not include sponsor exhibit table.	Unlimited	\$1,300
NORTH BAY (BREAKFAST)			
Exhibit Sponsor	Includes event signage and projected logo loop when possible, web and electronic invitation recognition, introduction of company representative at event, six-foot table display space; includes registration for one (1) company representative.	15	\$1,100
Registration Sponsor (Half Table)	Includes event signage and projected logo loop when possible, web and electronic invitation recognition, introduction of company representative at event, reserved table space, and registration for five (5) attendees. *Does not include sponsor exhibit table.	Unlimited	\$550
Registration Sponsor (Full Table)	Includes event signage and projected logo loop when possible, web and electronic invitation recognition, introduction of company representative at event, reserved table space, and registration for ten (10) attendees. *Does not include sponsor exhibit table.	Unlimited	\$1,100

EDUCATION PROGRAMS

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SPONSORSHIP TYPE	SPONSORSHIP DETAIL	AVAIL	AMOUNT
SAN FRANCISCO			
Exhibit Sponsor	Includes event signage and projected logo loop when possible, web and electronic invitation recognition, introduction of company representative at event, six-foot table display space; includes registration for one (1) company representative.	15 per luncheon	\$1,400
Registration Sponsor (Half Table)	Includes event signage and projected logo loop when possible, web and electronic invitation recognition, introduction of company representative at event, reserved table space, and registration for five (5) attendees. *Does not include sponsor exhibit table.	Unlimited	\$700
Registration Sponsor (Full Table)	Includes event signage and projected logo loop when possible, web and electronic invitation recognition, introduction of company representative at event, reserved table space, and registration for ten (10) attendees. *Does not include sponsor exhibit table.	Unlimited	\$1,400
SOUTH BAY			
Exhibit Sponsor	Includes event signage and projected logo loop when possible, web and electronic invitation recognition, introduction of company representative at event, six-foot table display space; includes registration for one (1) company representative.	15 per luncheon	\$1,300
Registration Sponsor (Half Table)	Includes event signage and projected logo loop when possible, web and electronic invitation recognition, introduction of company representative at event, reserved table space, and registration for five (5) attendees. *Does not include sponsor exhibit table.	Unlimited	\$650
Registration Sponsor (Full Table)	Includes event signage and projected logo loop when possible, web and electronic invitation recognition, introduction of company representative at event, reserved table space, and registration for ten (10) attendees. *Does not include sponsor exhibit table.	Unlimited	\$1,300



ANNUAL GOLF CLASSIC

DATE: June 22, 2026

LOCATION: Blackhawk Country Club

DESCRIPTION: Get ready to tee off at one of the most anticipated events of the year! Whether you're swinging for a win or just there for the good times, this is a must-attend event! All sponsorships include event, website and invitation signage, recognition at the event, and listing in *The Communicator* magazine.

SPONSORSHIP TYPE	SPONSORSHIP DETAIL	AVAIL	AMOUNT
Hole In One Contest Sponsors	Includes prize, registration for three (3) company representatives (1 Representative must act as a witness) plus Lunch & Dinner. Sponsor contact at hole, name on Tee signage. Sponsors may provide (144) branded items to be placed in each of the golfers Swag Bags. Insurance purchased by CAI BayCen. ***See Additional Notes Below	2	\$1,750
Photography Turn Sponsor	Sponsor receives registration for two (2) company representatives. Includes table, chairs, digital photos of foursomes & sponsor contact table. Event registration for two (2) to attend Breakfast & Dinner.	1	\$1,500
Roaming Photography Sponsor	Digital link to photos. Sponsorship includes 1 company representative and golf cart. (Photographer Ride Along)	1	\$1,500
Drink Cart Sponsors	Sponsor supplies their own beverages. Event registration for two (2) to attend Breakfast & Dinner.	2	\$1,500
Golf Cart Sponsor	One (1) Breakfast ticket, Company Logo of all Golf Cart Sponsors printed on each golf cart. Sponsor may provide own signage.	1	\$1,500
Turn Sponsor	Setup near clubhouse for amazing visibility! Registration for two (2) company representatives plus Lunch & Dinner, Sponsor contact at hole, company name on tee signage, sponsors may provide (144) branded items to be placed in each of the golfers swag bags. Sponsor may provide food, alcohol or do an activity. *May be located near Photography Turn Sponsor.	1	\$1,500
Tee Sponsor	Includes registration for Two (2) company representatives, plus Lunch & Dinner. Sponsor contact at hole, company name on Tee signage. Sponsors may provide (144) branded items to be placed in each of the golfers Swag bags. ***See Additional Notes Below	16	\$1,350
Flag Sponsor	Company provides flags for the golf course to place on each green. One (1) Breakfast ticket.	1	\$1,200
Golf Foursome	Includes golf tournament registration for four people. Foursomes purchased after Marketing Plan closes: \$1100.	36	\$1,000

