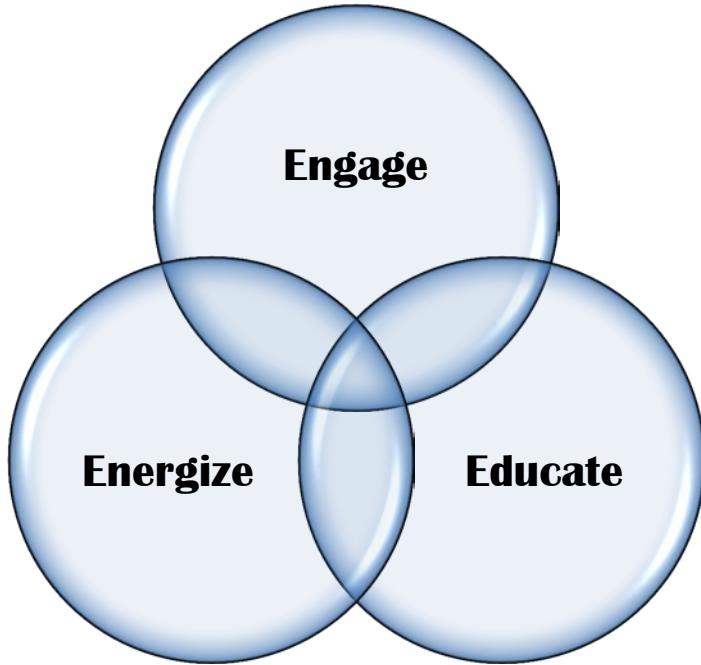


**2017**

## **Business Opportunities**



Enclosed you will find a complete description of the 2017 Premium Partner Packages and sponsorship opportunities

that the Greater Houston Chapter Community Associations Institute is currently offering for events January through June 2017.

Events and prices are subject to change.

A fun-filled Auction is planned for April 2017, at which time sponsorships for July 2017 through January 2018 will be offered.

Please complete the enclosed form(s), and return to the chapter office via fax or e-mail prior to January 10, 2017 to begin receiving your benefits.

As a Chapter Premium Partner, you will receive information about additional sponsorship opportunities from the Chapter office on a monthly basis, and will not be solicited from individual committee members.

These rates apply to confirmed active  
Greater Houston Chapter CAI Members only.

## **2017 PREMIUM PARTNER PACKAGE OPTIONS:**

(please mark level)

### **Platinum (\$5,000)**

50% discount on 2017 Gala tickets purchased (maximum 10 at discount)  
3 tickets to each GHC-CAI Educational Session  
6 ½ page advertisements in 2017 FACETS  
25% discount on 2017 FACETS advertisement upgrades  
2017 Premium Partner Pocket Guide Listing  
1<sup>st</sup> Tier Priority matching for 2017 Take a Manager to Lunch  
Invitation to Annual New Member Orientation  
Listed as Chapter Premium Partner in Chapter Office Display  
Trade Show Recognition – Premium Partner signage for booth display  
Premium Partner logo for inclusion in marketing efforts and chapter recognition  
Recognition at all events and in 2017 FACETS magazine  
Opportunity to distribute promotional materials at all events (with the exception of Gala and Trade Show) at designated Platinum Premium Partner Table  
Listed as E-news sponsor on one weekly chapter e-news with web-link, logo and company description  
Web-link on 2017 GHC-CAI weekly e-news  
Web-link, logo, and company description on 2017 GHC-CAI website Services Provider Directory

### **Gold (\$3,000)**

25% discount on 2017 Gala tickets purchased (maximum 10 at discount)  
2 tickets to each GHC-CAI Educational Session  
6 ¼ page advertisements in 2017 FACETS  
20% discount on 2017 FACETS advertisement upgrades  
Invitation to Annual New Member Orientation  
Trade Show Recognition – Premium Partner signage for booth display  
Premium Partner logo for inclusion in marketing efforts and chapter recognition  
2017 Premium Partner Pocket Guide Listing  
2<sup>nd</sup> Tier Priority matching for 2017 Take a Manager to Lunch  
Recognition at all events and in 2017 FACETS magazine  
Listed as E-news sponsor on one weekly chapter e-news with web-link, logo and tag line  
Web-link on all 2017 GHC-CAI weekly e-news  
Web-link, logo and tag line on 2017 GHC-CAI website Services Provider Directory

