

# 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 2022

Sponsorship &  
Advertising Package



Making Connections

# 2022

## Calendar of Events

Due to COVID-19, MANY events are currently scheduled as webinars. When feasible, we will begin in-person events to include venues in both Rochester & Buffalo. Please consult our website for changes: [www.caiwny.org](http://www.caiwny.org)

### March 30

Reasonable Accommodations [Webinar]

### April 27

When Disaster Strikes: Respond, Rehabilitate & Rebuild [Webinar]

### May 25

HOARDING: How to Respond to the Problem [Webinar]

### June 29

Legal Panel [Webinar]

### Date TBD

Vendor Fair/ Trade Show [This is an in-person event]

### September 28

Dealing with Mentally Ill & Aging Homeowners [Webinar]

### October 22

Board Leadership Workshop/ Annual Membership Meeting with Cocktails & Silent Auction [This is an in-person event]

### November 6

Board Leadership Elections



- 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
- Full page ad in Marketplace Program Listing for Vendor/ Trade Show in Summer
- Full membership directory and contact list



- 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
- Half page ad in Marketplace Program Listing for Vendor/ Trade Show in Summer
- Full membership directory and contact list



- Year-round website advertising - with link to your website
- Silver Sponsorship Listing on website and in Quarterly newsletter
- Quarter page advertising in Quarterly newsletter for one year
- Full membership directory and contact list



- Bronze sponsorship listing on website and in Quarterly newsletter
- Full membership directory and contact list

\$250

\$250



# WESTERN NEW YORK CAI

## 2022 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 WORKSHOP

#### Event Sponsor

\_\_\_\_ \$250 logo on advertising & virtual background, 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.

1/2 page ad \$200    \_\_\_ Spring    \_\_\_ Summer    \_\_\_ Autumn    \_\_\_ Winter (2023)

1/4 page ad \$150    \_\_\_ Spring    \_\_\_ Summer    \_\_\_ Autumn    \_\_\_ Winter (2023)

1/8 page ad \$100    \_\_\_ Spring    \_\_\_ Summer    \_\_\_ Autumn    \_\_\_ Winter (2023)

### Advertisement Deadlines for Artwork in Newsletter

**Spring 2022 – March 25, 2022**

**Summer 2022 – June 17, 2022**

**Fall 2022 – August 26, 2022**

**Winter 2023 – December 16, 2022**

### Membership Directory

Once a year the CAI WNY Membership Directory is distributed via email and our website.

\_\_\_ full page add \$225    \_\_\_ 1/2 page ad \$200    \_\_\_ 1/4 page ad \$150    \_\_\_ 1/8 page ad \$100

### WEBSITE AD BANNER

\_\_\_ Member Resources page \$300    \_\_\_ Membership page \$250    \_\_\_ Event Registration page \$250

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.