ANNUAL GOLF CLASSIC

Continued from page 9

SPONSORSHIP TYPE	SPONSORSHIP DETAIL	AVAIL	AMOUNT
Rescue Cart Sponsor	Golf cart reserved for Restroom Breaks and taking out and picking up hole sponsors in the morning/afternoon. Includes Sponsor logo on rescue cart (Sponsor may provide signage for rescue cart.) Includes One (1) Breakfast ticket and One (1) Dinner ticket.	2	\$1,000
Winners Circle Prize Sponsor	Sponsor signage on prize table. Tournament winners to receive a certificate and gift card. Sponsor logo placed on certificates, with an option to bring logo'd stickers for gift cards. Sponsor receives Two (2) Dinner tickets.	1	\$800
Eye Opener Sponsor	Sponsor hosted Meet & Greet with guests at the bar. Sponsor covers the expenses for all adult beverages served at that time. Includes two (2) Breakfast tickets for company representatives.	2	\$750
Driving Range Sponsor	Sponsor Table & Printed Signage at the Driving Range. Sponsor receives two (2) Breakfast tickets.	1	\$650
Green Sponsor	Sponsor signage on all 9 greens.	2 (1 for Front 9 and 1 for Back 9)	\$600
Putting Contest Sponsor	Includes Two (2) Breakfast tickets. Sponsor is given a table to staff the contest, with promo items allowed (sponsor provides prizes.)	1	\$600
Cigar Bar Sponsor	Sponsor purchases and provides cigars. Two (2) Breakfast tickets included. Sponsors may provide (144) branded items to be placed in each of the golfers Swag bags.	1	\$500
Swag Bag Sponsor	Sponsor provides (144) bags for golfers. Includes One (1) Breakfast ticket.	1	\$500
Towel Sponsor	Sponsor provides (144) towels for golfers. Includes One (1) Breakfast ticket.	1	\$500
Wristband Sponsor	Sponsor provides (200) logo'd wristbands. Includes One (1) Dinner Ticket.	1	\$500
Water Sponsor	Sponsor provides water bottles for guests (may include company logo i.e. sticker) Includes One (1) Breakfast ticket. Sponsor may provide (144) branded items to be placed in each of the golfers Swag bags.	1	\$450
Breakfast Sponsor	Label with sponsor logo on each individual breakfast sandwich. Sponsors may provide (144) branded items to be placed in each of the golfers Swag bags.	4	\$250 (Buyout at \$1,000 - 2 Breakfast tickets with buyout)

ANNUAL GOLF CLASSIC

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SPONSORSHIP TYPE	SPONSORSHIP DETAIL	AVAIL	AMOUNT
Dinner Sponsor	Sponsor is given 2-minutes at the start of Dinner Welcome & Announcements for company introduction, plus sponsor signage on the buffet tables. One (1) Dinner ticket or Two (2) Dinner tickets with buyout.	2	\$250 (Buyout at \$500)
Dinner Centerpiece Sponsor	Sponsor signage on each table. Includes One (1) Dinner ticket or Two (2) Dinner tickets with buyout.	4	\$250 (\$1,000 with buyout)
Dinner Drink Ticket Sponsor	Sponsor logo printed on drink tickets. One (1) Dinner ticket or Two (2) Dinner tickets with buyout.	1	\$250 (\$1,000 buyout)
Swag Bag Branded Items Sponsors	Sponsor provides (144) branded items to be placed in Swag Bag for golfers.	Unlimited	\$50

***CAI has a 666 rule. 6 Food, 6 Alcohol & 6 Game Holes. (Your company's Sustaining Sponsorship level with the chapter will determine the order in which this is selected, i.e. Platinum Sponsors will get first selection then, Gold, Silver, Bronze and Non Sustaining.) ALCOHOL - You will be allowed to bring in your own beverages. FOOD - Food is considered Food Trucks or Catered Food or Heavy Appetizers. Depending on your assigned hole you may or may not be able to BBQ or Grill. You may purchase food & beverages through the course.



