



BAY AREA AND CENTRAL
CALIFORNIA CHAPTER

community
ASSOCIATIONS INSTITUTE

PLATINUM Sponsors receive spotlight in our new Marketing Video played before every event. Videographer comes to you for a short spotlight on you and your company! New video footage quarterly. Don't miss out on this amazing opportunity! Become a PLATINUM Sponsor today!

2017 Marketing Plan

Why Bay Area and Central California Chapter?

- CAI—Bay/Cen 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 & Central Valley common interest developments.
- Manager and Board Member attendance and participation at our events is at an all-time high. New Chapter educational forums are being created annually.
- Our quarterly magazine ***The Communicator*** reaches community association board members, managers and industry professionals in the following counties: Alameda, Calaveras, Contra Costa, Del Norte, Fresno, Humboldt, Inyo, Kings, Lake, Madera, Marin, Mariposa, Mendocino, Merced, Mono, Monterey, Napa, San Benito, San Francisco, San Joaquin, San Mateo, Santa Clara, Santa Cruz, Santa Rosa, Solano, Sonoma, Stanislaus, Trinity, Tulare and Tuolumne.
- Thousands of potential customers explore our Web site monthly, looking for service providers, management companies, educational forums, valuable resources and upcoming chapter events.



Marketing Opportunities for 2017

CAI—Bay/Cen Chapter offers many outstanding education forums and events that bring our Community Leaders, Homeowners, Managers and Business Professionals together for networking and education opportunities.

Your support as a sponsor helps to make our events and publications possible. You have an opportunity to showcase your business and professional services at our programs and events that are designed to meet those who make decisions on behalf of the common interest communities they serve.

Choose to sponsor education forums and events based on budgetary needs, availability or program location and content.

Each Sustaining Sponsor will have their company logo on a "Pop-Up Display" at every CAI Bay Area and Central California Program. In order to qualify, we need your payment no later than January 31, 2017.

PLATINUM Sponsors receive spotlight in our new Marketing Video played before every event. Videographer comes to you for a short spotlight on you and your company! New video footage quarterly. Don't miss out on this amazing opportunity! Become a PLATINUM Sponsor today!



Chapter Mission Statement

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

EDUCATE . ADVOCATE. NETWORK.



Sponsorship Opportunities Available

Education Forums

East Bay

50-90 Attendees, 40-60% Managers/CAVLS (Board Members)

South Bay

30-60 Attendees, 40-60% Managers/CAVLS (Board Members)

Stockton

50-100 Attendees, 60-70% Managers/CAVLS (Board Members)

Peninsula

Lunch Program, 50-90 Attendees, 60% Managers/CAVLS (Board Members)

North Bay

Lunch Program

South Coast

Lunch Program

San Francisco

Lunch Program

Mini-Expo Trade Shows

Annual Conference & Trade Show

50 Exhibitors, Friday Program

150-200 registrants, 50% Managers/CAVLS (Board Members)

Stockton

10 Exhibitors

100-120 registrants, 60-70% Managers/CAVLS (Board Members)

California Law Course

40-70 registrants – 80-90% Managers/CAVLS (Board Members)

Networking & Social Events

Ladies Tea

200-300 Attendees, 50% Managers/CAVLS (Board Members)

Golf Classic

120-140 Golfers, 50% Managers/CAVLS (Board Members)

Meet The Manager

100-125 Attendees, 50% Managers, Afternoon Program

Texas Hold 'em Tournament

90-150 Attendees, 50% Managers, Evening Program

Holiday Awards Gala

Evening Program, 140-180 Attendees, 50% Managers/CAVLS (Board Members)

Communication

Chapter Magazine; *The Communicator*

(produced quarterly)

Annual Directory

eNewsletter—*The Pulse* (monthly)

Legislation

CLAC, California Legislative Action Council



Educational Luncheon Program Topics

Education Committee Chair: W. Alexander Noland, Noland Law PC
Education Committee Co-Chair: Amy K. Tinetti, Hughes Gill Cochrane, PC

East Bay (3)

Regional Sub-Committee Chair: Lisa Esposito, CM2

March 3

Program: “Crazy CA Cases”

June 2

Program: “The Roof is on Fire...What do I do Next?”

