

# 2021 PARTNER PROGRAM

Exclusive Marketing Opportunities to Promote Your Business  
While Strengthening the Community Association Industry



WMCCAI's Partner Program is a complete marketing program designed to showcase your company across all the Chapter's programs. Partners are guaranteed continued exposure all year and receive exclusive benefits including credits to use on advertisements, event registrations...even your exhibit booth. Many benefits are unavailable outside of the Partner Program.

## WHY PARTICIPATE IN THE PARTNER PROGRAM?

- **Direct continued exposure** to the over 3,400 WMCCAI members all year
- **Exclusive marketing opportunities** available only the Chapter Partners
- **Investment in WMCCAI's operating fund**, ensuring that our volunteer committees spend more time on producing quality programming and events instead of additional fundraising
- **One-stop marketing solution** for your company

## WHAT BENEFITS DO PARTNERS RECEIVE?

**Chapter Partners receive unparalleled marketing advantages including enhanced advertising placements and special recognition throughout the Chapter.**

At the Benefactor level, this one program alone places your company's name/logo and link on more than 96,000 chapter e-mails and key pages of the chapter's website. Your company's name/logo will also be printed on the back of *Quorum* in 2021.

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. Chapter Partners also receive first access to exclusive advertising and sponsorship opportunities and Partner Dollars to spend on event registrations, exhibits, and more.

## WE BELIEVE COMMUNITY IS WHAT MATTERS.

### OUR VISION

To be recognized as the leading resource for Community Associations and Business Partners.

### OUR MISSION

Optimize the operations of Community Associations and foster value for our Business Partners.

### WHAT WE DO

- **Advocacy** - establish and enhance/maintain relationships with legislators and government officials and to advocate on behalf of community associations.
- **Member Development** - boost membership and participation through enhanced outreach.
- **Education** - provide a World-Class Education Curriculum for Stakeholders.
- **Member Services** - maximize value provided to our current members, including Business Partners (events, conferences, materials, etc.).

Show your commitment to education and support of the community association industry by joining the Partner Program!

Hann & Hann expanded our support in part due to the alignment between our company philosophy and the mission of maintaining and advancing the value of our communities. WMCCAI and Hann & Hann are partners in this goal and becoming a Chapter Benefactor is a visible testament to this; both to our existing clients, and those that are just learning about why we are here. We will always be part of this community, providing the expertise and a variety of services to enhance the value of your property.

**TODD EL-TAHER,**  
HANN & HANN CONSTRUCTION  
SERVICES

Being a Partner of the Washington Metropolitan Chapter Community Associations Institute for the past 11 years has helped us deliver on our mission of being a premier asphalt and concrete company in the DC Metro area. We have been able to more effectively implement our vision to build better communities, together. The Partnership Program gives us the opportunity to connect with, educate, and create beneficial partnerships with member community associations and nurture those lasting relationships towards a better world. We look forward to a strong continued partnership with CAI.

**PAUL BATTISTA,**  
BROTHERS PAVING &  
CONCRETE CORPORATION

## Join as a WMCCAI Partner Today!

Complete the attached registration form and enjoy the benefits throughout 2021! Contact WMCCAI's Executive Director, Jaime Barnhart, CMP, CAE, at (703) 750-3644 or [jbarnhart@caidc.org](mailto:jbarnhart@caidc.org) with any questions about this exclusive program.

PARTNERSHIP PROGRAM BENEFITS	BENEFACTOR (\$15,000)	PATRON (\$9,000)	SUPPORTER (\$6,000)
<b>PARTNER DOLLARS</b>	\$2,000	\$1,250	\$650
<b>ADVERTISING</b>			
Custom WMCCAI Partner Logo to use in company materials	✓	✓	✓
Upgraded Listing in Online Service Directory	With Benefactor designation, company logo, link and premium placement	With Patron designation, link and premier placement	With Supporter designation
Company listed on www.caidc.org as a Chapter Partner	Company Logo and link	Name and link	Name
<b>REGISTRATION</b>			
Early Bird Pricing for all chapter events	✓		
Chapter Partner badge ribbons for all staff of company attending in-person chapter events	✓	✓	✓
Custom virtual background with company logo and Partner status for use by all company staff at any chapter virtual event	✓	✓	✓
<b>EDUCATION &amp; EVENTS</b>			
Signage at all chapter education and networking events (virtual background used by speakers, sponsors, and chapter staff for virtual events)	Logo	Name	Name
<b>MARKETING</b>			
Featured Company Profile in <i>Quorum</i>	✓		
Featured Company Profile on Chapter website blog	✓	✓	
E-Newsletter Banner clickable to company website (no more than 2 per newsletter)	Two		
<b>LAC DONATION</b>	\$400	\$100	
<b>CUSTOMIZE YOUR BENEFIT PACKAGE!</b>	Use these ticket packages for chapter education sessions and networking events, whether they are virtual or in-person.		
Education Session	10 tickets	6 tickets	4 tickets
Networking Events ( <i>excludes Awards Celebration and Golf Classic</i> )	10 tickets	6 tickets	4 tickets
Conference & Expo	4 tickets	3 tickets	2 tickets

## 2021 PARTNERSHIP PROGRAM REGISTRATION FORM

**GENERAL INFORMATION:** (Please print or type)

Company \_\_\_\_\_  
 Primary Contact \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Billing Contact \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Address \_\_\_\_\_ Suite/P.O. Box \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
 Website \_\_\_\_\_

**2021 CHAPTER PARTNERSHIP PACKAGE RATE:**

Chapter Benefactor (\$15,000)     Chapter Patron (\$9,000)  
 Chapter Supporter (\$6,000)

**BILLING PREFERENCE:** (Check one)

Annually     Semiannually     Quarterly

Any payment selection other than annually requires a credit card or EFT/eCheck information on file.

**PAYMENT:** (Check one)

Check Enclosed (Made payable to WMCCAI)     EFT/eCheck  
 VISA     MasterCard     American Express     Discover

**Credit Card Information:**

Credit Card Number \_\_\_\_\_  
 Exp. Date \_\_\_\_\_  
 Card Holder's Name \_\_\_\_\_  
 Billing Zip Code \_\_\_\_\_

*After initial payment, I give permission for the above credit card to be charged April 1, 2021, July 1, 2021 and October 1, 2021 (for quarterly billing), or June 1, 2021 (for semiannual billing).*

**Bank Account Information (if paying with EFT/eCheck):**

Account Holder Name \_\_\_\_\_  
 Account Number \_\_\_\_\_  
 Nine-Digit Routing Number \_\_\_\_\_

*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 \_\_\_\_\_  
 Date \_\_\_\_\_