

2022 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.).

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 with any questions about this exclusive program.

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

2022 PARTNER PROGRAM BENEFITS

WMCCAI's Partner Program provides member companies with benefits unavailable outside the program. These benefits spotlight your company as a Chapter Partner throughout the year and utilize all the marketing channels within the chapter. See the list below for these items within each Partner level.

	BENEFACTOR (\$15,000)	PATRON (\$9,000)	SUPPORTER (\$6,000)	
ADVERTISING & MARKETING				
Custom WMCCAI Partner Logo to use in company materials during the program year	✓	✓	✓	*
Upgraded Listing in Online Service Directory with Chapter Partner designation	Premier Listing with option to add video with Partner Designation	Premier Listing with Partner Designation	Basic Listing including company logo with Partner Designation	
Company listed on www.caidc.org as a Chapter Partner	Company Logo, link and company description	Log and Link	Log and Link	*
Featured company profile printed in Quorum one time during the program year	✓			
Featured company profile posted on www.caidc.org	✓			
Partner Promo - 30 minute webinar hosted by CAI and Partner company. Can be used for education and promotion of company. Will be posted on the chapter partner webpage and sent to all members via email one time in the year	30 minutes	15 minutes		
Chapter Partner listing in all chapter e-newsletters and event registration confirmations	✓	✓	✓	*
REGISTRATION FOR CHAPTER PROGRAMS				
Early Bird Pricing for all chapter event registrations	✓			
Badge Ribbons for all company staff at in-person events	✓	✓	✓	*
Virtual Background with WMCCAI, company and Partner logo for use by all company staff at virtual events	✓	✓	✓	*
Chapter Partner signage at all in-person events	✓	✓	✓	*
Chapter Partner slide included in all virtual event presentations	✓	✓	✓	*
LAC DONATION	\$400	\$100	\$0	
Advertising Dollars (to be used on any advertising in the chapter in Quorum, digital advertising, or C&E program book.) These credits expire on 12/31/2022 and can only be applied to chapter programs in 2022.)	\$750	\$500	\$250	**Early bird pricing adds up to a significant savings. Any staff of the Partner company can use the special company code when they register for an event after the Early Bird deadline passes. This is valid for all chapter programs in 2022.
Registration Dollars (to be used on registration at any chapter program in 2022. These credits expire on 12/31/2022 and can only be applied to chapter programs in 2022.)	\$1,000	\$750	\$500	
Sponsorship Flex Fund Automatic sponsorship or exhibit credit for chapter events and programs. Company can opt to use the entire Flex Fund in one event or spread out through the list. The Flex Fund can also be transferred into the Partner Dollar Fund - any transfer of credit must be completed by 02/28/2022. If company does not designate how to apply the fund within the event sponsorship options 60 days prior to the event date, the chapter will choose a sponsorship to apply the fund to. These credits expire on 12/31/2022 and can only be applied to chapter programs in 2022.	\$3,500	\$2,000	\$1,000	

2022 PARTNER 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 _____

2022 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, 2022, July 1, 2022 and October 1, 2022 (for quarterly billing), or June 1, 2022 (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 _____

RETURN TO: WMCCAI, 7600 Leesburg Pike, Suite 100 West, Falls Church, VA 22043 | Fax: (703) 941-1740 | Email: jbarnhart@caidc.org