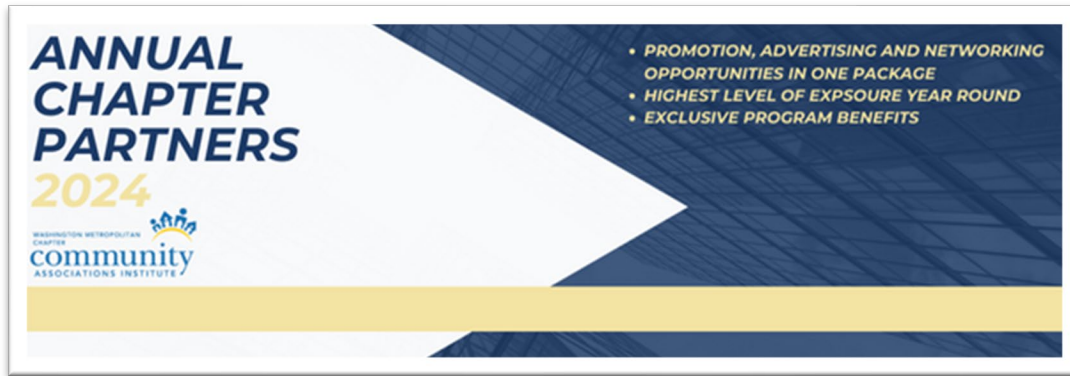


- **PROMOTION, ADVERTISING AND NETWORKING OPPORTUNITIES IN ONE PACKAGE**
- **HIGHEST LEVEL OF EXPOSURE YEAR ROUND**
- **EXCLUSIVE PROGRAM BENEFITS**

# **ANNUAL CHAPTER PARTNERS 2024**





**The 2024 Annual Chapter Partner Program is a comprehensive marketing plan with benefits exclusive to the program. It is a one-stop marketing solution. Through the Annual Chapter Partner Program, members unlock advertising and sponsorship opportunities that directly reflect our mission.** All partners are included on signage at every chapter program and event, listed in printed marketing material WMCCAI develops, and given repeated recognition throughout the year in print and electronic channels.

WMCCAI's Mission - Educating, empowering, and connecting stakeholders to strengthen community associations.

#### **EDUCATE:**

- NEW THIS YEAR! Platinum and Gold Annual Chapter Partners can provide a 30- or 15-minute video, respectively, to post in the chapter's OnDemand Library!
- NEW THIS YEAR! Discounted advertising in Quorum Magazine to illustrate your products and services.

#### **EMPOWER:**

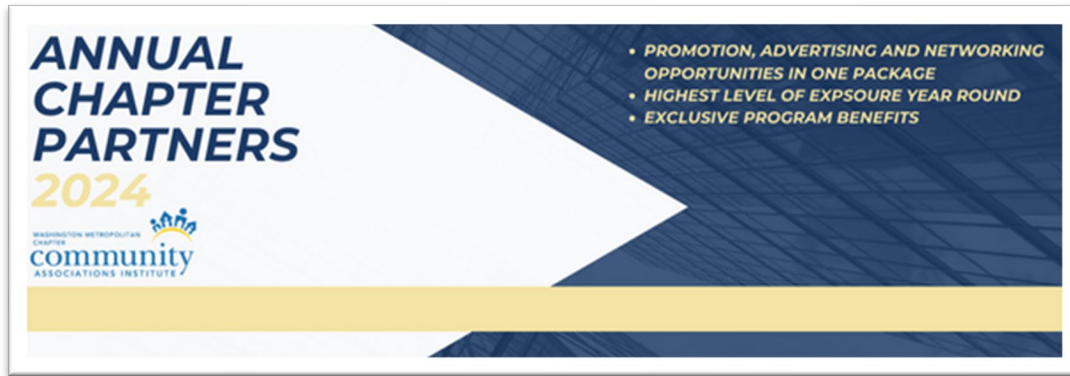
- Annual Chapter Partners can customize their Partner Package by applying Partner Dollars to additional sponsorships, advertising, or registrations throughout the year.
- Utilize your company benefits as a business development tool by inviting clients to use your complimentary event tickets.
- Use discounts on other programs to expand your exposure in Quorum Magazine or on the chapter website as well as with program & event sponsorships.