November 10

Program: “Legislative Update”

North Bay (1) **Mini-Expo!**

Regional Sub-Committee Chair: , Jeffrey S. Farnsworth, Steward Property Services, Inc.

March 24

Program: 3 Session Mini-Expo
“Is Your Association an Animal House?” / “IDR & ADR: What is it good for?” / “Hatfields Vs. McCoys—Common Myths about Neighbor to Neighbor Disputes”

Peninsula (2)

Regional Sub-Committee Chair: Andrea O’Toole, BERDING|WEIL

January 20

Program: “Is your Wish my Command? Responding to Requests”

July 14

Program: “Elections Jeopardy—I’ll Take Secret Ballots for 500”

San Francisco (3)

Regional Sub-Committee Chair: Sara Brown, The Miller Law Firm

February 24

Program: “O-M-G Air B&B: Short Term Rentals & Long Term Solutions”

April 21

Program: “High Rise Anatomy 101 - Central Building Systems”

August 25

Program: “Enter at your Own Risk - Issues Related to Right of Entry”

Silicon Coast (1) **Mini-Expo!**

Regional Sub-Committee Chair: Anna Taylor, General Manager of Del Mesa Carmel

October 6 Session Mini Expo

Program: “Marijuana, Drugs & Vagrants”/“IDR & ADR: What is it good for?” / “Reasonable Accommodations—Is No an Option?”

South Bay (3)

Regional Sub-Committee Chair: Charlotte Allen, Socher Insurance Agency

February 3

Program: “Sex, Drugs & Rock & Roll & Other Things to Avoid at your Board Meeting”

May 12

Program: “Attack of the Drones & Managing New Trends”

October 13

Program: “When Tempers Flare - Deescalating Conflict”

Stockton (11)

Regional Sub-Committee Chairs: Liz Franco, PCAM, Katakian Property Management, Traysee Fuqua, CMCA, AMS, Landmark Limited, LLC, Steven Marais, GP Landscape, Thomas Murphy, PCAM, Landmark Limited, LLC

January 18

Program: “New Laws & Court Cases”

February 15

Program: “TBD”

March 15

Program: “TBD”

April 19

Program: “TBD”

May—Mini Expo 17

Program: “TBD”

June 21

Program: “TBD”

July 19

Program: “TBD”

August 16

Program: “TBD”

September 20

Program: TBD

October 18

Program: “TBD”

November 15

Program: TBD



Company Name _____

Contact Person _____

**CAI—Bay Area and Central Chapter
2017 Marketing Plan**

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EDUCATION

FORUMS

LUNCHEON PROGRAM SPONSOR

Includes event signage and projected logo loop when possible, Web and electronic invitation recognition, introduction of company representative at event, 6 ft. table display space, one lunch for company representative.

Please circle the dates you wish to sponsor.

	Events Available (circle dates)	\$Cost Per Event	How Many	Total Cost
East Bay	3 Per Year	\$500 Member	_____	= SOLD OUT!
	Mar 3 Jun 2 Nov 10	\$600 Non-Member	_____	= _____
		Lanyard Sponsor \$100	_____	= _____
South Bay	3 Per Year	\$400 Member	_____	= _____
	Feb 3 May 12 Oct 13	\$500 Non-Member	_____	= _____
		Lanyard Sponsor \$100	_____	= _____
San Francisco	3 Per Year	\$600 Member	_____	= SOLD OUT!
	Feb 24 April 21 Aug 25	\$700 Non-Member	_____	= _____
		Lanyard Sponsor \$100	_____	= _____
Stockton	10 Per Year	\$350 Member	_____	= _____
	Jan 18 Feb 15 Mar 15 Apr 19	\$450 Non-Member	_____	= _____
	Jun 21 Jul 19 Aug 16	Lanyard Sponsor \$50	_____	= _____
	Sep 20 Oct 18 Nov 15			
Stockton Mini Trade Show	1 per year	\$400 Member	_____	= _____
	May 17	\$500 Non-Member	_____	= _____
		Lanyard Sponsor \$50	_____	= _____
Peninsula	2 Per Year	\$400 Member	_____	= SOLD OUT!
	Jan 20 July 14	\$500 Non-Member	_____	= _____
		Lanyard Sponsor \$100	_____	= _____
North Bay Mini Trade Show	1 Per Year	\$350 Member	_____	= SOLD OUT!
	March 24	\$450 Non-Member	_____	= _____
		Lanyard Sponsor \$50	_____	= _____
Silicon Coast Mini Trade Show	1 Per Year	\$350 Member	_____	= SOLD OUT!
	Oct 6	\$450 Non-Member	_____	= _____
		Luncheon Lanyard Sponsor! NEW!	_____	= SOLD OUT!

