

2020

# Marketing Plan

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# 2020 Calendar of Events

<b>JANUARY</b>	09	11:30am - 1:30pm	<b>Monthly Meeting: Luncheon</b> "Stress Less" CEU by Betsy Barbeix of Florida CAM Schools	Second Harvest Food Bank
<b>FEBRUARY</b>	07	9am - 10pm	<b>CA Day, Trade Show &amp; After Party</b> "Honoring the Stars of the Association"	Marriott World Center in Orlando
	20-21 22	9am-5pm 9am-12pm	<b>PMDP: M-100</b> "The Essentials of Community Association Management"	Doubletree by Hilton Orlando
<b>MARCH</b>	05	TBD	<b>Monthly Meeting</b> "Legal Update" CEU by The Ruggieri Law Firm	TBD
<b>APRIL</b>	02	TBD	<b>Monthly Meeting: Luncheon</b> "Sitting for a Deposition" CEU presented by Burg Simpson	TBD
	16	TBD	<b>New Member Breakfast</b>	TBD
	24	9am-5pm	<b>PMDP: M-202</b> "Association Communications"	Doubletree by Hilton Orlando
<b>MAY</b>	07	TBD	<b>Monthly Meeting: Luncheon</b> "Anatomy of a Community Project" CEU by Garfinkel Whynot	TBD
	21	TBD	<b>Spring Social</b>	TBD
<b>JUNE</b>	04	TBD	<b>Monthly Meeting</b> "Panel Before and After the Storm" by Negar Sharifi and Tara Munoz	TBD
	10-13	All Day	<b>CAI Annual Conference &amp; Exposition</b> "Community Now"	Hollywood, FL
<b>JULY</b>	16	4pm - 7pm	<b>Meet the Managers</b>	TBD
<b>AUGUST</b>	06	TBD	<b>Monthly Meeting</b> "Drones & Communities" CEU by Arias Bosinger	TBD
	TBD	TBD	<b>Educated Business Partner Event</b>	TBD
<b>SEPTEMBER</b>	03	TBD	<b>Monthly Meeting</b>	TBD
	TBD	TBD	<b>10th Annual Golf Tournament</b>	TBD
<b>OCTOBER</b>	01	TBD	<b>Monthly Meeting</b> "Legal Panel"	TBD
<b>NOVEMBER</b>	05	TBD	<b>Monthly Meeting</b>	TBD
<b>DECEMBER</b>	TBD	TBD	<b>Annual Meeting, Gala &amp; Fundraiser</b>	TBD

# Medallion Sponsorships



2019 Medallion Sponsor Trade Show Booth



Medallion Sponsor Speaking at a Luncheon

Every member of CAI Central Florida enjoys the opportunity of networking with thousands of community association decision makers. Becoming a Medallion Sponsor invests in your local chapter and elevates your brand even more so by being continuously recognized at chapter events and weekly communications. Every sponsor receives a nice discount when they reserve their trade show booth as well.

## Platinum Sponsor \$2,450

Free trade show booth  
\$950.00 value

50% off on golf tournament foursome  
\$225.00 value

Half page ad in electronic newsletter in full color (8"w x 5.125"h)  
\$500.00 value

Potential opportunity to sponsor and speak at chapter events. Premium placement in service directory.  
\$500.00 value

Company logo on chapter website  
\$500.00 value

Banner display at chapter events  
\$300.00 value

Weekly recognition of sponsorship & logo on email blasts to members  
\$1,300.00 value

## Gold Sponsor \$1,500

50% Discount on trade show booth  
\$475.00 value

25% off on golf tournament foursome  
\$112.50 value

Quarter page ad in electronic newsletter in full color (3.875"w x 5.125"h)  
\$250.00 value

Noted placement in service directory  
\$500.00 value

Company logo on chapter website  
\$500.00 value

Banner display at chapter events  
\$300.00 value

Weekly recognition of sponsorship on email blast  
\$520.00 value

## Silver Sponsor \$1,150

25% Discount on trade show booth  
\$237.50 value

Quarter page ad in electronic newsletter in full color (3.875"w x 5.125"h)  
\$250.00 value

Noted placement in service directory  
\$500.00 value

Company logo on chapter website  
\$500.00 value

Banner display at chapter events  
\$300.00 value

Weekly recognition of sponsorship on email blast  
\$520.00 value

# Monthly Meetings



Every sponsor for the monthly meeting, which is generally the first Thursday of the month, receives face time in front of the membership with the microphone to talk about their company. You will also be able to put give-away items and collateral materials on the tables. Space is provided for our sponsors to display their marketing materials. Every sponsor is important to our chapter and your generous donation goes directly to off set the costs of the program.