#### **CONNECT:**

- NEW THIS YEAR! Special event sponsorships for Annual Chapter Partners. These sponsorships allow Annual Chapter Partners to add their company logo to specific events as the Partner Sponsor.
- NEW THIS YEAR! Exclusive access to pre-event lounge at JumpStart January, Conference & Expo and Awards Celebration.
- Complimentary tickets to major chapter events.

The Partner Program is also an Investment in WMCCAI's operating fund, ensuring that our volunteer committees spend more time on producing quality programming and events instead of additional fundraising.

**SHOWCASE YOUR COMMITMENT TO THE COMMUNITY ASSOCIATION INDUSTRY, THE CHAPTER AND CAI BY JOINING THE 2024 ANNUAL CHAPTER PARTNER PROGRAM.** Simply complete and return the attached Partner Registration form.



### NEW IN 2024! PLATINUM LEVEL

- The new highest level of partnership, the Platinum level includes exposure in every area of the chapter, online and in-person. Only TWO Platinum sponsors will be confirmed based on first come, first served; the first two companies who return a completed form via email (for time received stamp) will be accepted as Platinum sponsors.
  - Note – the two Platinum sponsors cannot be direct category competitors based on the category listed in the company's CAI membership database.

### NEW BENEFITS FOR 2024!

- Sponsored content email blast to all chapter members.
- Advertising discount to expand marketing reach.
- Banner ads on chapter website.
- Sponsored content video posted in OnDemand Library.
- Exclusive access to Annual Chapter Partner Lounge at major chapter events (JumpStart January, Conference & Expo, and Awards Celebration).
- Special Partner Sponsor at chapter networking events and programs.

### Notes for all levels of Annual Chapter Partner benefits:

- Marketing Dollars is a credit provided to the Partner company to purchase additional sponsorships, registrations, or advertising during the Partner calendar year. These credits cannot be used for the Annual Chapter Partner invoice or for programs outside the calendar year (2024).
- Complimentary tickets can be used for company staff or used to invite others outside the Partner company to attend events, free of charge.
- Logo, artwork, advertisements, videos and any other display marketing images are provided to WMCCAI by the Partner company. WMCCAI cannot produce those materials. If the Partner company needs assistance from a graphic artist, chapter staff can provide a list of companies to contact.
- Benefits that are limited in quantity at one time are assigned based on the Annual Chapter Partner Profile form and then level of Partner (i.e. Platinum gets first pick, then Gold, and etc.). If there is a conflict in that process, time stamp of receiving the form will be the tie break.



