

AVAILABLE OFFERINGS AS OF 12-18-2024

Program & Event Sponsorship

Advertising in Quorum & Chapter Website
Membership & Outreach Sponsorships
Education Sponsorships
Event Sponsorships

2025



WMCCAI Sponsorship Opportunities

www.caidc.org/sponsorship-opportunities

2025 Program & Event Sponsorship



Community Associations Institute estimates that 74.1 million people are living in community associations worldwide. In Maryland, Virginia, and Washington, D.C. over 3 million residents live in over 17,000 community associations according to the Foundation for Community Research.

With over 3300 members in the region, the Washington Metropolitan Chapter of Community Associations Institute (WMCCAI), targeted marketing through the chapter will put your company in front of decision-makers, strengthen existing relationships and open the door to new prospects.

WMCCAI hosts more than a dozen events, programs, and education sessions each year creating unique opportunities to connect with members representing the DC metropolitan area.

Sponsorship packages are exclusive to each program or event. The packages are detailed in the following pages.

ALL chapter program and event sponsors receive the following benefits:

- Recognition on event related materials *
- Acknowledgement on event webpage and event marketing campaign(s) as applicable*
- Recognition in Quorum magazine*
- Attendee mailing list, sent after the event/program date

(*Depending on date commitment)

Confirming a sponsorship is easy and simple! The link on the last page of this sponsorship brochure is ready for you to complete. Please complete the link as soon as possible to ensure your choices.

Chapter staff will process your request and follow up with you so you can take full advantage of your sponsorship benefits. Please reach out to sponsorships@caidc.org with any questions. We look forward to working with you in 2025!

WMCCAI EVENT SPONSORSHIPS

Targeted marketing with event sponsorship will help you reach thousands of decision-makers, strengthen existing relationships, and open the door to new prospects within the Washington metro area.

2025 Events include:

- Jump Start January
- Networking Events
- Annual Golf Tournament
- Awards Celebration

All sponsors at chapter events will receive:

- Recognition with logo and link on event page on WMCCAI's website and marketing materials
- Recognition in Quorum magazine**
- Verbal and signage recognition at event
- Post-event attendee list

Additional benefits for each level are listed below as applicable.

2025 JUMPSTART JANUARY

January 24, 2025

Start the New Year off right with WMCCAI's annual kick-off event attended by hundreds of community association industry professionals. In 2025, Jump Start January will feature a motivational speaker and host a committee trade show.

JUMP START JANUARY SPONSORSHIP & BENEFITS:

EVENT HOST \$5,000 (1 available)

- Exclusive sponsorship
- Opportunity to co-host the presentation with Chapter President on stage
- Logo on event related item given to all attendees
- Placement of company logo on all event materials
- (4) tickets to event

NEW YEAR SPONSOR \$2,500 (1 sold, 1 available)

- Opportunity to greet attendees during presentation
- Logo on event related item given to all attendees
- Placement of company logo on all event materials
- (2) tickets to event

BREAKFAST SPONSOR \$1,000 (2 sold, 2 available)

- Logo on napkins used at buffet stations
- (1) ticket to event

EVENT SUPPORTER SPONSOR \$500

- Name on signage in the committee fair area of the event

CHAPTER HAPPY HOURS

Various dates 2025

Network with chapter members from across the region at WMCCAI's happy hour events. These events are scheduled throughout the year and have a different theme each time. Examples of past happy hour events are winery and brewery visits, bowling contests, Holiday Happy Hour, and Party in the Park. Additional sponsorships may be created for specific happy hour events.

