

2024



SPONSORSHIP RECRUITMENT AND BENEFITS PACKET

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 35094
Louisville, KY 40232
Phone: (502)445-4585

Contact Us



ced@cai-ky.com



cai-ky.com

2024



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 2023. 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.

2024 Sponsorship Levels – Member Pricing

Platinum - \$1,700

Gold - \$1,200

Silver - \$800

Bronze - \$450

Early-Bird and Renewal Discount of \$100 by December 15, 2023

Full payment and all sponsors must be secured by February 16 to secure all sponsor benefits.

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EVERY CONSIDERATION/ACCOMMODATION WILL BE GIVEN TO AN EQUIVALENT BENEFIT SHOULD WE NEED TO SWITCH TO VIRTUAL MEETINGS

Platinum - \$1700

- Logo on scrolling banner on the front page of the chapter website
- Clickable logo on the sponsorship page of the chapter website
- Full page ad, clickable to company website, in each of the new quarterly mini-magazines (sent electronically)
- ½ page clickable advertisement in each of the monthly newsletters (in non-magazine months – 8 total)
- Spotlight article (1,000 words or less) in each magazine (4 times total)
- Special listing in the Preferred Business Partner section of the online membership directory
- Free Registration to attend six (6) chapter luncheons
- Logo displayed in sponsor graphic for all chapter communications
- Logo displayed at all chapter events, in multimedia slideshow
- Logo displayed on table tents at chapter events
- Special recognition on sponsor name badges
- First opportunity to purchase premium Trade Show sponsorships
- Six opportunities for social media promotion on Chapter's Facebook page

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Gold - \$1200

- Clickable logo on the sponsorship page of the chapter website
- ½ page ad, clickable to company website, in two (2) of the new quarterly mini-magazines (sent electronically)
- ½ page clickable advertisement in 6 of the monthly newsletters (in non-magazine months)
- Special Listing in the Preferred Business Partner section on the online membership directory
- Free Registration to attend three (3) chapter luncheons
- Logo displayed in sponsor graphic for all chapter communications
- Logo displayed at all chapter events, in multimedia slideshow
- Logo displayed on table tents at chapter events
- Special recognition on sponsor name badges
- Four opportunities for social media promotion on Chapter's Facebook page

Silver - \$800

- Clickable logo on the sponsorship page of the chapter website
- ½ page advertisement in one (1) of the new quarterly newsletters mini-magazines (sent electronically)
- ½ page clickable advertisement in 3 of the monthly newsletters (in non-magazine months)
- Special Listing in the Preferred Business Partner section on the online membership directory
- Free Registration to attend one (1) chapter luncheon
- Logo displayed in sponsor graphic for all chapter communications
- Logo displayed at all chapter events, in multimedia slideshow
- Logo displayed on table tents at chapter events
- Special recognition on sponsor name badges
- Two opportunities for social media promotion on Chapter's Facebook page

Bronze - \$450

- Clickable logo on the sponsorship page of the chapter website
- ¼ page advertisement in one (1) of the new quarterly newsletters
- Name recognition in all chapter communications
- Listing in the online membership directory
- Logo displayed at all chapter events
- Special recognition on sponsor name badges

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ADDITIONAL SPONSORSHIP OPPORTUNITIES

Luncheon Sponsor – \$350 (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 Magazine

Promote your business and services to the CAI Membership community by increasing your exposure in the quarterly magazine. 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 – Date TBD (prices and levels subject to change)

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

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CAI-KY 2024 SPONSORSHIP COMMITMENT FORM

___ **YES**, I would like to reach new potential customers by being a 2023 sponsor of CAI-KY

Name: _____

Company Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Fax:** _____

E-Mail: _____ **Website:** _____

SELECT YOUR LEVEL OF SPONSORSHIP:

- _____ Platinum Sponsor \$1700 (\$1600 early-bird and renewal)
- _____ Gold Sponsor \$1200 (\$1100 early-bird and renewal)
- _____ Silver Sponsor \$800 (\$700 early-bird and renewal)
- _____ Bronze Sponsor \$450 (\$350 early-bird and renewal)

- _____ Luncheon Sponsor \$350
- _____ Newsletter Sponsor Full Page/Each Issue \$450 (\$350 members)
- _____ Newsletter Sponsor ½ Page/Each Issue \$300 (\$200 members)
- _____ Newsletter Sponsor ¼ 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

FINAL DEADLINE AND PAYMENT DUE: February 16, 2024.

Full benefits will not be activated until payment is received.