

# 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

WESTERN NEW YORK  
CAI 2023

Sponsorship &  
Advertising Package



Making Connections

# 2023

## 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](http://www.caiwny.org)

### April 26

Roofing Projects: All Your Questions Answered by the Experts [Webinar]

### May 6

Board Leadership Workshop - Buffalo, NY [This is an in-person event]

### June 14

Legal Panel : Ask the Experts [Webinar]

### September 13

Gardening and Landscaping [Webinar]

### October 21

Board Leadership Workshop - Rochester, NY [This is an in-person event]

*\*This is a proposed calendar for 2023*



- 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 Leadership Training events (Buffalo & Rochester)



- 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
- Quarter page ad in Marketplace Program Listing for BOTH Leadership Training events (Buffalo & Rochester )



- 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

## 2023 Sponsorship & Advertising Form

### PRECIOUS METAL SPONSORSHIP

I will be sponsoring at the following level:

PLATINUM \$1000      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 & virtual background of webinar of my choice, company rep. may address attendees for two minutes

### BOARD LEADERSHIP WORKSHOPS

#### 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 \$200    \_\_\_ Summer    \_\_\_ Autumn    \_\_\_ Winter (2024)    \_\_\_ Spring (2024)

1/4 page ad \$150    \_\_\_ Summer    \_\_\_ Autumn    \_\_\_ Winter (2024)    \_\_\_ Spring (2024)

1/8 page ad \$100    \_\_\_ Summer    \_\_\_ Autumn    \_\_\_ Winter (2024)    \_\_\_ Spring (2024)

### Advertisement Deadlines for Artwork in Newsletter

**Summer 2023 – June 9, 2023**

**Fall 2022 – August 18, 2023**

**Winter 2024 – December 15, 2023**

**Spring 2024 – March 15, 2024**

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.