Sponsor provides logo lanyards for all attendees per area. Minimum 100 lanyards per required.

TOTAL THIS PAGE _____



Company Name _____

Contact Person _____

**CAI—Bay Area and Central Chapter
2017 Marketing Plan**

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EDUCATION

FORUMS

LUNCHEON REGISTRATION SPONSOR

Includes event signage and projected logo loop when possible, Web and electronic invitation recognition, introduction of company representative at event, Registration for 4 to 8 people.

*****Does not include sponsor exhibit table. Non-member pricing additional.**

	Events Available (circle dates)	\$Cost Per Event	How Many	Total Cost
East Bay	3 Per Year	\$252 Table for 4	_____ = _____	
	Mar 3 Jun 2 Nov 10	\$504 Table for 8	_____ = _____	
South Bay	3 Per Year	\$252 Table for 4	_____ = _____	
	Feb 3 May 12 Oct 13	\$504 Table for 8	_____ = _____	
San Francisco	3 Per Year	\$360 Table for 4	_____ = _____	
	Feb 24 April 21 Aug 25	\$720 Table for 8	_____ = _____	
Stockton	10 Per Year	\$120 Table for 4	_____ = _____	
	Jan 18 Feb 15 Mar 15 Apr 19	\$240 Table for 8	_____ = _____	
	Jun 21 Jul 19 Aug 16			
	Sep 20 Oct 18 Nov 15			
Stockton Mini Trade Show	1 per year	\$120 Table for 4	_____ = _____	
	May 17	\$240 Table for 8	_____ = _____	
Peninsula	2 Per Year	\$252 Table for 4	_____ = _____	
	Jan 20 July 14	\$504 Table for 8	_____ = _____	
North Bay (Santa Rosa)	1 Per Year	\$232 Table for 4	_____ = _____	
	March 24	\$464 Table for 8	_____ = _____	
North Bay Mini Trade Show				
Silicon Coast (Santa Cruz)	1 Per Year	\$252 Table for 4	_____ = _____	
	Oct 6	\$504 Table for 8	_____ = _____	
Silicon Coast Mini Trade Show				

TOTAL THIS PAGE _____



Company Name _____

Contact Person _____

**CAI—Bay Area and Central Chapter
2017 Marketing Plan**

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Education (Continued)

CMCA Study Session & Exam

September 8, 2017 (East Bay Location)

Includes event signage, ability to provide a SWAG BAG item to the attendees, Web page and logo recognition on the electronic invitation, recognition during the course, and listing in *The Communicator* magazine. Manager only class. Anticipate 40-60 attendees.

	\$Cost Per Event	Total Cost
Education Sponsor (10 Available)	\$300	= _____
Lanyard Sponsor <i>Sponsor provides logo lanyards for attendees. Minimum 60 lanyards needed</i>	\$200	= SOLD OUT!
	TOTAL	_____
	THIS PAGE	



Company Name _____

Contact Person _____

CAI—Bay Area and Central Chapter 2017 Marketing Plan

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Education (Continued)

California Law Course (Continued Education Credit Given For Recertification, Required Course)

May 19, 2017 (East Bay Location)

Includes event signage, Web page and logo recognition on the electronic invitation, recognition during the course, and listing in *The Communicator* magazine.