ANNUAL TEA

DATE: April 2, 2026

LOCATION: Casa Real at Ruby Hill Winery

DESCRIPTION: Join us for the Chapter's premier networking event of the year! The Annual Tea is always a well-attended, fun-filled occasion where members can connect, socialize, and strengthen relationships within our community. All sponsorships include recognition on the event website and invitations, high-visibility signage and announcement at the event, and a listing in The Communicator magazine.

SPONSORSHIP TYPE	SPONSORSHIP DETAIL	AVAIL	AMOUNT
Gold Sponsor	Includes a reserved table for ten (10) total attendees. Sponsor is given 2-minutes during Welcome & Announcement for company introduction and announcing the event guest speaker (if applicable).	1	\$3,500
Silver Sponsor	Includes a reserved table for ten (10) total attendees. Sponsor is given 1-minute during Spirit Contest Winners for company introduction and announcing Spirit Contest Winners.	1	\$3,250
Table Host Sponsor (10 Attendees)	Includes a reserved table for ten (10) total attendees. Sponsor provides the names, companies and e-mail addresses for all guests.	25	\$2,200 (\$2,300 after Marketing Plan closes)
Table Host Sponsor (8 Attendees)	Includes a reserved table for eight (8) total attendees. Sponsor provides the names, companies and e-mail addresses for all guests.	10	\$1,800 (\$1,900 after Marketing Plan closes)
Photography Sponsor	Includes one (1) attendee ticket. Roaming photographer for entire event, company logo on images for Facebook/ website/etc.	1	\$2,000
Photo Experience Sponsor	Includes one (1) attendee ticket. Logos included on all printed photos from the event.	1	\$2,000
360 Degree Experience Sponsor	Includes one (1) attendee ticket. Logos included on all digital clips from the event.	1	\$2,000
Parking Sponsor	Includes one (1) attendee ticket. Sponsor signage at outdoor entrance of the venue.	1	\$1,500
Welcome Beverage Sponsor	Includes one (1) attendee ticket and signage by beverage service. Welcome glass of an alcoholic beverage for each attendee.	2	\$1,500

ANNUAL TEA

Continued from page 12

SPONSORSHIP TYPE	SPONSORSHIP DETAIL	AVAIL	AMOUNT
Favor Sponsor	Includes one (1) attendee ticket. Sponsor logo on favor.	2	\$1,250
Registration Sponsor	Includes one (1) attendee ticket. Sponsor will staff the registration table during check-in for attendee face time. Logo featured on registration signage.	1	\$1,000
Centerpiece/Decor Sponsor	Sponsor signage on each table. (Does not include admission to the event)	3	\$900
Lanyard Sponsor	Sponsor to provide company logo'd ribbon for 400 attendees. Chapter will order beads/lanyards which will be attached to ribbons. (Does not include admission to the event)	1	\$900
Safe Ride Home Sponsor	Sponsorship provides (25) Lyft vouchers for guests valued at \$20 per person. Logo will be placed on Lyft Code Signs around the venue. (Does not include admission to the event)	1	\$750
DJ Sponsor	Company logo on signage at the DJ booth. (Does not include admission to the event)	3	\$650
Bar or Drink Ticket Sponsor	Sponsor logo printed on signage at the bar OR on tickets (committee to confirm). (Does not include admission to the event)	4	\$650
Spirit Contest Ballot Sponsor	Sponsor logo on ballot. Sponsor provides 200 theme logo pens. (Does not include admission to the event)	1	\$650
Appetizer Station Sponsor	Sponsor signage at the Appetizer Station. (Does not include admission to the event)	4	\$500
Invitation Sponsor	Company logo is prominently placed on event email invitations and website. (Does not include admission to the event)	6	\$500
Cocktail Napkin Sponsor	Sponsor provides 1,000 cocktail napkins for bars at the event. (Does not include admission to the event)	1	\$500
Tea Station Sponsor	Sponsor signage at the Tea Station. (Does not include admission to the event)	5	\$500
Concierge Kit Sponsor	Sponsor logo placed by Concierge Kits placed in restrooms. Sponsor may provide Swag items to be included in the Concierge Kits (committee must approve). (Does not include admission to the event)	4	\$300