EVENT SPONSOR: \$1,500 (2 per happy hour available – category exclusive)

- Two (2) tickets to the sponsored happy hour
- Opportunity to provide a promotional item to each attendee at the event
- Logo on event related items (drink tickets, napkins, etc. as examples)
- Opportunity to speak at event

HAPPY HOUR SPONSOR: \$600 (unlimited available)

- (1) ticket to sponsored happy hour
- Logo on signage at event

2025 SPRING SOCIAL EVENT – TO BE CONFIRMED

DATE – To be confirmed

Location – To be confirmed

SPONSORSHIP & BENEFITS:

EVENT HOST \$4,000 (1 available)

- Exclusive sponsorship
- Logo on event related item given to all attendees
- Placement of company logo on all event materials
- (4) tickets to event
- Opportunity to speak at event

FOOD & BEVERAGE SPONSOR \$2,000 (4 available)

- Logo on napkins and drink tickets at event
- (2) tickets to event

SIMULATORS SPONSORS \$750 (4 available)

- Logo on signage at various locations
- (1) ticket to event

EVENT SUPPORTER SPONSOR \$500

- Name on signage at the event

ANNUAL AWARDS CELEBRATION

Date to be confirmed - November 2025

WMCCAI's Annual Awards Celebration is the Chapter's one black-tie event where members are invited to celebrate the year's successes while honoring those members who have contributed to the growth and accomplishments of the Chapter. The Chapter Events Committee creates a new theme for each Annual Celebration to make it a fun and unique way to celebrate. Additional sponsorship opportunities may be created for this event.

AWARD CELEBRATION SPONSORSHIPS & BENEFITS:

CELEBRATION HOST SPONSOR (Exclusive) \$5,000

- Exclusive sponsorship opportunity
- Speaking opportunity during awards presentation and opportunity to co-host with Chapter President
- Placement of company logo on all Celebration materials
- Four tickets to event
- Reserved seating at awards ceremony

AWARDS SPONSOR (2 available – category exclusive) \$1,500

- Placement of company logo on Awards ceremony materials
- Two tickets to event
- Reserved seating at awards ceremony
- Opportunity for company representative to assist with awards presentation

COCKTAIL HOUR SPONSOR (1 sold, 2 available) \$1,000

- Placement of company logo at cocktail hour and on napkins for the bar
- One tickets to event

DESSERT SPONSOR (3 available) \$1,000

- Placement of company logo at dessert station
- One ticket to event

ENTERTAINMENT SPONSOR \$1,000 (2 available – category exclusive)

- Placement of company logo on DJ table and/or on the dance floor during the post-ceremony celebration
- One ticket to event

DRINK TICKET SPONSOR (1 sold, 2 available) \$750

- Placement of company logo on drink tickets given to attendees
- One ticket to event

COAT CHECK SPONSOR (Exclusive) \$500

- Placement of company logo at coat check area

EVENT SPONSOR (unlimited) \$500

- Logo on signage at event

GOLF CLASSIC & GAMES EVENT

September 29, 2025, Chantilly National Golf & Country Club

The Annual Golf Classic has become a tradition and a signature event for WMCCAI. While the golf game is the featured activity, the Classic also offers ax throwing and a wine tasting for our non-golfing members, a networking reception, as well as contests and prizes

ALL GOLF CLASSIC SPONSORS RECEIVE THE FOLLOWING BENEFITS:

- Opportunity to provide golf-related giveaway to be included in player's swag bags (15 pieces of a single item, WMCCAI must receive the item 14 days prior to event)
 - Recognition on signage at event
 - Acknowledgment on the event page on WMCCAI's website with company name and hyperlink
 - Recognition in WMCCAI event marketing campaign(s) (commitment date dependent)
 - Recognition in Quorum magazine (commitment date dependent)
 - Lunch and a ticket to the networking reception for sponsor representatives included in sponsorship
 - Post-event attendee list
- **Depending on commitment date.**

19TH HOLE AWARDS RECEPTION SPONSOR: \$4,500 (exclusive)

- One (1) golfer foursome included
- Company name/logo on golf awards
- Opportunity to present awards to winning golfers at networking reception
- Speaking opportunity at networking reception
- Specialty beverage named after company during morning registration & at the awards reception
- Company name on signage at event and reception

GOLF CART SPONSOR: \$3,000 (exclusive)

- One (1) golfer foursome included
- Company name/logo posted on all golf carts used by players in the tournament

PLAYERS GIFT: \$2,500 (exclusive)

- Recognition with company name/logo on player's gift and/or packaging

PHOTOGRAPHY: \$1,500 (exclusive) SOLD

- ~~Company name/logo on printed photos distributed to each golfer~~
- ~~Registration for two (2) volunteers to assist in taking photos of golfers on the course~~

FLAGS: \$1,000 (exclusive)

- Opportunity to provide flags with company name/logo for golf course holes (WMCCAI may provide flags for a fee if notified at least 90 days prior to event).