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## **Silver (\$2,000)**

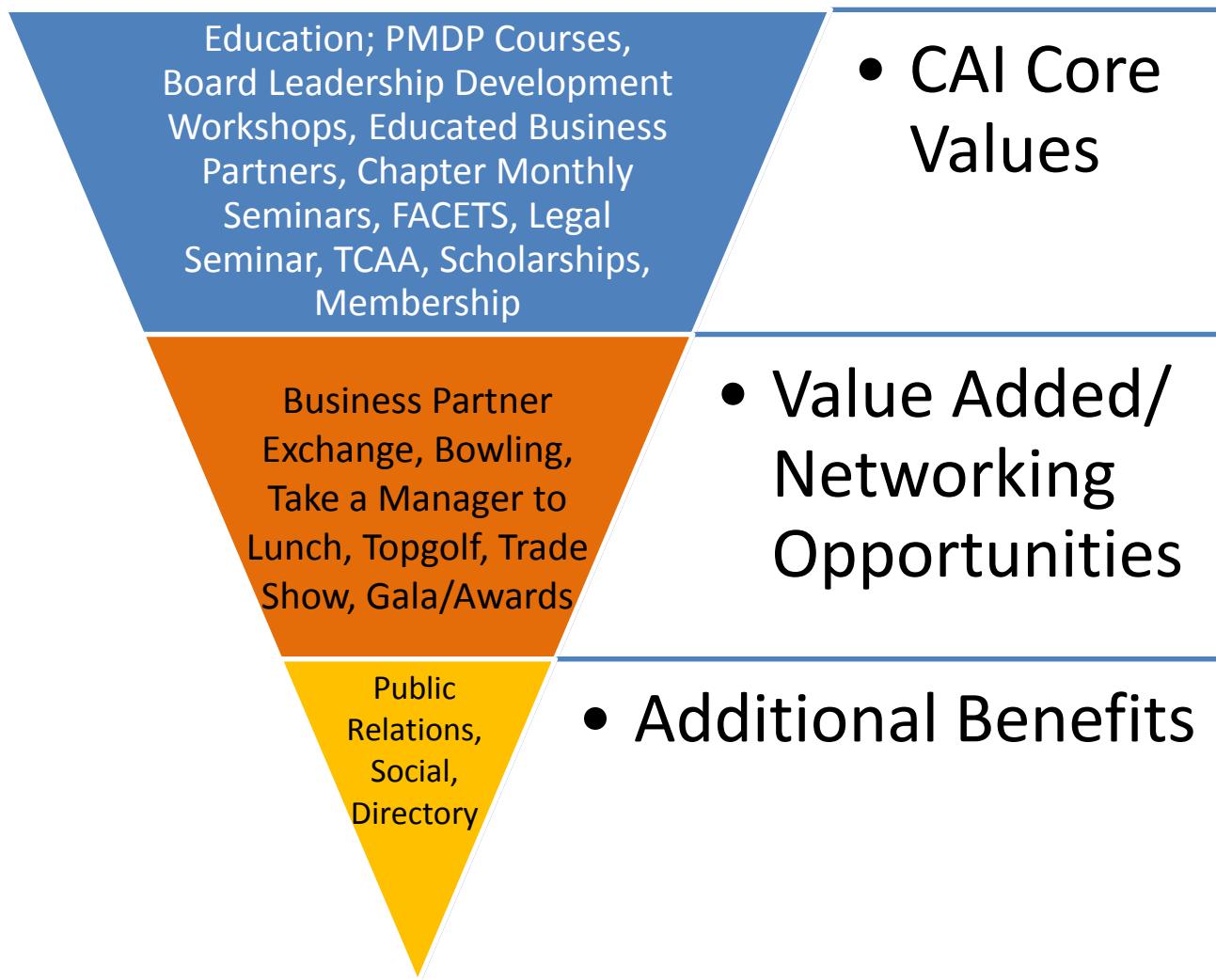
10% discount on 2017 Gala tickets purchased (maximum 10 at discount)  
1 ticket to each GHC-CAI Educational Session  
6 business card advertisements in 2017 FACETS  
15% discount on 2017 FACETS advertisement upgrades  
Invitation to Annual New Member Orientation  
Trade Show Recognition – Premium Partner signage for booth display  
Premium Partner logo for inclusion in marketing efforts and chapter recognition  
3<sup>rd</sup> Tier Priority matching for 2017 Take a Manager to Lunch  
2017 Premium Partner Pocket Guide Listing  
Recognition at all events and in 2017 FACETS magazine  
Listed as E-news sponsor on one 2017 weekly chapter e-news with web-link and logo.  
Web-link on all 2017 GHC-CAI weekly e-news  
Web-link and logo on 2017 GHC-CAI website Service Provider Directory