## Monthly Meeting Sponsor - 3 Available

**\$300**

Only three companies are permitted to sponsor each of the monthly meetings and every effort is made to ensure the sponsors are not direct competitors and offer different industry services.



# CA Day: Annual Trade Show



2020 CA Day Flyer

## February 7, 2020

10am-9pm

**Marriott World Center**  
8701 World Center Dr.  
Orlando, FL 32821

**FREE for Homeowner Leaders  
and Managers**  
**\$35 per Business Partner Attendee**

CA Day is an annual trade show bridging the gap between Homeowner Leaders (board members), Community Managers, and the Business Partners that support them. The trade show is no ordinary event. Every year we choose a theme and immerse ourselves producing a truly exceptional trade show experience, with next year's theme being *"Movie Night: Honoring the Stars of the Association."* Each booth will be participating in best booth designs and visitor engagement competitions. There will be FREE Education Classes available to registered attendees, 129 vendor expo booths, raffle prize giveaways, and the After Party.



# CA Day: Annual Trade Show

## After Party Sponsors - 0 Available: \$3,000

Logo and company name on select promotional materials, Chapter website, and select Chapter emails

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Full page, full color ad in the Trade Show program

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Logo on approximately 17,000 mailers/tickets that are distributed via mail and delivered to Homeowner Leaders and CAMs

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Logo on the CAICF Trade Show ad in the *Florida Community Association Journal*

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Two (2) parking passes for day of show

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Four (4) After Party Wristbands

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Highlighted as sponsor in the Trade Show program

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Sponsor signage at the front entrance and at the After Party

---

After Party Wristbands to be printed with sponsor's logo

---

Privilege of providing beverage napkins with company logo at the After Party event

---

Sponsor recognized at the monthly Chapter meetings

---

May provide material to insert in 1,200 Trade Show bags

---

Sponsor signage in booth

## Set Design (Decor) Sponsor: \$2,000

Logo and company name on select promotional materials, Chapter website, and select Chapter emails

---

1/2 page, full color ad in the Trade Show program

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Logo on the CAICF Trade Show ad in the *Florida Community Association Journal*

---

One (1) free parking pass for day of show

---

Highlighted as sponsor in the Trade Show program

---

Sponsor signage at the front entrance and at the Decor area

---

Sponsor recognized at the monthly Chapter meetings

---

May provide material to insert in 1,200 Trade Show bags

---

Sponsor signage in booth

## Executive Producer Sponsors - 10 Available: \$500

Logo and company name on select promotional materials, Chapter website, and select Chapter emails

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Business card size, full color ad in the Trade Show program

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Highlighted as sponsor in the Trade Show program

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Signage at the front entrance

---

Sponsor recognized at the monthly Chapter meetings

---

May provide material to insert in 1,200 Trade Show bags

---

Sponsor signage in booth

## Cinematographer (Photo Booth) Sponsor: \$1,500

Logo and company name on select promotional materials, Chapter website, and select Chapter emails

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1/2 page, full color ad in the Trade Show program

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Logo on the CAICF Trade Show ad in the *Florida Community Association Journal*

---

One (1) parking pass for day of show

---

Company name on all photos

---

Highlighted as sponsor in the Trade Show program

---

Sponsor signage at the front entrance and at the photo booth

---

Sponsor recognized at the monthly Chapter meetings

---

May provide material to insert in 1,200 Trade Show bags

---

Sponsor signage in booth

## Bar Sponsors - 4 Available: \$1,200

Logo and company name on select promotional materials, Chapter website, and select Chapter emails

---

1/2 page, full color ad in the Trade Show program

---

One (1) free parking pass for day of show

---

Highlighted as sponsor in the Trade Show program

---

Signage at the front entrance and at the Bar area

---

Privilege of providing beverage napkins with company logo at the Trade Show Bar

---

Sponsor recognized at the monthly Chapter meetings

---

May provide material to insert in 1,200 Trade Show bags

---

Sponsor signage in booth

*\*Sponsorships & Booth Pricing continued on following page\**



# CA Day: Annual Trade Show

## Classroom Sponsors: \$800 - \$1,300

Classroom Presenter - 1 Available Per Class:	\$800
Legal Panel Sponsor - 2 Available:	\$900
CEU Sponsor - 2 Available:	\$900
Board Certification Class Sponsor - 2 Available:	\$1,300

Exclusive industry specific - no more than one company from each industry and no attorneys can sponsor the Legal Panel

Business card size, full color ad in the Trade Show program

Ability to leave marketing material at each seat

Five minutes to introduce your company at the beginning of class

Highlighted as sponsor in the Trade Show program

Signage outside of classroom space

Sponsor recognized at the monthly Chapter meetings

May provide material to insert in 1,200 Trade Show bags

Sponsor signage in booth

## Concession Sponsor (Classroom Snacks): \$2,200

Greet attendees in the Lobby Area outside the classrooms

Five minutes to introduce your company at the beginning of class

Logo and company name on select promotional materials, Chapter website, and select Chapter emails

1/2 page, full color ad in the Trade Show program

One (1) free parking pass for day of show.