MULLIGANS AND TOSS PACKAGE: \$1,000 (exclusive)

- Recognition with company name/logo on mulligan and toss tickets
- Opportunity to provide two volunteers to sell mulligans at registration

HOLE SPONSOR: \$1,300 (multiple sponsorships available)

- Registration for two (2) volunteers to represent the company at hole
- Company name posted on contest hole signage
- Opportunity to provide promotional materials for display at contest hole

CONTEST HOLES: \$1,400 (Multiple sponsorships available)

- Registration for two (2) volunteers to coordinate the contest
- Company name posted on contest hole signage
- Opportunity to provide promotional materials for display at contest hole
- Provide prize for winners (except Hole in One; insurance will provide prizes)
- Multiple sponsorships available: choose one of the following:
 - Hole in One
 - Closest to the Keg
 - Closest to the Pi
 - Longest Drive
 - Dice Game
 - Putting Contest
 - Beat the Pro

BREAKFAST: \$1,000 (1 sold, 1 available)

- Opportunity to provide a small flyer or sticker to be included in boxed breakfast provided to all event attendees
- Opportunity for one (1) volunteer to attend

LUNCH: \$1,250 (2 available)

- Registration for two (2) volunteers to represent the company
- Opportunity to provide a small flyer or sticker to be included in boxed lunches provided to all event attendees

BEVERAGE CARTS: \$2,500 (2 available)

- Registration for one (1) volunteer to assist in staffing beverage cart
- Company name/logo posted on beverage cart signage

DRIVING RANGE: \$1,000 (exclusive)

- Registration for two (2) volunteers to set up a table and represent the company at the driving range
- Company name on sign posted at driving range

GAMES SPONSOR: \$750 (4 available)

- Registration for two (2) volunteers to assist with cornhole tournament
- Opportunity to provide company branded cornhole boards or other yard game
- Company name posted on signage
- Opportunity to provide promotional materials for display at games area

WINE TASTING SPONSOR: \$1,500 (2 available)

- Registration for two (2) volunteers
- Opportunity to provide company branded promotional item
- Opportunity to participate in the wine tasting event alongside catering representative.
- Company name posted on signage

AX THROWING SPONSOR: \$1,500 (2 available)

- Registration for two (2) volunteers
- Opportunity to provide company branded promotional item
- Opportunity to participate in the ax throwing event
- Company name posted on signage

AT THE TURN BAR SPONSOR: \$1,500 (2 available)

- Registration for two (2) volunteers
- Opportunity to provide company branded coasters or koozies
- Company name posted on signage

BANNER AT OPENING/CLUBHOUSE: \$800 (Multiple available)

- Recognition with company name/logo on banner placed at the entrance of the clubhouse

SCORECARD: \$1,000 (2 available)

- Recognition with company name/logo on score card placed in each golf cart

50/50 RAFFLE: \$500 (2 available)

- Recognition with company name/logo on 50/50 raffle tickets
- Opportunity to provide two (2) volunteers to sell 50/50 raffle tickets

SWAG BAG: \$200 (Multiple available)

- Opportunity to provide a single golf-related item to golfers (estimated 150 pieces required – must be delivered 14 days prior to event)

MEMBERSHIP SPONSORSHIP OPPORTUNITIES

Recruiting and retaining our members is essential to our chapter's strength and vitality. Join us to spread the joy of CAI membership. All sponsors will receive recognition in related marketing materials, the website, social media (as applicable), and in *Quorum* magazine.