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## **Bronze (\$1,500)**

1 GHC-CAI Educational Session ticket  
6 1/16 page advertisements in 2017 FACETS  
10% discount on 2017 FACETS advertisement upgrades  
2017 Premium Partner Pocket Guide Listing  
3<sup>rd</sup> Tier Priority matching for 2017 Take a Manager to Lunch  
Recognition at all events and in 2017 FACETS magazine  
Web-link on all 2017 GHC-CAI weekly e-news  
Web-link on 2017 GHC-CAI website Service Provider Directory

Your sponsorship dollars help our chapter provide educational and social opportunities for our existing members, while reaching out to new members, and educating the greater public on the value and purpose of community associations.



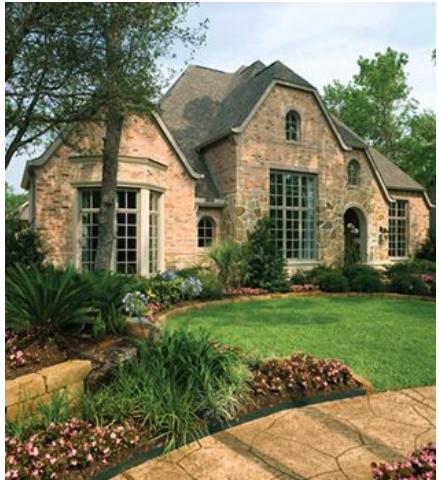
Our mission is to be a source of education and information which advocates the use of best practices, professionalism and integrity in order to promote responsible community associations and those who serve them.

All active Business Partners have the opportunity to display the CAI Member Logo on their printed materials and electronic transmissions.

# 2017 Sponsorship Opportunities – Core Values



## What is TCAA?



Texas Community Association Advocates (TCAA) is the public policy voice of Texas community associations and the professionals who serve them.

Our supporters are united by a common mission: To ensure that Texas community associations function properly for the benefit of all residents, that property values are protected and that community associations are well governed and properly managed to serve homeowners across Texas.

We believe in responsibility and involvement in working together with public officials on public policy and working to find common ground to benefit homeowners and protect the quality of life of Texas neighborhoods.

### TCAA Recommended donations

- Condominiums: \$1.00 per door with a \$250.00 minimum per association
- Single Family: \$1.00 per door with a \$250.00 minimum per association
- Commercial: \$1.00 per door with a \$250.00 minimum per association
- Management Companies: \$500.00 or individual managers \$100.00
- Law Firms: 3 attorneys for \$2,500.00 or individual attorneys \$1,000.00
- Business Partners: \$250.00

If you would like to make a contribution to TCAA, please indicate the amount below and we will include it in your Premium Partner Package.