Early Bird Pricing Available	\$Cost Per Event	=	Total Cost
Platinum Sponsor	\$1,000	=	_____
Gold Sponsor	\$750	=	_____
Silver Sponsor	\$500	=	_____
Bronze Sponsor	\$250	=	_____
Course Materials	\$500	=	_____
Lanyard Sponsor <i>Sponsor provides logo lanyards for attendees. Minimum 150 lanyards needed</i>	\$200	=	<u>SOLD OUT!</u>

TOTAL _____

THIS PAGE



Education (Continued)

ANNUAL BOARD EDUCATION CONFERENCE & EXPO

September 15, 2017, San Ramon Marriott

Includes event, website and invitation signage, recognition at the expo, and listing in *The Communicator* magazine.

	\$Cost		Total
	Per Event		Cost
Presenting Sponsor (1 available)	\$1,750	=	<u>SOLD OUT!</u>
<i>Includes Tabletop Exhibit, 4 registration and listing on all promotional materials as the Presenting Sponsor</i>			
Directory Sponsor (2 available)	\$1,000	=	_____
<i>Includes 4 program registrations</i>			
Lunch Sponsor (4 available)	\$500	=	_____
<i>Includes 3 program registrations</i>			
Breakfast Sponsor (4 available)	\$400	=	_____
<i>Includes 2 program registrations</i>			
Parking Sponsor (4 available)	\$250	=	_____
<i>Includes 1 program registration</i>			
Lanyard Sponsor (1 available)	\$400	=	<u>SOLD OUT!</u>
<i>Sponsor provides logo lanyards for attendees. Minimum 300 lanyards needed.</i>			
Tabletop Exhibit (Member, Early)	\$600	=	_____
Standard Price	\$750	=	_____
Tabletop Exhibit (Non-Member, Early)	\$750	=	_____
Standard Price	\$900	=	_____
<u>BRING MANAGERS TO EVENT! Reserved Table for Lunch.</u>			
Registration Table for 8 Sponsor (Member, Early)	\$600	=	_____
Standard Price	\$750	=	_____
Registration Table for 8 Sponsor (Non-Member, Early)	\$750	=	_____
Standard Price	\$900	=	_____
<u>Conference Advertising in Event Program</u>			
Inside Front Cover—4 color	\$400	=	<u>SOLD OUT!</u>
Back Cover—4 color	\$400	=	<u>SOLD OUT!</u>
Full Page B&W	\$250	=	_____
Half Page	\$150	=	_____
Quarter Page	\$100	=	_____

TOTAL _____
THIS PAGE



Networking & Social Events

LADIES TEA PROGRAM SPONSOR

March 30, 2017— Casa Real, Ruby Hill Winery, Pleasanton, CA

Includes event, website and invitation signage, recognition at the event, listing in event program and listing in *The Communicator* magazine.

	\$Cost Per Event	=	Total Cost
Speaker Sponsor (5 Available)	\$500	=	_____
Tea and Crumpet Food Sponsor (5 Available)	\$450	=	_____
Tea Cup Invitation Sponsor (5 Available) <i>Includes logo on invitation</i>	\$400	=	SOLD OUT
Celebrity Style Entrance Sponsor (5 Available) <i>Includes one (1) attendee ticket, logo on step-and-repeat, red carpet entrance</i>	\$400	=	SOLD OUT
Photography Sponsor (1 Available) <i>Includes one (1) attendee ticket, photographer for 1 hour, company logo on images for Facebook/website/etc., works with Celebrity Style Entrance.</i>	\$400	=	SOLD OUT!
DJ Sponsor (2 Available)	\$500	=	_____
Parking Sponsor (1 Available) <i>Includes one (1) attendee ticket</i>	\$350	=	SOLD OUT!
Tea Leaf Centerpiece Sponsor (5 Avail., \$1000 Buyout)	\$300	=	_____
Sugar— One Lump or Two Program Sponsor (5 Avail.)	\$300	=	_____
Wine Glasses Sponsor (1 Avail.)	\$1000	=	SOLD OUT!
Sweet Treat Favor Sponsor (5 Available, \$1000 Buyout)	\$300	=	_____
Lanyard Sponsor <i>Sponsor provides logo lanyards for attendees. Minimum 300 Lanyards needed</i>	\$300	=	SOLD OUT!
Tea Pot Sponsor (5 Available, \$1000 Buyout)	\$300	=	_____
Honey Wine Tasting Sponsor (1 Available) <i>(Includes one (1) attendee ticket, first 8 bottles of wine.</i>	\$750 NEW PRICE!	=	_____
Table Sponsor — Reserved Table of 8	\$550	=	_____
Table Sponsor — Reserved Table of 10	\$650	=	_____
		TOTAL THIS PAGE	_____



