

WESTERN NEW YORK
CAI 2025

Sponsorship &
Advertising Package



Making Connections

Benefits



Make direct connections

No organization is better equipped to connect you with the region's vast community association industry than Western New York Chapter Community Associations Institute (WNY CAI). Our sponsorship and advertising opportunities provide the most direct line of marketing to reach community association homeowners, managers, and service providers.

Make each dollar count

Every dollar your business invests in CAI WNY supports our mission to provide resources and support to community association members, volunteers, and professionals through education, unified advocacy, and leadership development. Our chapter's operating funds are spent primarily on programming and networking events, outreach, and publications geared towards the advancement of community associations.

Make measurable returns on your investment

Expand your marketing reach and dollar by sponsoring and advertising with CAI WNY. Each event draws members and participants from the greater Rochester, Buffalo, and Syracuse areas, as well as Ellicottville and Chautauqua, New York. Our quarterly newsletter, *Community Association Connection*, and annual *Membership Directory* is emailed to our 200 plus members and posted to our website. Copies of our newsletter are distributed to sponsors and property management companies within the region to be shared with their customer base.

Drive more visitors to your website by investing in an inexpensive ad banner on one of our high traffic web pages (300 hits per week). Increase your visibility by becoming a Platinum Precious Metal Sponsor and have your company logo featured on the CAI WNY home page, blog, and Marketplace page with a direct link to your website.

All Precious Metal sponsors will be featured on social media in addition to the Marketplace pages of *Community Association Connection*, *CAI WNY Membership Directory*, and the CAI WNY website

2025

Calendar of Events

We are proud to present a variety of webinars to our membership as well as an increasing number of LIVE in person events. These events are held in multiple venues in WNY and will be advertised as available. Please consult our website for changes: www.caiwny.org

WINTER WEBINAR SERIES - 2025

Zoom events - Topics and Dates below: (6-7 P.M.)

- *Wednesday, January 22, 2025 - Fire Safety: Strategies and Equipment*
- *Wednesday, February 12, 2025 - Security - Keeping Your Home Safe*
- *Wednesday, March 19, 2025 - Disaster Recovery (Insurance & Strategy)*

Ask the Legal Experts - Wednesday May 28, 2025

(In Person Event - Rochester, 6 P.M. to 8 P.M.)

Brook-Lea Country Club (pending)

891 Pixley Road, Rochester 14624

SUMMER WEBINAR (Zoom event)

- *Wednesday, June 25, 2025 - Rising Property Taxes and What You Can Do*

Annual Board Leadership Training - Saturday, October 25, 2025

(In Person Event - Buffalo, 8:30 A.M. to 12:30 P.M.)

Rizotto Ristorante (pending)

930 Maple Avenue, Buffalo 14221

ALSO ... - Presidents' Meetings

In-person meetings of the HOA and Condo leadership to discuss ideas and topics of importance to their communities.

Groups being formed in BOTH Buffalo and Rochester.

Please contact cai.wny@gmail.com for details

FINALLY

Watch for our big announcement in 2025 Just for Managers!



- Year-round website advertising - with link to your website
- Platinum Sponsorship Listing on website and in newsletter
- Full page advertising in Quarterly newsletter for one year
- Half page ad in Marketplace Program Listing for both the Legal Panel event (Rochester) and the Leadership Training (Buffalo)



- Year-round website advertising - with link to your website
- Gold Sponsorship Listing on website and in newsletter
- Half page advertising in Quarterly newsletter for one year



- Year-round website advertising - with link to your website
- Silver Sponsorship Listing on website and in Quarterly newsletter
- Quarter page sized advertising in Quarterly newsletter for one year



- Bronze sponsorship listing on website and in Quarterly newsletter

\$250

\$250



WESTERN NEW YORK CAI 2025 Sponsorship & Advertising Form*

PRECIOUS METAL SPONSORSHIP - NON MEMBER

I will be sponsoring at the following level:

PLATINUM \$1,000 GOLD \$750 SILVER \$500 BRONZE \$250

*Once we receive written notice to confirm a sponsorship, no refunds will be given.

I will also commit to:

WEBINAR SPONSORSHIP

_____ \$250 logo on advertising of webinars of my choice,

BOARD LEADERSHIP WORKSHOP or ASK THE LEGAL EXPERTS

Event Sponsor (PER event)

_____ \$250 vendor table at event AND company rep may address attendees for two minutes

NEWSLETTER ADVERTISING (full page 7.5"w x 10"h) (1/2 page 7.5"w x 6.25"h) (1/4 page 3.625"w x 4.625"h) (1/8 page 3.625"w x 2.325"h)

Community Association Connection

CAI WNY's quarterly newsletter, Community Association Connection, is distributed via email, to members and industry professionals. **ALL ADS SHOULD BE SUBMITTED VIA EMAIL IN JPEG FORMAT.**

1/2 page ad \$400 ___ Spring ___ Summer ___ Autumn ___ Winter (2026)

1/4 page ad \$300 ___ Spring ___ Summer ___ Autumn ___ Winter (2026)

1/8 page ad \$200 ___ Spring ___ Summer ___ Autumn ___ Winter (2026)

Advertisement Deadlines for Artwork in Newsletter

Spring 2025 – March 14, 2025

Summer 2025 - June 13, 2025

Fall 2025 – August 15, 2025

Winter 2025 – December 12, 2025

Company Name: _____ Contact Person: _____

Company Address: _____ City: _____ State: _____ Zip: _____

PLEASE SEND CHECK MADE PAYABLE TO CAI WNY TO:

CAI WNY, 2117 Buffalo Road, #261, Rochester, NY 14624

Please email logos and ads to cai.wny@gmail.com Please direct all questions to Angela Ramage-Wolf, Chapter Executive Director, at 585-505-2252 or cai.wny@gmail.com.