\$ \_\_\_\_\_

## 2017 Sponsorship Opportunities – Core Values

### Local Education

<input type="checkbox"/> Sponsor Local Education Seminar/January	\$550.00
<input type="checkbox"/> Sponsor Local Education Seminar/February	\$550.00
<input type="checkbox"/> Sponsor Local Education Seminar/March	\$550.00
<input type="checkbox"/> Sponsor Local Education Seminar/April	\$550.00
<input type="checkbox"/> Sponsor Local Education Seminar/May	\$550.00

The \$550.00 sponsorship includes:

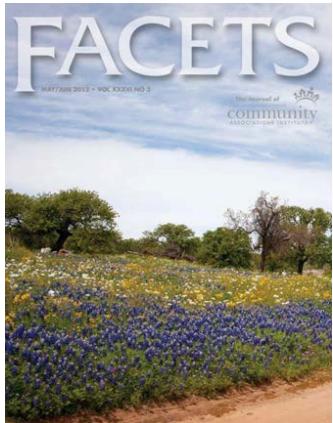


- Skirted table at registration to display company information and materials
- Company information on brochure distributed to all chapter members
- Recognition at the event and in the chapter magazine
- Opportunity to distribute materials to event attendees
- Present \$25.00 gift card to early bird registration winner with photo opportunity

# 2017 Sponsorship Opportunities – Core Values

## FACETS Magazine

The full color FACETS Magazine is published six times per year and distributed to all chapter members, City of Houston Super Neighborhoods and Public Officials.



In addition to complimentary advertisements, Premium Partners receive a discount to upgrade their advertisements.

Business Partners are encouraged to submit educational articles. You can download our Advertisement Rate Sheet, Submission Deadlines and Content Guidelines for

Authors by visiting [www.caihouston.org](http://www.caihouston.org). If you have an article that you believe would be important to our membership, please send it to the chapter office by email to: [staff@caihouston.org](mailto:staff@caihouston.org).

Articles can range anywhere from 700 words to several thousand. Please submit in Microsoft Word format. If you have pictures that accompany the article, please send them as attachments.

Articles should be educational or informative in nature. You are encouraged to provide an author photo, brief author bio, your company or community name, along with contact information for inclusion at the end of the article.

Jan/February Edition  
March/April Edition  
May/June Edition  
July/August  
September/October  
November/December

December 1, 2016  
February 1, 2017  
April 1, 2017  
June 1, 2017  
August 1, 2017  
October 1, 2017

## 2017 Sponsorship Opportunities – Core Values

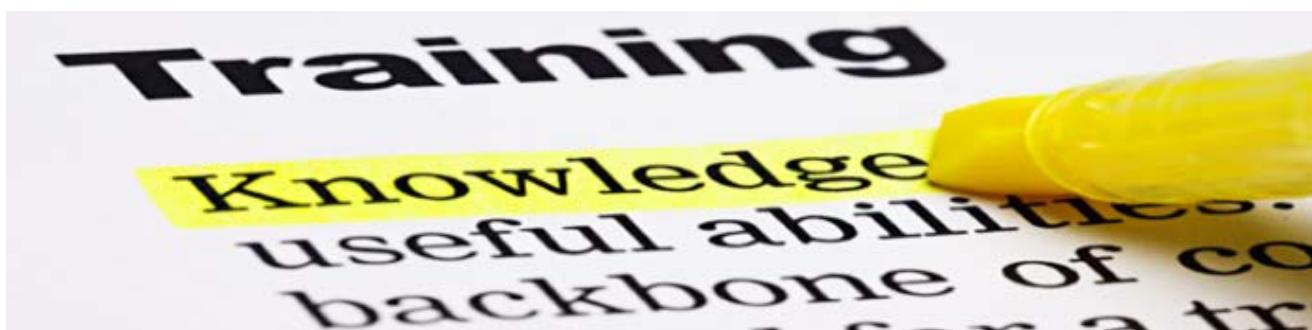
### Homeowner Education Board Leadership Development Workshop First Quarter & Second Quarter

These classes offer homeowner board members a chance to learn the history, organization and financial structure of community associations as well as time-saving, problem solving techniques to help better run their communities. Locations will be varied across the area.