Networking & Social Events

MEET THE MANAGERS

July 21, 2017, Location TBD

A “speed dating” type reception with managers and business partners only from 2:00 p.m.—4:30 p.m. with a mid-afternoon reception.

Includes event, website and invitation signage, recognition at the event, listing in event program and listing in *The Communicator* magazine.

	\$Cost Per Event	=	Total Cost
Reception Sponsor (2 Available) <i>Includes Appointments and Registration for 2</i>	\$1500	=	<u>SOLD OUT!</u>
Cocktail Sponsor (2 Available) <i>Includes Appointments and Registration for 2</i>	\$1250	=	<u>SOLD OUT!</u>
Refreshment Break Sponsor (2 Available) <i>Includes Appointments and Registration for 2</i>	\$1000	=	<u>SOLD OUT!</u>
Business Partner Host <i>Includes Appointments and Registration for 2 *Limit of 15</i>	\$800	=	<u>SOLD OUT!</u>
Lanyard Sponsor NEW! <i>Sponsor provides logo lanyards for attendees. Minimum 100 Lanyards needed Does not include appointments.</i>	\$300	=	<u>SOLD OUT!</u>

TOTAL **SOLD OUT!**
THIS PAGE



Networking & Social Events (Continued)

22nd ANNUAL GOLF CLASSIC

June 16, 2017, Location TBA

Includes event, website and invitation signage, recognition at the awards presentation, and listing in *The Communicator* magazine.

Dinner (Includes Table @ Dinner and 2 Dinner tickets) \$1,500 = _____

Brunch (Includes 2 Brunch tickets) \$1,000 = _____

Drink Cart *Limit of 2 \$1000 = **SOLD OUT!**

Includes two registrations, Lunch & Dinner. *Sponsor supplies their own beverages*

Hole In One \$1,250 = _____

Includes prize, two registrations, Lunch & Dinner. Sponsor contact at hole, company name on tee signage.

Par Three \$750 = **SOLD OUT**

Includes two registrations, Lunch & Dinner. Sponsor contact at hole, company name on tee signage.

Tee Sponsor \$650 = **SOLD OUT!**

Includes two registrations, Lunch & Dinner. Sponsor contact at hole, company name on tee sign.

Reception (Includes Dinner registration for 1) \$500 = _____

Trophy Sponsor \$500 = **SOLD OUT!**

Green Sponsor \$200 = _____

Signage on green.

Eye Opener Bar \$600 = **SOLD OUT!**

Company purchases own adult beverages

Photography Sponsor \$1500 = _____

Includes Brunch and Dinner for 1 attendee, photos of foursomes

Cigar Bar \$300 = **SOLD OUT**

Company purchases cigars

Putting Contest \$450 = **SOLD OUT!**

Raffle Prize (\$50 Minimum Value) If bringing one, Check Here

(not applicable towards Sponsorship dollars) Company name mentioned during raffle drawing.

Deliver to the golf course prior to the awards banquet or contact the chapter office to arrange for delivery.

SWAG Bag — Company Logo items \$50 = _____

Provide your own company logo items to be placed into each golfers SWAG Bag.

TOTAL THIS PAGE _____



Company Name _____

Contact Person _____

CAI—Bay Area and Central Chapter 2017 Marketing Plan

Networking & Social Events (Continued)

Texas Hold'Em Tournament

August 31, 2017 – Palm Event Center, Pleasanton

Includes event, website and invitation signage, recognition during the awards presentation, and listing in *The Communicator* magazine.