All sponsors at chapter programs will receive:

- Recognition with logo and link on event page on WMCCAI's website and marketing materials
- Recognition in *Quorum* magazine**
- Verbal and signage recognition at event
- Post-event attendee list

**date dependent - based on deadlines for publishing

NEW MEMBER RECRUITMENT CONTESTS

Dates TBD

RECRUITMENT CONTEST SPONSORS: \$500

Multiple Sponsorships Available

Help us boost membership! WMCCAI's Recruitment Contests are a great, cost-effective way to increase your company's visibility to current and potential clients. Sponsors will be able to meet and congratulate the winners, either in-person or virtually. If in-person, the sponsors can join the winners in a photo. Examples of past recruitment contests are drawing for gift cards and PCAM member recruitment contest.

MEMBERSHIP MIXER SPONSOR: \$250

One Sponsorship Available per Event (2 Events)

Join the Membership Committee as they welcome current & prospective members and discuss the benefits of WMCCAI in an informal setting with opportunities to network. This sponsorship includes:

- Can provide company-branded items to display at the mixer.
- Opportunity to speak at the beginning of the event.
- A post-event list of attendees.

PUBLIC OUTREACH SPONSORSHIPS

All sponsors at chapter events will receive:

- Recognition with logo and link on event page on WMCCAI's website and marketing materials
- Recognition in Quorum magazine**
- Verbal and signage recognition at event
- Post-event attendee list

**date dependent - based on deadlines for publishing

POTOMAC WATERSHED SPONSORSHIPS

April 20, 2025

Join the Public Outreach Committee as they do their part to clean up the Potomac Watershed. *Note: Potomac Watershed sponsorships are only available from December 1, 2023-March 31, 2025.*

PROMOTIONAL ITEM SPONSOR (T-SHIRT):

\$1,250 Two Sponsorships Available

- Includes the sponsors' logos on the t-shirts given out to volunteers at the Potomac Watershed event.

PROMOTIONAL ITEM SPONSOR (REUSABLE

CUP): \$750 Two Sponsorships Available

- Includes the sponsor logo printed on reusable water cups that will be given out to volunteers at the Potomac Watershed event.

FOOD/BEVERAGE SPONSOR (1 SPONSOR): \$500

Exclusive

- Opportunity to provide a small flyer or sticker with sponsor logo to be included with the light breakfast items provided to the volunteers.

FRIENDS OF THE WATERSHED SPONSOR: \$250

Multiple Sponsorships Available

- Signage with sponsor logos at each site.

SCHOLARSHIP SPONSORS

Multiple Sponsorships Available

The WMCCAI Scholarship Program has been developed for all Washington Metro area high-school seniors who will be enrolled for the fall 2023 semester in a four-year college, community college, or vocational school. *Note: The Scholarship sponsorships are only available from December 1, 2024- April 30, 2025.*

There are three sponsorship levels:

DEAN (\$1,000) – Principal level benefits + joining the CAI Team in a photo with the winner(s).

PRINCIPAL (\$500) – Professor level benefits + an invitation to the winner's presentation.

PROFESSOR (\$250) – recognition on all promotional materials.

RONALD MCDONALD HOUSE SPONSORSHIP

Date to be confirmed – March or April 2025

Come and lend a hand as WMCCAI volunteers mulch, plant and spruce up the landscaping at the Ronald McDonald House of Northern Virginia.

FOOD & BEVERAGE SPONSOR: \$300 SOLD

Exclusive

- ~~Sponsor logo included with the light breakfast items available to the volunteers.~~
- ~~Opportunity to speak at the beginning of the event.~~

EDUCATION SESSIONS AND EVENTS

For 2025, WMCCAI has redesigned its education programs geared towards managers, homeowners and business partners. Community association homeowners and managers join CAI to further their education in community association operations, governance, and management. These programs have been designed to create accessible, innovative, and flexible learning opportunities.

All sponsors at chapter events will receive:

- Recognition with logo and link on event page on WMCCAI's website and marketing materials
- Recognition in Quorum magazine**
- Verbal and signage recognition at event
- Post-event attendee list

**date dependent on deadlines for publishing

FREE WEBINAR SESSIONS

Dates TBD

WMCCAI is committed to providing education for community association homeowners and managers. In 2025, WMCCAI will host at least two free webinars on trending industry topics. Approximately 35 homeowners and managers are expected to attend live each webinar. These webinars may also be posted to the OnDemand Learning Library for additional viewing and exposure.