Classes will be offered at a reduced rate to our students, thanks to the generosity of our sponsors.

Board Leadership Development Workshop s Sponsor (Total of 3 per class)  
\$250.00 each

- ✓ Receive a “moment at the microphone” to introduce yourselves to our HOA Students
- ✓ Distribute your promotional materials to each attendee.



(Management Companies, attorneys, insurance providers and CPAs are excluded from this sponsorship opportunity)

## 2017 Sponsorship Opportunities – Core Values



### Membership Scholarships

Sponsor a one year CAI membership for one or more of your  
Association Board Members, or a manager  
and let them experience  
the benefits of CAI first hand

\$125.00 each

# 2017 Sponsorship Opportunities – Value Added/Networking

## 2017 Gala



### **Ruby Level**

**1 available @ \$5,000**

Exclusive naming rights to the Gala, Invitation to read: "YOUR NAME presents A Night to Remember", one representative to present awards on stage to winners, Private Reception with award Nominees, VIP Seating at event (Table of 10), logo on signage and full screen recognition during event, full screen recognition on digital frames located at each bar, name on photo/backdrop, minute at the microphone, logo on front of event program, in FACETS magazine and on e-blasts. Recognition on big screen following presentations. \*Ability to Bring Your Own Banner (BYOB) for display in Prefunction area.

### **Sapphire Level**

**2 available @ \$3,500**

6 tickets to event, one representative to present awards to chapter volunteers and board members, logo on signage and on screen (1/2 screen) recognition during event, 1/2 screen recognition on digital frames located at each bar, logo in event program, in FACETS magazine and on e-blast. Recognition on big screen following presentations. \*Ability to Bring Your Own Banner (BYOB) for display in Prefunction area.

### **Emerald Level**

**4 available @ \$2,000**

4 tickets to event, logo on signage and on screen (1/3 screen) recognition during event, 1/3 screen recognition on digital frames located at each bar, logo in event program, in FACETS magazine and on e-blast. Recognition on big screen following presentations. \*Ability to Bring Your Own Banner (BYOB) for display in Prefunction area.

### **Garnet Level**

**5 available @ \$1,000**

2 tickets to event, name on signage and on screen (1/4 screen) recognition during event, 1/4 screen recognition on digital frames located at each bar, name in event program, in FACETS magazine and on e-blast. Recognition on big screen following presentations.

### **Topaz Level**

**\$750.00 each**

1 ticket to event, name on signage and listed on screen, name recognition on digital frames located at each bar recognition during event, name in event program, in FACETS magazine and on e-blast. Recognition on big screen following presentations.

### **Silent Auction –**

**12 available @ \$400.00**

Name recognition on digital frames located at each bar and at auction table during event, recognition on signage at auction table and in event program.

\*BYOB Banner to be approved by CAI. Banner to be vertical free standing, not to exceed 84" X 32" X 15" (call chapter office for more details)

# 2017 Sponsorship Opportunities – Additional Benefits

## Public Relations Outreach Program (PROP) Luncheons

Quarterly



The PROP lunches are free to managers and the location rotates through the area. Managers have an opportunity to chat with sponsors and colleagues in an unpressured, relaxed environment.

1. The price to sponsor a luncheon is \$500.00 (limited to five business partners).
2. We will make every effort to limit sponsorships to one sponsor per business category; however, if we do not have five different categories of sponsors, we will accept a second sponsor from the same category.
4. Sponsors may sign up for one PROP luncheon in a 12-month period, but may indicate their alternative choices in the event their first choice is not available.
5. Priority consideration will be given to the date and time in which the form is received at the GHC-CAI office.
6. Payment must be received before the sponsor is approved.