Highlighted as sponsor in the Trade Show program

Signage outside of classroom area

Privilege of providing beverage napkins with company logo at the Concession Snack area

Sponsor recognized at the monthly Chapter meetings

May provide material to insert in 1,200 Trade Show bags

Sponsor signage in booth



## Vendor Booths: \$950 - \$2,200

Regular (10x10) - Members:	\$950
Regular (10x10) - Non-Members:	\$2050
Premium (10x10) - Medallion Members:	\$1,400*
Double Premium (20x10) - Medallion Members:	\$2,200 *

Each booth may have two (2) exhibitors/staff members at no cost, except for the double premium booths, which may have four (4) exhibitors/staff members

Additional exhibitors/staff members for booths may be purchased separately for \$35 each person

129 booths total: 111 regular booths; 10 premium booths; and 8 double premium booths

All premium and double premium booths must be purchased by registered CAICF Medallion Sponsor Members (*discounts below*)\*

Vendors will view a booth directory/floor plan and choose their desired booth number at the time of registration on a first come, first serve basis

## \*2020 Medallion Sponsor Discounts on Booths\*

**Platinum Sponsor Members** receive a free regular (10x10) booth or \$950 discount on a premium booth or double premium booth

**Gold Sponsor Members** receive a 50% discount on a regular (10x10) booth or a \$475 discount on a premium booth or double premium (20x10) booth

**Silver Sponsor Members** receive a 25% discount on a regular (10x10) booth or a \$237.50 discount on a premium booth or double premium (20x10) booth



# Meet the Managers



**community ASSOCIATIONS INSTITUTE**

**Event Includes**

- Food
- Cocktails

**Register Online**

**MEET the MANAGERS**

- 1 **Network**  
Make new contacts
- 2 **Speed-Dating**  
Get to know each other
- 3 **Find Your Match**  
Build a successful partnership

**Building Relationships**  
One of the greatest benefits of belonging to the Central Florida Chapter of CAI is our talented vendor partners and access to its many managers. As CAI Members, the vendors understand the challenges that managers face in meeting with their Boards. For a vendor, a successful partnership with a manager or management company can grow their business exponentially.

**July 11, 2019**  
**4pm to 7pm**  
**\$275 per Business**  
**FREE for Managers**  
(2 reps per company)

**Dubsdread Country Club Ballroom**  
**Orlando**

**Register at [caicf.org](http://caicf.org)**

For More Info  
Contact Reini:  
[reini@caicf.org](mailto:reini@caicf.org)  
407.913.3777  
[www.caicf.org](http://www.caicf.org)

2019 Meet the Managers Flyer

## July 16, 2020

4pm-7pm

**Dubsdread**

549 W Par Street  
Orlando, FL 32804

**\$275 per Business**

**FREE for Managers**

This Members-Only event is limited to 50 business partners (with only two representatives per business). One of the greatest benefits of belonging to CAICF is our talented business partners and access to its many managers. As CAI Members, the business partners understand the challenges that managers face in meeting with their boards. For a business partner, a successful partnership with a manager or management company can grow their business exponentially.

Business partners will be divided into two rounds. Once the first round is complete, we ask the first set of business partners to exit the manager area as the second set of business partners begin their round. Each business partner will have three minutes to "Meet the Managers," then rotate to the right when the monitor sounds the bell. The business partners that participate will also have the opportunity to put their company logo and contact names in the publication to the managers.



# Educated Business Partner Course



## August 2020

*Date/Time TBD*

**DoubleTree at SeaWorld**

10100 International Dr.  
Orlando, FL 32821

**Price: \$100**

*Limited to 50 Seats*

We invite all CAICF Business Partners to attend the Educated Business Partner Essentials Course on August 28th from 10am-1pm at the Doubletree SeaWorld. Lunch will be served. The cost is \$100. Limited to 50 seats.