SUMMER FEST

DATE: July 30, 2026

LOCATION: San Pedro Square Market, Downtown San Jose

DESCRIPTION: Description: Summer Fest is back for its second year! This family-friendly affair will take place after work and will include food, live music and a lot of fun! This year's event will be a CLAC fundraiser, with a significant portion of the proceeds going directly to the Chapter's annual CLAC contribution. All sponsorships include event, website and invitation signage, recognition at the event, and listing in *The Communicator* magazine. See page 17 for additional ways to support CLAC and receive tickets to the event!

SPONSORSHIP TYPE	SPONSORSHIP DETAIL	AVAIL	AMOUNT
Food Voucher	Includes company logo on \$25 food vouchers provided to each registered attendee. Includes a reserved table for four (4) and four (4) registrations.	1	\$3,000
Event	Sponsorship includes headliner logo on all event communications and signage as well as a reserved table for ten (10) and ten (10) registrations.	4	\$2,000
Photographer	Logos included in all roaming digital photos taken by the photographer. Includes one (1) registration.	1	\$1,500
Party 8 Pack	Registration for eight (8) attendees. Does not include a reserved table.	10	\$1,500
Band	Shoutout from the band during the set as well as 1 minute to speak on stage to introduce your company. Includes one (1) registration.	1	\$1,000
Safe Ride Home	Sponsorship provides (25) Lyft code vouchers for guests valued at \$20 per person. Logo will be placed on Lyft Code Signs. Includes one (1) registration.	1	\$1,000
Party 4 Pack	Registration for four (4) attendees. Does not include a reserved table.	10	\$750
Dessert	Includes sponsor signage on dessert station table. Includes one (1) registration. Buyout includes two (2) registrations.	2	750 (Buyout at \$1,500)
Parking	Representative to hand out parking vouchers to attendees at registration table, ensuring plenty of facetime! Includes one (1) registration. Buyout includes two (2) registrations.	2	750 (Buyout at \$1,500)



ANNUAL AWARDS

DATE: December 4, 2026

LOCATION: TBD

DESCRIPTION: Join us for the Chapter's end-of-year celebration honoring industry leaders. The Annual Awards Gala is a highly anticipated and well-attended event where members come together to connect, celebrate, and strengthen relationships within our community. Sponsorships include recognition on the event website and invitations, prominent signage and announcements during the program, and a feature listing in *The Communicator* magazine.

SPONSORSHIP TYPE	SPONSORSHIP DETAIL	AVAIL	AMOUNT
Gold Sponsor	Includes a reserved table for eight (8) total attendees. Sponsor is given 2-minutes during event for company introduction and toast for the night.	1	\$3,500
360 Degree Video Sponsor	Includes one (1) attendee ticket. Logos included on all digital clips from the event.	1	\$2,000
Photography Sponsor	Includes one (1) attendee ticket. Roaming photographer for entire event, company logo on images for Facebook/ website/etc.	1	\$1,800
Photo Experience Sponsor	Includes one (1) attendee ticket. Logos included on all printed photos from the event.	1	\$1,800
Table Host Sponsor (8 Guests)	Reserved Table with sponsor signage and (8) admission entries for company representatives/guests.	25	\$1,800
Award Sponsor	Sponsor logo displayed on awards presentation and social media post event wrap up. Includes one (1) admission ticket.	1	\$1,200
Welcome Beverage Sponsorship	Signage at welcome beverage station, includes one (1) admission ticket.	2	\$1,200
DJ/Live Music Sponsor	Company Shoutout from the DJ during the Celebration. Includes one (1) admission ticket.	2	\$1,200
Centerpiece Sponsor	Sponsor signage on each table. (Does not include admission to the event)	3	\$800
Invitation Sponsor	Sponsor logo is prominently placed on event email invitations and website. (Does not include admission to the event)	5	\$800
Bar/Drink Ticket Sponsor	Sponsor logo printed on signage at all bars OR on tickets (committee to confirm). (Does not include admission to the event)	4	\$750