PROP Sponsorship includes:

1. Minute at the Mic – 60 seconds to introduce and/or explain your product or service.
2. Your logo on the invitation to managers (must be committed six weeks before our deadline).
3. An exhibit table at which you can display your business cards, brochures, samples, etc.
4. The opportunity to offer door prizes as additional enticements to managers, preferably gift certificates at a value no less than \$25.00.

### **Please circle your choices:**

1 <sup>st</sup> Quarter	2nd Quarter
Southwest	South
\$500.00	\$500.00
First Choice	First Choice
Second Choice	Second Choice
Third Choice	Third Choice
Fourth Choice	Fourth Choice

## 2017 Sponsorship Opportunities – Additional Benefits

### Membership Meet and Greet (TBD)

Sponsor a Meet and Greet gathering after the Professional Management Development classes

\$650.00 each

Class Schedule (Tent)

January 2017

M-202 Association Communications

February 2017

M-100 Essentials of Community

Association Management

Sponsorship includes:

Opportunity to distribute materials to students

Sponsorship signage in classroom

Sponsorship signage in lounge

Meet and Greet opportunity; distribute first drink ticket to attendees.



## 2017 Sponsorship Opportunities – Value Added/Networking

### Business Partner Exchange (June)

In a traditional trade show, business partners set up booths, bringing giveaways and literature.

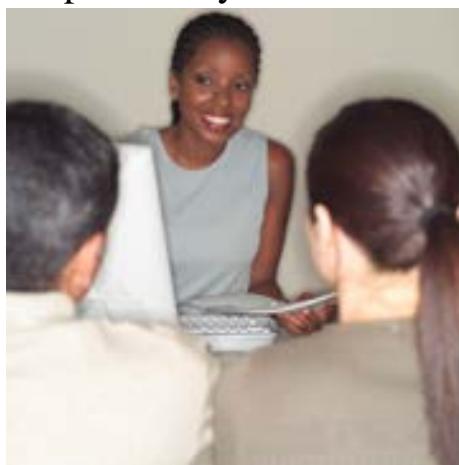
In a Business Partner Exchange, attendees sit at tables, grouped by Management Company or community. Based on the concept of “speed dating”, it allows business partners an opportunity to network directly with decision makers for a specified short period of time.

Management Companies get a quick opportunity to meet our trusted business partners and find new solutions, services and products to benefit their communities.

<input type="checkbox"/>	Main Sponsor	\$2,500.00
<input type="checkbox"/>	Other Sponsors	\$300.00

Event Sponsorship includes:

- Exhibit Table to distribute literature to all attendees
- 1<sup>st</sup> choice of starting location in rotation
- Minute at the microphone to address attendees
- Four complimentary tickets to event



## 2017 Sponsorship Opportunities – Value Added/Networking

### Topgolf



Topgolf is the premier golf entertainment complex where the competition of sport meets your favorite local hangout. Picture a 240-yard outfield with dartboard-like targets in the ground. The closer to the center or “bull’s-eye” you get and the farther out you hit your microchipped balls, the more points you receive.

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Event Sponsors	\$1,200.00
Food Sponsors	\$500.00
Trophy Sponsor	\$500.00
Drink Sponsors	\$500.00

### ***Being Part of Community Associations Institute***

Community Associations Institute (CAI), an international organization dedicated to building better communities, provides education and resources to community association homeowner leaders, professional managers, association management companies and other businesses and professionals who provide products and services to community associations.

With more than 33,500 members, we work in partnership with 60 chapters, including a chapter in South Africa, as well as with housing leaders in a number of other countries, including Australia, Canada, the United Arab Emirates and the United Kingdom.

Our mission is to inspire professionalism, effective leadership and responsible citizenship—ideals reflected in communities that are preferred places to call home.

When you join CAI, you join CAI National and your membership is shared with the local chapter.

### ***Greater Houston Chapter***

Since 1976 the Greater Houston Chapter of Community Associations Institute has provided information and education to local HOA leaders and professionals who assist them.

Our mission is to be a source of education and information which advocates the use of best practices, professionalism and integrity in order to promote responsible community associations and those who serve them.