CAI Business Partners are indispensable to the community associations they support with their guidance, products and services. CAI education helps these businesses and professionals differentiate themselves in the competitive community association marketplace.

The course is designed to help CAI-member product and service providers better understand CAI, community associations and the industry at large. Individuals who pass the course and maintain CAI membership earn the CAI Educated Business Partner distinction, gaining special recognition among thousands of companies and professionals who support common-interest communities—accountants, attorneys, bankers, insurance professionals, landscapers, painters, reserve specialists, software providers and many others. Learn more about the course at [caionline.org](http://caionline.org).

After completing this class, Business Partners must pass the test following the course. (Note: You must receive at least a 70% on the test.) If you bring a device with you to the event, you may take the test immediately following the course, or you may take it online later on [caionline.org](http://caionline.org).



*CAICF Educated Business Partners - August 28, 2019*

# Annual Golf Tournament



2019 Golf Tournament Flyer

## September 2020

Date/Time TBD

Location TBD

*\*All player and sponsorship prices and details are subject to change\**

**\$125 - Individuals**

**\$450 - Foursome**

CAICF's Annual Golf Tournament is designed to intermingle property managers with supporters and sponsors. With multiple sponsorship opportunities to pick from, it's easy and simple to expose your company to 144 participants. Join us for a unique and challenging golfing experience at the Victoria Hills Golf Club! The Ron Garl-designed, 18-hole, par 72 golf course preserves the natural flow of the area's rolling hills and foliage.

**36 Foursomes**

**144 Participants**

**33 Sponsorships**

A portion of the proceeds from the Annual Golf Tournament benefit the Sunshine Foundation Dream Village. You could win a car in the Hole In One Contest, \$5000 cash in the Putting Contest, or loads of raffle prizes! Become a sponsor of this awesome event and play!



# Annual Golf Tournament

## Gold Sponsor

**\$4,000**

- » Two (2) foursomes
- » 8 commemorative polo shirts with company logo and tournament logo
- » Company logo on all materials
- » Alloted time to speak at luncheon

## Silver Lunch Sponsor

**\$2,800**

- » One (1) foursome
- » Company logo on all materials
- » Alloted time to speak at luncheon

## Breakfast Bag Sponsor

**\$1,500**

- » Company logo on all materials
- » Company swag in golfers' bags

## Hole in One Sponsor

**\$1,200**

- » Contest for a free car!
- » Company name and sign at hole during play
- » Acknowledgment at luncheon

## Putting Contest Sponsor

**\$1,000**

- » Contest for \$5,000 cash
- » Company name and sign at hole during play

## Longest Drive Sponsors x4

**\$400**

- » Company name on sign at hole during play

## Closest to Pin Sponsor

**\$400**

- » Company name on sign at hole during play

## Tee Sponsors x18

**\$375**

- » Company name on sign at hole during play
- » 2 reps per hole sponsor (additional reps \$30/person)
- » Bring a raffle item

## Range Sponsor

**\$300**

- » Company name on sign at the range

## Beverage Cart Sponsors x4

**\$225**

- » Company name on cart

## All Sponsors Receive:

- » Acknowledgment on Sponsors signage at event
- » Opportunity to raffle off prizes
- » Opportunity to supply promotional materials for goodie bags.

*\*All golfing and sponsorship prices and details are subject to change\**



# Annual Meeting & Gala



2019 Annual Meeting & Gala Flyer

## December 2020

Date/Time TBD

Location TBD

*\*All sponsorship prices and details are subject to change\**

\$60 per person

\$100 for two

Each December, the Chapter gathers for the Annual Meeting & Gala to elect the new Board of Directors for the following year, as well as enjoy an elegant evening of mingling with fellow members, dinner, prizes and Casino Night fun. The event is themed each year and attendees dress accordingly. The Annual Meeting & Gala brings all of the Chapter's membership together, which is a great opportunity to further expose your business to members.

### Craps Table Sponsor

**\$700**

- » One (1) Ticket
- » Private Sign at Craps Table
- » \$300 in Casino Chips
- » Name on Main Entry Sign

### Roulette Table Sponsor

**\$600**

- » One (1) Ticket
- » Private Sign at Roulette Table
- » \$200 in Casino Chips
- » Name on Main Entry Sign

### Blackjack/War Sponsors x3

**\$500**

- » One (1) Ticket
- » Private Sign at Casino Table
- » \$100 in Casino Chips
- » Name on Main Entry Sign

### DJ Sponsor

**\$500**

- » One (1) Ticket
- » Private Sign at DJ Station
- » \$100 in Casino Chips
- » Name on Main Entry Sign