	\$Cost Per Event	Total Cost	
Dinner Sponsor <i>Includes 4 tickets</i>	\$1,000	=	_____
Snack Bar Sponsor (2 Available) <i>Includes one registration, table and signage. Sponsor provides (approved) snack items</i>	\$400	=	<u>SOLD OUT!</u>
Cigar Bar Sponsor (1 Available) <i>Includes one registration, table and signage. Sponsor provides cigar bar items</i>	\$400	=	<u>SOLD OUT!</u>
Coffee Bar Sponsor (1 Available) <i>Includes one registration, logo on bar</i>	\$350	=	<u>SOLD OUT</u>
DJ Sponsor (1 Available) <i>Company name mentioned by DJ, signage at event</i>	\$1200	=	_____
Graffiti Photo Wall Sponsor (1 Available) <i>Includes one registration, logo on images</i>	\$1000	=	<u>SOLD OUT!</u>
Stake a Poker Table <i>Sponsorship includes 10 tickets, a reserved poker table, and reserved seating at Dinner. Bringing your own table? <input type="checkbox"/></i>	\$1,250	=	_____
Stake a Blackjack Table <i>Sponsorship includes 5 tickets, a reserved blackjack table, and reserved seating at Dinner. Bringing your own table? <input type="checkbox"/></i>	\$750	=	_____
Casino/Playing Card Sponsor (1 Available) <i>Includes Exclusive Custom Playing Cards with your Logo</i>	\$1,000	=	<u>SOLD OUT!</u>
Beverage Sponsor (5 Available) <i>\$2250 Buy Out. Includes 1 ticket.</i>	\$500	=	_____
Centerpiece Sponsor (1 Available) <i>Logo on committee made centerpieces at dinner</i>	\$500	=	<u>SOLD OUT!</u>
Grand Prize Sponsor (1 Available) <i>Includes 1 ticket</i>	\$500	=	<u>SOLD OUT!</u>
Second Prize Sponsor	\$250	=	<u>SOLD OUT!</u>
Poker Table Sponsors <i>Does not include registration</i>	\$300	=	_____
Invitation Sponsor (Includes 1 Ticket)	\$500	=	<u>SOLD OUT</u>
Raffle Prize: (\$50 Minimum Value) <input type="checkbox"/> Check Box <i>Company name mentioned during raffle drawing. Deliver to the event prior to the event.</i>			

TOTAL THIS PAGE _____



Company Name _____

Contact Person _____

Networking & Social Events (Continued)

ANNUAL HOLIDAY AWARDS and HOLIDAY PARTY (Black Tie Optional)

December 1, 2017, TBD

Includes event, website and invitation signage, recognition during the awards presentation, and listing in *The Communicator* magazine.

Early Bird Pricing Available	\$Cost Per Event	=	Total Cost
Reception Sponsor (Includes 2 tickets)	\$1,000	=	_____
Photo Booth Sponsor (Custom Logo on Photos)	\$1,250	=	SOLD OUT!
Gold Sponsor (Includes 2 Tickets)	\$750	=	_____
DJ Sponsor	\$500	=	_____
Award Sponsor	\$750	=	_____
Invitation	\$500	=	_____
Flower Arrangements	\$500	=	_____
Cocktail/Wine Sponsor	\$400	=	_____
Table Sponsor (Reserved table of 8)	\$1,350	=	_____
Table Sponsor (Reserved table of 5)	\$850	=	_____
PCAM & Presidents Reception Sponsor (2 Avail.)	\$1000	=	_____

Includes 2 Tickets to the Reception. Invitation only to PCAM Designees.
Precedes the Annual Holiday Awards & Holiday Party (admission separate)

TOTAL _____
THIS PAGE



Company Name _____

Contact Person _____

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CAI—Bay Area and Central Chapter 2017 Marketing Plan

E-Newsletter Advertising

Advertise in the monthly Chapter e-newsletter, *The Pulse*

12 Issues a Year Includes logo with website link in issue on sidebar.

CAI Bay Area & Central California Chapter August 2015

BAY AREA AND CENTRAL CALIFORNIA CHAPTER
community
ASSOCIATIONS INSTITUTE

SPONSORS: CAI Bay Area & Central California Chapter

bank of commerce | sacramento
A Division of Hilltop Bank of Commerce

A ONE
CONSTRUCTION

BROADBAND AGREEMENTS
BY MFC
A Division of Morgan Fossell Consulting, Inc.