The Greater Houston Chapter of Community Associations Institute is dedicated to helping you develop essential relationships that can help increase your business. The Greater Houston Chapter is the largest Chapter in the state of Texas and we are continually improving for you.

## ***Membership Benefits***

### Community Association Volunteer Leaders

- ✓ Local Chapter Education
- ✓ Local Chapter Trade Show
- ✓ Access to Credentials Professionals Directory
- ✓ Common Ground – CAI's bi-monthly, full color magazine
- ✓ FACETS Magazine – Chapter's bi-monthly full color magazine
- ✓ Minutes – a bimonthly e-newsletter exclusively for board members and homeowners
- ✓ Community Association Law Reporter- monthly e-newsletter summarizing key court cases
- ✓ Board Member Tool Kit- downloadable, "how to" kit for homeowner volunteer leaders
- ✓ Model Code of Ethics for Community Association Board Members
- ✓ FREE Newsletter Articles for Homeowners
- ✓ Directory of Service Providers (local and national)
- ✓ 40% discount in CAI Bookstore

### Managers

- ✓ Local Chapter Education
- ✓ Local Chapter Trade Show
- ✓ Access to Credentials Professionals Directory
- ✓ Common Ground – CAI's bimonthly, full color magazine
- ✓ FACETS Magazine – Chapter's bi-monthly, full color magazine
- ✓ Professional Management Development Program to further your career
- ✓ Professional certification and designations
- ✓ Career Center and Job Market
- ✓ National Conference and Events
- ✓ Annual Large-Scale Managers Workshop
- ✓ FREE Newsletter Articles
- ✓ Community Manager
- ✓ Directory of Service Providers (local and national)
- ✓ 40% discount in CAI Bookstore

## ***Membership Benefits***

### **Business Partners**

- ✓ Premium Partner Sponsorship Level
- ✓ Local Chapter Education
- ✓ Local Chapter Trade Show
- ✓ Access to Credentials Professionals Directory
- ✓ Common Ground – CAI's bimonthly, full color magazine
- ✓ FACETS Magazine – Chapter's bi-monthly, full color magazine
- ✓ Your company listed in Directory of Service Providers (local and national)
- ✓ 40% discount in CAI Bookstore
- ✓ Advertising opportunities in FACETS, Common Ground, Community Manager
- ✓ Local sponsorship opportunities
- ✓ Networking Opportunities
- ✓ Write for national and chapter publications
- ✓ Member of CAI Logo for your use on website, e-mail, etc.

## GHC- CAI Committees

You'll get the most out of your membership if you invest time in helping Chapter committees stay active and innovative. Committee members provide the strength that enables the Chapter to serve the needs of its members. Some of the benefits include:

1. Meet, network and establish a rapport with other industry and community association members.
2. Foster the interchange of information among diverse CAI Members and promote our programs and resources to the public.
3. Establish yourself and your company as a leader in the industry.
4. Keep abreast of changes, trends and developments in the community association industry.
5. Share knowledge and experiences to create quality programs and services to improve the community association industry and the chapter.

**Bowling Tournament** – organized the annual bowling tournament.

**Business Partner Council** – enhances the business partner experience.

**Business Partner Networking** – a chance for business partners to get to know each other, and become familiar with goods and services offered to our members.

**Business Partner Exchange Committee** – Assist in the planning and execution of the chapter "Reserve Trade Show".

**CAI Cares** – recognizes associations' accomplishments, activities and events throughout the year.

**CEO Committee** – shares tips, techniques and insights within CEO community.

**Directory Committee** - Assists in compiling Membership Directory, including advertising sales.

**Education Committee** - Ensures the value of our chapter's local educational offering.

**FACETS Committee** - Assists the chapter with our useful and creative bi-monthly magazine, FACETS. Identify topics and appropriate content, recruits authors and contributors.