	Platinum \$25,000 *3 available, category exclusive	Platinum Value	Gold \$15,000	Gold Value	Silver \$9,000	Silver Value	Bronze \$6,000	Bronze Value
ADVERTISING AND MARKETING								
Upgraded Listing in Online Service Directory with Chapter Partner designation	Premier Listing with video option (company provides video)	\$ 1,730.00	Premier Listing with video option (company provides video)	\$ 1,730.00	Premier Listing	\$ 1,510.00	Upgraded basic listing with company logo added	\$ 250.00
Feature in Quorum Magazine	Every month, 1/4 page featuring both Platinum Sponsors	\$ 2,850.00	Full Page for each Gold, once a year Company can utilize this space as a profile with the template or submit a one page editorial, ad, or other feature about the company. Featured Gold banner will be on top of the page.	\$ 1,375.00	All Silvers with short company description featured in a full page once during the year	\$ 690.00	All Bronzes featured in a half page, once a year	\$ 400.00
Classified Ad Listing in Quorum	Highlighted Classified Listing 6 lines, Monthly	\$ 4,920.00	Highlighted Classified Listing 4 lines, Every Other Month	\$ 1,650.00	Classified Listing, 4 lines, Every other month	\$ 1,380.00	Classified Listing, 4 Lines, Once Per Quarter	\$ 920.00
Partner Profile Page on www.caidc.org	Logo with company description and link to website	Partner Program Exclusive Benefit	Logo with company description and link to website	Partner Program Exclusive Benefit	Logo with link to website	Partner Program Exclusive Benefit	Company name with link to website	Partner Program Exclusive Benefit
Verbal recognition at all chapter programs	Yes, individual company name	Partner Program Exclusive Benefit	Yes, individual company name	Partner Program Exclusive Benefit	Yes, as a group	Partner Program Exclusive Benefit	Yes, as a group	Partner Program Exclusive Benefit
Eblast to all Chapter Members (content provided by company, email sent by chapter on date determined by chapter)	Once Per Year Individually; additional blast together once per year	\$3,000	Once Per Year as a group	\$ 1,500.00	Once Per Year as a Group	\$ 1,500.00	Once Per Year as a Group	\$1,500
Chapter Partner listing in all chapter e-marketing materials and mailed information	Yes	Partner Program Exclusive Benefit	Yes	Partner Program Exclusive Benefit	Yes	Partner Program Exclusive Benefit	Yes	Partner Program Exclusive Benefit
Banner on homepage of chapter website	Logo on top half of website, incorporated in header image	Partner Program Exclusive Benefit	Company Logo scrolling on homepage	Partner Program Exclusive Benefit				
Annual Chapter Partners banner on all pages of the chapter website	Company Logo	Partner Program Exclusive Benefit	Company Logo	Partner Program Exclusive Benefit				
Sidebar Ad on all pages of the chapter website	Company created artwork	Partner Program Exclusive Benefit						
Banner ad on OnDemand Library	Logos incorporated in header image on page	Partner Program Exclusive Benefit						
Custom WMCCAI Chapter Partner logo for use on company materials	Yes	Partner Program Exclusive Benefit	Yes	Partner Program Exclusive Benefit	Yes	Partner Program Exclusive Benefit	Yes	Partner Program Exclusive Benefit
Advertising Discount	10% off all advertising in Quorum	Varies - starting at \$240/full page ad	5% off all advertising in Quorum	Varies, starting at \$160 per full page ad	5% of all advertising in Quorum	Varies, starting at \$68 per full page ad		
EVENTS, SPONSORSHIP AND REGISTRATIONS								
Early Bird pricing for all chapter events	Yes	Value differs based on company's registration numbers over the year; difference between Early Bird and onsite rates range from \$15 to \$100 per registration	Yes	Value differs based on company's registration numbers over the year; difference between early bird and onsite rate ranges from \$15 - \$100				
Sponsored Information Video posted on chapter website	Opportunity to provide an information video for posting on chapter website; can be educational content or marketing material. No longer than 30 minutes total length. Will be posted in the OnDemand Library as a free resource, and will be announced in an eblast to members. Chapter holds the right to review and approve the content prior to publishing.	30 minutes max in length	Opportunity to provide an information video for posting on chapter website; can be educational content or marketing material. No longer than 15 minutes total length. Will be posted in the OnDemand Library as a free resource, and will be announced in an eblast to members. Chapter holds the right to review and approve the content prior to publishing.	15 minutes max in length				
Badge designation of Partner status (either printed on the badge or optional badge ribbon)	Yes	Partner Program Exclusive Benefit	Yes	Partner Program Exclusive Benefit	Yes	Partner Program Exclusive Benefit	Yes	Partner Program Exclusive Benefit
Chapter Partner signage at all chapter programs (virtual events will feature a Partner slide at the start of the program)	Individual signage for each company at all chapter events, placed at registration	Partner Program Exclusive Benefit	Logo on Annual Chapter Partners sign	Partner Program Exclusive Benefit	Company Name on Annual Chapter Partners sign	Partner Program Exclusive Benefit	Company name with link to website	Partner Program Exclusive Benefit
First Look at all sponsorship opportunities for the program year; ability to confirm sponsorships prior to overall membership	Yes, first look	Partner Program Exclusive Benefit	Yes, first look after Platinum	Partner Program Exclusive Benefit	Yes, after Golds	Partner Program Exclusive Benefit	Yes, after Silvers	Partner Program Exclusive Benefit
Reserved Seating at Major Events where applicable - registrations NOT included	Full Table (10 seats) - JSJ, Awards	Partner Program Exclusive Benefit	Full Table (10 seats)- JSJ, Awards	Partner Program Exclusive Benefit	Half Table (5 seats) - JSJ, Awards	Partner Program Exclusive Benefit	Half Table (5 seats) - JSJ, Awards	Partner Program Exclusive Benefit