ANNUAL AWARDS

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SPONSORSHIP TYPE	SPONSORSHIP DETAIL	AVAIL	AMOUNT
Safe Ride Home Sponsor	Provides (25) Lyft Vouchers for guests valued at \$20 per person. Logo will be placed on Lyft Code Signs. (Does not include admission to the event)	1	\$750
Parking	Sponsor Signage at outdoor entrance of the venue. (Does not include admission to the event)	1	\$650
Cocktail Napkins Sponsor	Sponsor provides 1,000 logo'd cocktail napkins for bars at the event. (Does not include admission to the event)	1	\$650
Dessert	Sponsor logo at dessert station. (Does not include admission to the event)	5	\$400
Appetizer Station Sponsor	Sponsor signage at the Appetizer Station. (Does not include admission to the event)	4	\$500
Bathroom Concierge	Sponsor logo placed by Concierge Kits placed in restrooms. Sponsor may provide Swag items to be included in the Concierge Kits (committee must approve). (Does not include admission to the event)	5	\$350



LEGISLATIVE SUPPORT

SPONSORSHIP TYPE	SPONSORSHIP DETAIL	AVAIL	AMOUNT
Platinum	Annual donation to CAI-CLAC from company (management company or business partner). Signature graphic for company with chapter logo and level. Letter from the Board of Directors thanking them for their support, can use in Marketing Materials. Social Media Shoutout. Includes FOUR (4) tickets to Summerfest.	unlimited	\$1,500
Gold	Annual donation to CAI-CLAC from company (management company or business partner). Signature graphic for company with chapter logo and level. Social Media Shoutout. Includes TWO (2) tickets to Summerfest.	unlimited	\$1,000
Silver	Annual donation to CAI-CLAC from company (management company or business partner). Signature graphic for company with chapter logo and level. Social Media Shoutout.	unlimited	\$500
Management Companies for CLAC	Annual donation to CAI-CLAC from management company Signature graphic for company with chapter logo and level. Social Media Shoutout. Logo included in LSC section of The Communicator magazine. Company mention at educational luncheons.	unlimited	\$1,250
Round up for CLAC	Just short of your sustaining level? Round up for CLAC! Any dollar amount you add will go directly to CLAC!	unlimited	

CAI-CLAC'S MISSION

To safeguard and improve the community association lifestyle and their property values by advocating a reasonable balance between state statutory requirements and the ability and authority of individual homeowners to govern themselves through their community associations.



DIGITAL/VIRTUAL

SPONSORSHIP TYPE	SPONSORSHIP DETAIL	AVAIL	AMOUNT
Board Leader Certificate Course	Sponsors get listed in event invitation, receive attendee list, with company logos displayed on the staff Zoom virtual background. This course is for Homeowner Leaders only! Sponsorship goes towards COFFEE for all Homeowner Attendees. Virtual Program *Perk of Homeowner Leader Membership is complimentary attendance at this class. Class to be sold ALL YEAR after live recording. Sponsor information included in resale.	Unlimited	\$400
E-Newsletter	Advertise in the monthly Chapter e-newsletter, The Pulse, 12 issues per year. Includes logo with website link in issue on sidebar.	12	\$250 per issue

WEBSITE



SPONSORSHIP TYPE	SPONSORSHIP DETAIL	AVAIL	AMOUNT
Sponsor Commercial	Sponsor Commercial at top of Landing Page (20-30 seconds, sponsor provides commercial) Availability: Sponsor, Legislative, Employment and Education Pages (1 sponsor per page)		\$800
Sponsor Ad	Sponsor Ad Placement on Blog	5	\$800



BAY AREA AND CENTRAL
california chapter
COMMUNITY ASSOCIATIONS INSTITUTE

COMMUNITY ASSOCIATIONS INSTITUTE (CAI) IS A NATIONAL, NONPROFIT 501(C)(6) ASSOCIATION CREATED IN 1973 TO EDUCATE & REPRESENT AMERICA'S 375,000 RESIDENTIAL CONDOMINIUMS, COOPERATIVES, HOMEOWNERS ASSOCIATIONS, AND RELATED PROFESSIONALS & SERVICE PROVIDERS.