**Gala Committee** – plans and executes the Gala and awards ceremony.

**High Rise Advisory Council** - Comprised of High Rise Managers, meets monthly to support and educate.

**HOA Hotline** – a resource for homeowners who have questions about the operations of their associations. Chapter PCAMS answer questions via phone and e-mail.

**Legal Committee** - Provides support and education within legal community of the chapter, and plans Legal Seminar educational offering to members.

**Membership Committee** - Explores opportunities to promote CAI to new members, welcomes joining members, contacts expiring members to bring them back into members. This fun committee also plans mixers following our PMDP classes and other social events.

**Public Relations Committee**- Develops and implements the Chapter's public relations strategy

**Take a Manager to Lunch Committee** -Plans and executes our largest networking event where managers and business partners are “matched” for a chapter wide luncheon.

**Topgolf** – plans and executes Topgolf event.

**Trade Show Committee** - A venue for our business partners to showcase their products and services.

2017 GHC -CAI Premium Partner Packages and Sponsorship Available for Events January – June 2017			
	Platinum	\$5,000.00	
	Gold	\$3,000.00	
	Silver	\$2,000.00	
	Bronze	\$1,500.00	
Core Values	TCAA	\$Donation	
	Local Education – January	\$550.00	
	Local Education – February	\$550.00	
	Local Education – March	\$550.00	
	Local Education - April	\$550.00	
	Local Education – May	\$550.00	
	Homeowner Education – 1 <sup>st</sup> Quarter	\$250.00	
	Homeowner Education – 2 <sup>nd</sup> Quarter	\$250.00	
	Membership Scholarship	\$125.00	
Value Added	Business Partner Exchange Event Sponsor – June	\$2,500.00	
	Business Partner Exchange Other Sponsor – June	\$300.00	
	Gala – Ruby Level – January	\$5,000.00	
	Gala – Sapphire Level – January	\$3,500.00	
	Gala – Emerald Level - January	\$2,000.00	
	Gala – Garnet Level - January	\$1,000.00	
	Gala – Topaz Level – January	\$750.00	
	Gala – Auction Sponsor – January	\$400.00	
Additional Benefits	Topgolf – Event Sponsor - April	\$1,200.00	
	Topgolf – Food Sponsor - April	\$500.00	
	Topgolf – Trophy Sponsor - April	\$500.00	
	Topgolf – Drink Sponsor - April	\$500.00	
	PROP – 1 <sup>ST</sup> Quarter	\$500.00	
	PROP – 2 <sup>nd</sup> Quarter	\$500.00	
	Membership Meet and Greet – January	\$650.00	
	Membership Meet and Greet – March	\$650.00	
Total 2017 Sponsorships	Premium Partner and Events Jan – June 2017		\$



## 2017 GHC- CAI Sponsorship Selections

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Address: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Website: \_\_\_\_\_

**Sponsorship Level Selected:**  Platinum  Gold  Silver  Bronze

Other Sponsorship Opportunities Selected: Please complete attached or list \_\_\_\_\_

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Total 2017 Sponsorships: \$ \_\_\_\_\_

50% deposit due by **1/10/17** (Deposit must be paid by 1/10/17 to be included on the 2017 Premium Partner Sponsor Signage and Directory)  
50% (balance in full) **due by 3/31/17**

Enclosed please find my payment of: (Please check the appropriate boxes)

Name on Card: \_\_\_\_\_

Card # \_\_\_\_\_ Expiration: \_\_\_\_\_ Security Code#: \_\_\_\_\_

Furthermore, I understand that the balance due must be paid by 3/31/17 to receive full benefits.

I understand that the Premium Partner Program is not part of the annual membership and that my annual membership must remain active to receive benefits. These costs are not deductible as charitable contributions for federal income tax purposes, but may be deductible as ordinary and necessary business expenses. Your tax professional can advise you.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Return via fax 713-465-4289 or e-mail to [staff@caihouston.org](mailto:staff@caihouston.org)

Office Use: Date Received \_\_\_\_\_ Membership expiration date: \_\_\_\_\_