	Platinum \$25,000 *3 available, category exclusive	Platinum Value	Gold \$15,000	Gold Value	Silver \$9,000	Silver Value	Bronze \$6,000	Bronze Value
Access to Pre-Event Meet and Greet at Major Events (Awards, JSJ, C&E); number of tickets for each meet and greet determined per event	Yes	Partner Program Exclusive Benefit	Yes	Partner Program Exclusive Benefit	Yes	Partner Program Exclusive Benefit	Yes	Partner Program Exclusive Benefit
Post-event attendee lists from chapter events	All	Partner Program Exclusive Benefit	Major Events Only	Partner Program Exclusive Benefit	Major Events Only	Partner Program Exclusive Benefit	Major Events Only	Partner Program Exclusive Benefit
CREDITS, TICKETS AND DONATIONS								
Donation to LACs	\$ 500.00	\$ 500.00	\$ 400.00	\$ 400.00	\$ 100.00	\$ 100.00	\$ -	\$ -
Marketing Credits (good until 12/31/2024); funds available for use on sponsorships, advertising, and registration purchases.	\$ 3,000.00	\$ 3,000.00	\$ 2,500.00	\$ 2,500.00	\$ 1,250.00	\$ 1,250.00	\$ 750.00	\$ 750.00
Complimentary Tickets for the following Chapter Events - listed per event for JumpStart January, Awards Celebration, C&E, Education Day. Can be used for company staff or given to others	8 tickets per event listed	\$ 2,960.00	6 tickets per event listed	\$ 2,220.00	4 tickets per event listed	\$ 1,480.00	3 tickets per event listed	\$ 1,110.00
Complimentary Annual Partner event sponsorship for chapter events or programs - based on commitment date, no more than 3 Annual Partner per event, category Partner Program Exclusive Benefit	3 events	Partner Program Exclusive Benefit	2 events	Partner Program Exclusive Benefit	1 event	Partner Program Exclusive Benefit	1 event	Partner Program Exclusive Benefit
Annual Partner Sponsorship includes: Company logo on event marketing, opportunity to provide logo item to attendees, attendee list post-event.								

# 2024 Annual Chapter Partner Program Registration Form

## GENERAL INFORMATION: (Please print or type)

Company \_\_\_\_\_

Primary Contact \_\_\_\_\_

E-mail \_\_\_\_\_

Address \_\_\_\_\_ Suite/P.O. Box \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (Main) \_\_\_\_\_ (Direct/Cell) \_\_\_\_\_

Website \_\_\_\_\_

## 2024 CHAPTER PARTNERSHIP PACKAGE RATE:

Platinum (\$25,000)

Gold (\$15,000)

Silver (\$9,000)

Bronze (\$6,000)

## BILLING PREFERENCE: (Check one)

Annually

Semiannually

Quarterly

## PAYMENT: (Check one)

Check Enclosed (Made payable to WMCCAI)

ACH/eCheck

VISA

MasterCard

American Express

Discover

Credit Card Information:

Credit Card Number

Exp. Date

Card Holder's Name

Billing Zip Code

## Payment Terms:

- Any payment selection other than annually requires a credit card on file. It will only be charged if the check payment is more than 90 days late.
- For semi-annual or quarterly payments, the first payment will be processed when the completed form is received. The schedule for additional payments will be semiannual payment will be processed June 1, 2024. Quarterly payments will be processed April 1, July 1 and October 1, 2024.

With my signature below, I affirm that I am authorized to make the above commitment on my company's behalf. I have read and understand the benefits associated with this sponsorship and agree to pay in accordance with WMCCAI payment terms. I understand that this form becomes a contract when signed.

Authorized Signature

Note: Credit Card payments for total invoices over \$2,500 will incur a 4% credit card processing fee.

Date

**Send the completed form to Jaime Barnhart, Executive Director at [info@caidc.org](mailto:info@caidc.org). Confirmations are based on first received, first confirmed basis; emailed form is required for this purpose.**