Scheduled Events
Designations & Certifications
Upcoming Events

Dear Kelvin,
Welcome to *The Pulse*, the monthly Chapter Newsletter
Have you
Education
Septemb
Game Sh
education
\$250 cas
*Must be
If you are
[Click Here](#)
Applicati

Price Listed per issue	\$Cost Per Event	Total Cost
January	\$100	= SOLD OUT!
February	\$100	= SOLD OUT!
March	\$100	= SOLD OUT!
April	\$100	= SOLD OUT!
May	\$100	= SOLD OUT!
June	\$100	= SOLD OUT!
July	\$100	= SOLD OUT!
August	\$100	= SOLD OUT!
September	\$100	= SOLD OUT!
October	\$100	= SOLD OUT!
November	\$100	= SOLD OUT!
December	\$100	= SOLD OUT!
TOTAL		<u>SOLD OUT</u>
THIS PAGE		

Your Logo Here!



Company Name _____

Contact Person _____

CAI—Bay Area and Central Chapter 2017 Marketing Plan

2017 Pre-Paid Marketing Plan

Chapter Sustaining Sponsor

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. Discounts and Sustaining Sponsor level is dependant upon the sponsor opportunities you choose. **New this year—Your advertising dollars spent* in The Communicator and Chapter Member Directory count towards establishing your Sponsorship Level.**

1. Choose a Sustaining Sponsor Level
2. Platinum, Gold, Silver or Bronze
3. Pay By JANUARY 31, 2017
4. **TAKE A DISCOUNT!** *Not applicable on advertising

Sponsorship Level	Total Amount Spent	Discount
Platinum	\$6,500 +	10.0%
Gold	\$5,000	7.5%
Silver	\$3,000	5.0%
Bronze	\$1,500	0.0%

PLEASE NOTE: The deadline for qualifying for the discount is December 31, 2015. The Marketing Plan must be paid in full by January 31, 2017

**THANK YOU FOR YOUR
CONTINUED SUPPORT!!**

PLATINUM Sponsors receive spotlight in new Marketing Video played before every event. Videographer comes to you for short spotlight on you and your company! New video footage quarterly. Don't miss out on this amazing opportunity! Become a PLATINUM Sponsor today!

Without the support of our valued sponsors, quality education and networking events would not be possible.



Company Name _____

Contact Person _____

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CAI—Bay Area and Central Chapter 2017 Marketing Plan

2017 Pre-Paid Marketing Plan

Advertiser (Please print clearly) _____

Contact Name _____

Address _____

Cite/State/Zip _____

Phone _____

FAX _____

Email Address (Required) _____

Website	TOTAL PAGE 5	_____
	TOTAL PAGE 6	_____
	TOTAL PAGE 7	_____
	TOTAL PAGE 8	_____
	TOTAL PAGE 9	_____
	TOTAL PAGE 10	_____
	TOTAL PAGE 11	_____
	TOTAL PAGE 12	_____
	TOTAL PAGE 13	_____
	TOTAL PAGE 14	_____
	TOTAL PAGE 15	_____

Make checks payable to:
CAI-Bay Area and Central Chapter
 2440 Camino Ramon, Suite 273
 San Ramon, CA 94583
 PHONE: (925) 355-1980
 FAX: (925) 355-1784
 Email: rachels@meetingpossibilities.com

Chapter Advertising _____

Communicator/Member Directory _____

TOTAL (To Establish Sponsor Level & Discount) _____

NET SPONSORSHIP (LESS ADVERTISING) _____

LESS DISCOUNT (Sponsor Spend Only) - _____

TOTAL DUE = _____

PAYMENT METHOD (Please Check One)

- Check Visa Mastercard American Express

Card No. _____

Exp. Date _____

Billing Zip Code _____

Cardholder Name _____

Authorized Signature _____

Signature above constitutes advertiser agreement to terms and conditions outlined herein including payment in full of the above referenced costs.