

WESTERN NEW YORK CAI 2024

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

2024

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

February 28, 2024

(6 P.M.– Webinar)

The Rising Cost of Insurance: Experts Explain

Featuring: Bonnie Gionta (USI) and
Steve Grimaldi (John. J. Grimaldi & Associate, Inc.)

May 15, 2024

(In Person Event - Buffalo, 5 to 8 P.M.)

Ask the Legal Experts - The Legal Panel Answers Your Questions

Rizotto Ristorante

930 Maple Avenue, Buffalo 14221

June 6, 2024

(6 P.M.– Webinar)

EV Stations: What the Board Needs to Know for the Future

Featuring Todd Pegelow, VP Renua Charge -
Electric Vehicle Charging Business

October 5, 2024

(In Person Event - Buffalo, 9 AM to 1 P.M.)

Board Leadership Training (Featuring): "Effective Strategies for Dealing with Difficult Residents"

Rizotto Ristorante

930 Maple Avenue, Buffalo 14221

*ALSO ... introducing - **Monthly Managers Meetings**
Zoom Meetings for Managers to share ideas, contacts, strategies, and
ideas to help improve their jobs and communities.*



- 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 and the Leadership Training (Buffalo)
- One article submission from your business to be featured in an edition of the Quarterly newsletter (250 words)



- 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

2024 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 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 \$200 ___ Spring ___ Summer ___ Autumn ___ Winter (2025)

1/4 page ad \$150 ___ Spring ___ Summer ___ Autumn ___ Winter (2025)

1/8 page ad \$100 ___ Spring ___ Summer ___ Autumn ___ Winter (2025)

Advertisement Deadlines for Artwork in Newsletter

Spring 2024 – March 15, 2024

Summer 2024 - June 14, 2024

Fall 2024 – August 16, 2024

Winter 2025 – December 13, 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.