



Sponsorship Benefits Packet for 2020

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

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

CAI Kentucky
P.O. Box 19608
Louisville, KY 40259
Phone: (502)780-7695
ced@cai-ky.net
caiky.net

Becoming a sponsor is easy!

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

The Kentucky Chapter of CAI Board of Directors strongly endorses the Sponsorship Program for 2020. As a Business Partner, Community Management Company or a Community Association, we know you can invest your marketing dollars wherever it best suits your needs. But we believe your investment in the CAI-Kentucky Chapter Sponsorship Program will increase your groups' ability to strengthen their relationship with our members.

2020 Sponsorship Levels

Platinum - \$1,500

Gold - \$1,000

Silver - \$600

Bronze - \$250

Platinum - \$1500

- Logo on scrolling banner on the front page of the chapter website
- Clickable logo on the sponsorship page of the chapter website
- ½ page advertisement in each of the quarterly newsletters
- Spotlight article (1,000 words or less) in one (1) newsletter
- Listing in the Preferred Business Partner section of the online membership directory
- Free Registration to attend six (6) chapter luncheons.
- Logo displayed at all chapter events.

Gold - \$1000

- Clickable logo on the sponsorship page of the chapter website
- ½ page advertisement in two (2) of the quarterly newsletters
- Listing in the online membership directory
- Free Registration to attend three (3) chapter luncheons.
- Logo displayed at all chapter events.

Silver - \$600

- Clickable logo on the sponsorship page of the chapter website
- ½ page advertisement in one (1) of the quarterly newsletters
- Listing in the online membership directory
- Free Registration to attend one (1) chapter luncheon.
- Logo displayed at all chapter events.

Bronze - \$250

- Clickable logo on the sponsorship page of the chapter website
- ¼ page advertisement in one (1) of the quarterly newsletters
- Listing in the online membership directory
- Logo displayed at all chapter events.

Additional Sponsorship Opportunities

Luncheon Sponsor - \$150 (Only one sponsor per luncheon.)

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

Sponsorship of Newsletter

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

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

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

Trade Show Sponsorship

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

CAI-KY 2020 SPONSORSHIP COMMITMENT FORM

_____ **YES**, I would like to reach new potential customers by being a 2020 sponsor of CAI-KY

Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-Mail: _____ Website: _____

SELECT YOUR LEVEL OF SPONSORSHIP:

_____ Platinum Sponsor \$1600 (\$1500 members)

_____ Gold Sponsor \$1100 (\$1000 members)

_____ Silver Sponsor \$700 (\$600 members)

_____ Bronze Sponsor \$350 (\$250 members)

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

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

_____ Newsletter Sponsor 1/2 Page/Each Issue \$300 (\$200 members)

_____ Newsletter Sponsor 1/4 Page/Each Issue \$220 (\$120 members)

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

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

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

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

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

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

SPONSORSHIP RESERVATION DEADLINE: Return this form by January 15, 2020.

PAYMENT DUE: January 31, 2020. Full benefits will not be activated until payment is received.