### Bar Sponsors x3

**\$350**

- » Napkins with Sponsor's Logo at Bar (supplied by sponsor)
- » \$50 in Casino Chips
- » Name on Main Entry Sign

### Dessert Sponsor

**\$300**

- » Mini Bundt Cakes
- » \$50 in Casino Chips
- » Name on Main Entry Sign

### Photo Booth Sponsors x3

**\$300**

- » \$50 in Casino Chips
- » Name on Main Entry Sign

### Pick & Grab Tree Sponsor

**\$350**

- » \$50 in Casino Chips
- » Name on Main Entry Sign
- » Attendees to the event purchase a \$20 ticket to grab and pull a gift card (each prize is valued at \$20 or more)



# Sponsorship Form

## 2020 Medallion Sponsorships

- |                          |          |         |
|--------------------------|----------|---------|
| <input type="checkbox"/> | Silver   | \$1,150 |
| <input type="checkbox"/> | Gold     | \$1,500 |
| <input type="checkbox"/> | Platinum | \$2,450 |

## 2020 Monthly Meetings

- |                          |        |                                |       |
|--------------------------|--------|--------------------------------|-------|
| <input type="checkbox"/> | Jan 9  | Stress Less CEU                | \$300 |
| <input type="checkbox"/> | Mar 5  | Legal Update CEU               | \$300 |
| <input type="checkbox"/> | Apr 2  | Sitting for a Deposition CEU   | \$300 |
| <input type="checkbox"/> | May 7  | Anatomy of a Community Project | \$300 |
| <input type="checkbox"/> | Jun 4  | Panel Before & After the Storm | \$300 |
| <input type="checkbox"/> | Aug 6  | Drones & Communities CEU       | \$300 |
| <input type="checkbox"/> | Sept 3 | Topic TBD                      | \$300 |
| <input type="checkbox"/> | Oct 1  | Legal Panel                    | \$300 |
| <input type="checkbox"/> | Nov 5  | Topic TBD                      | \$300 |

## 2020 CA Day: Annual Trade Show

- |                          |  |         |
|--------------------------|--|---------|
| <input type="checkbox"/> | After Party Sponsor                    | \$3,000 |
| <input type="checkbox"/> | Set Design (Decor) Sponsor             | \$2,000 |
| <input type="checkbox"/> | Cinematographer (Photo) Sponsor        | \$1,500 |
| <input type="checkbox"/> | Bar Sponsor                            | \$1,200 |
| <input type="checkbox"/> | Classroom Presenter Sponsor            | \$800   |
| <input type="checkbox"/> | Board Certification Class Sponsor      | \$1,300 |
| <input type="checkbox"/> | Legal Panel Class Sponsor              | \$900   |
| <input type="checkbox"/> | CEU Class Sponsor                      | \$900   |
| <input type="checkbox"/> | Concession Sponsor (Classroom Snacks)  | \$2,200 |
| <input type="checkbox"/> | Executive Producer Sponsor             | \$500   |
| <input type="checkbox"/> | Regular Booth (10x10)                  | \$950   |
| <input type="checkbox"/> | Premium Booth (10x10) - Medallion Only | \$1,400 |
| <input type="checkbox"/> | Premium Booth (20x10) - Medallion Only | \$2,200 |

## 2020 Annual Golf Tournament

- |                          |                       |         |
|--------------------------|-----------------------|---------|
| <input type="checkbox"/> | Gold Sponsor          | \$4,000 |
| <input type="checkbox"/> | Silver Lunch Sponsor  | \$2,800 |
| <input type="checkbox"/> | Breakfast Bag Sponsor | \$1,500 |
| <input type="checkbox"/> | Hole in One Sponsor   | \$1,200 |
| <input type="checkbox"/> | Putting Contest       | \$1,000 |
| <input type="checkbox"/> | Longest Drive         | \$400   |
| <input type="checkbox"/> | Closest to Pin        | \$400   |
| <input type="checkbox"/> | Tee                   | \$350   |
| <input type="checkbox"/> | Range                 | \$300   |
| <input type="checkbox"/> | Beverage Cart         | \$225   |

## Contact Information

COMPANY NAME
CONTACT PERSON
ADDRESS
CITY / ST / ZIP
PHONE
EMAIL
WEBSITE

## Total Amount Due

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## Payment Method

- ☐ Check   ☐ Credit Card

CREDIT CARD NUMBER
CVV CODE
EXP DATE
NAME ON CARD
BILLING ADDRESS
BILLING ZIP

## Authorization

SIGNATURE	DATE
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*\*All sponsorship prices and details are subject to change\**