Sponsor cost: \$500

Three (3) sponsorships are available for each of these events.

- Speaking opportunity to introduce company and products/services.
- Recognition on virtual background used within the session.

ON-DEMAND VIDEO LIBRARY

Amazing resource since launching in July 2022! The WMCCAI Learn On Demand video library currently offers over 40 sessions recordings available for purchase. All sessions are CAMICB approved for CEU credit towards manager professional designations (CMCA, AMS, PCAM). New content is added regularly! Year long, high visibility opportunity for business partners and management companies!

Learn on Demand Website Banner Advertising

Cost: \$500 (4 available)

BOARD LEADERSHIP DEVELOPMENT WORKSHOP

Date to be confirmed – Fall 2025

The Board Leadership Development Workshop offers a great opportunity for a business partner or management company to get in front of dedicated homeowners and board members. This one-day intensive program provides attendees with comprehensive information about association communications, community building policies and association problem solving skills.

Board Leadership Sponsorship Cost: \$1,500

(1 sold, 2 available) sponsorships are available for this event.

- Speaking opportunity to introduce company and products/services
- Verbal recognition at event
- Opportunity to bring logoed item for attendees.

PROFESSIONAL DESIGNATION STUDY SERIES

PCAM Prep Class, Date to be confirmed

CMCA Study Group, Date to be confirmed

This sponsorship package, which includes the CMCA Exam Study Group and the Path to Your PCAM course, is a great opportunity for business partners to meet new, emerging, and experienced managers. Property managers will gain valuable information on how to grow professionally and personally within the industry in helping them earn their industry recognized CMCA and PCAM professional designations. At least one of each will be offered in 2025.

Professional Designation Study Series Cost: \$2,000

Three (3) sponsorships available. (1 per industry category type)

- Exclusive sponsorship opportunity
- Speaking opportunity to introduce company and products/services
- Opportunity to display company promotional materials

LEGISLATIVE/LEGAL ADVICE SERIES

DC Leg Update: Date to be confirmed

Virginia Leg Update: Date to be confirmed

Maryland Leg Update: Date to be confirmed

This series will feature legal experts in each of the three WMCCAI jurisdictions (Maryland, Virginia, and the District of Columbia), who will provide a legislative update and legal trend forecast. Additionally, attendees will have the opportunity to submit questions prior to the sessions, which the speaker panel will answer based on topic and time allowed. These sessions provide a great opportunity for business partners to meet both experienced managers and homeowner board leaders.

Legislative/Legal Advice Series: \$500 per session

Three (3) sponsorships available per session.

ONE DAY SUMMER EDUCATION SESSION

Date to be confirmed: Summer 2025

NEW in 2025! One full day of continuing education in summer 2025!

- **Education – 1 sold, 3 available. Cost: \$500**
 - Logo on slide presentations in all session rooms
 - (1) additional ticket to the event

EDUCATION PALOOZA

October 25, 2025

Established in 2023 – a whole day to showcase WMCCAI education! Attendees will choose from eight hot topic education sessions and can visit business partner exhibitors throughout the day, and network during coffee breaks, over lunch and throughout the day.

All Education Palooza sponsors receive the following benefits (level specific benefits are listed under the sponsorship level):

- Recognition at event
- Recognition on event page on WMCCAI's website with company logo and hyperlink
- One ticket to event
- Recognition on event marketing materials
- Attendee list (including emails) upon request

Sponsorships are available as follows:

- **Event – 1 sold, 1 available. Cost: \$2,000**
 - Speaking opportunity to introduce company and products/services
 - Opportunity to display company promotional materials
 - (2) additional tickets to the event
- **Education – 4 available. Cost: \$1,000**
 - Logo on slide presentations in all session rooms
 - (1) additional ticket to the event
- **Exhibitor – 8 sold, 4 available. Cost: \$800**
 - One 6' table to display company information
- **Lunch – 1 available. Cost: \$1,000**
 - Speaking opportunity at the lunch event
- **Coffee/Break – 2 available. Cost: \$500**
 - Logo displayed on the coffee bars
- **Attendee Swag Bag item. Cost: \$250**
 - Sponsor provides logo item; quantity will be determined two weeks prior to event date

2025 ADVERTISING SPONSORSHIPS

For 2025, WMCCAI is introducing new advertising opportunities on the chapter website. These advertisements were created keeping in mind high visibility for each company.

CHAPTER WEBSITE ADVERTISING

Bottom Banner (on all pages)

- \$1,750 per quarter

Sidebar Banner (on all pages) - *No more than 2 sidebar banners allowed at a time*

- \$750 per quarter

QUORUM MAGAZINE ADVERTISING

Quorum Magazine is published monthly in the digital format and [posted online](#). The magazine is sent to all chapter members and affiliates with a distribution list of nearly 4,000 email addresses. Additionally, the Digital Quorum link is available on the chapter website.

Naylor Association Services is the official advertising sales contractor for WMCCAI. Any advertising in Quorum Magazine is managed by them.

Quorum Advertising Options include:

- Display Advertising within the magazine pages (1/4 page up to full page available),
- Classified listing printed in the magazine pages (4 lines minimum), and
- Digital advertising within the library pages.

ONLINE SERVICE DIRECTORY

WMCCAI hosts an Online Service Directory. All Business Partner and Management Company members are given a standard listing that includes company name and address. Upgrades are available including:

- Digital advertising on the Online Service Directory pages (banner, rectangle, etc),
- Additional categories and category sponsor listings, and
- Premier listing with video

For Quorum Advertising and Online Service Directory pricing and contracts, [click here to review the WMCCAI Media Guide](#). You can also contact Naylor directly: Troy Gainer, tgainer@naylor.com, 770-810-6988.



To Sign up for 2025 Sponsorship

- **Go to this link and complete your form online: [2025 WMCCAI Sponsorship Form](#)**
- You will complete your form and submit credit card payment or notice of check payment via this link.
- Questions should be directed to sponsorships@caidc.org

Terms and Conditions

- **LogoUsage/SubmissionGuidelines:** By signing this contract you permit WMCCAI to use your logo for marketing efforts (including *Quorum* Magazine, marketing materials, email messages, or website). It is your responsibility to notify WMCCAI of any changes to your logo. If you change your logo mid-marketing, WMCCAI can update it digitally but NOT print. If you have questions about submitting logos for use in WMCCAI marketing materials and website, please contact WMCCAI at publications@caidc.org
- **Social media:** WMCCAI uses social media to market events and education sessions. The Chapter may tag/mention your business in social media campaigns (Facebook, LinkedIn, and Twitter). To ensure that we are tagging the correct business page, you are encouraged to like or follow the WMCCAI pages on social media. Also, please email publications@caidc.org with the direct links to your companies' social media. Sharing the post will help ensure more exposure for your business and create more engagement.
- **Cancellation: There is no cancellation of sponsorship.**
- **Payment Policies and Terms:** All payments are due 45 days prior to the event date. WMCCAI reserves the right to require prepayment for any sponsoring company with past-due balances. Sponsorship benefits will not be provided at the event for sponsoring companies who have not paid the sponsorship balance ten days before the event unless other terms are agreed upon in writing between WMCCAI and the sponsoring company. Advertised prices are for members; nonmembers add 25% to all listed prices. Any costs already incurred by WMCCAI to fulfill sponsorship benefits will be deducted if a refund is due to the sponsoring company. On or before 12-31-2024 credit card payments for total invoices over \$2500 will incur a 4% credit card processing fee. On or after 1-1-2025 credit card payments for total invoices over \$250 will incur a 4% credit card processing fee.
- **Terms:** Some benefits of sponsorship packages are based on commitment date. These benefits may include recognition in WMCCAI event marketing materials, website, and in *Quorum* magazine. Some sponsorships include the ability to include company-branded materials. Materials subject to approval by Chapter staff
- **Sponsorships may not be shared by multiple companies.**

NOT A MEMBER AND INTERESTED IN BECOMING A SPONSOR?
Contact WMCCAI Executive Director, Renee Kayal at rkayal@caidc.org