

Grow your Business Sponsorship Drawing and Auction March 30, 2017

Welcome

Bar Opens	1:30 PM
Registration	1:30 PM
Drawings Open	1:45 PM
Education	2:00 PM
Drawings Close	3:30 PM
Live Auction Begins	3:45 PM
Live Auction Ends	4:30 PM



BENEFITS:

You can see a clearly laid out "menu" of all of your opportunities to grow your business.

You can make plans well ahead of time for the events you want to go for as well as making plans well in advance for the event once you win it.

There will be small ticket items all the way up to the premium level sponsorships available.

Management members have a clearer vantage point to see and appreciate how much support the business partner members give to CAI.

Secure additional exposure by committing in advance. This format gives the chapter an opportunity to get your name out in advance of the event.

Do away with the last minute phone calls from a committee member in a high pressure situation looking for sponsorship dollars. Everything will be settled at the end of the auction.

It's way more fun.

CAI Sponsorship Auction

What is a drawing? The drawings are sponsorships at a set amount and give every business partner an equal opportunity to secure a popular sponsorship for a reasonable amount versus the live auction. Interested bidders place a entry card in the box designated for the event before the live auction begins.

1. Pre-printed labels are provided in your auction packet at the live auction.
2. Place designated labels on the provided entry cards and initial.
3. Drop the entry card into the respective drawing box.

Winners for each lot will be announced just prior to the live auction.

How does the live auction work? One person from each company receives a bid number and information packet at registration. Once the auction begins you can follow the printed program of items up for bid. The auctioneer will announce which item is up for bid and start the bidding at a minimum reserve amount. If you are interested in bidding, raise your bid number for the auctioneer to acknowledge your bid. The highest bidder will secure the sponsorship.

Can I proxy bid? It is highly recommended you be present at the live auction, however, if a representative of your company is not able to be present to place a bid, proxy bidding is available. You must register with the chapter office in advance to participate in a proxy bid. The proxy bid submission cut off time is 48 hours before the auction. A volunteer/board member at the auction will be randomly selected to bid for you. He or she will bid on your behalf up to and including the maximum amount authorized, but no higher than needed to win the item.

What do I get with my sponsorship? You will find columns marked on the Events Listing and Sponsorship Detail Guide that have an ✓ that indicates the specific benefits of each sponsorship. There are notes in the program guide with more information.

Do I have to pay for the food at my event or help set up the event? No, as a sponsor you are only responsible for paying the amount you bid and perhaps submitting a short commercial to be read at the event and logo for pre-promotion. You are welcomed and encouraged to “work” as a greeter at any event you sponsor.

What happens after I secure the sponsorship?

Within two (2) business days of the auction, you will be invoiced for all the sponsorships you were awarded at the auction, with full payment due in 10 days. Publicity of your sponsorship will begin as soon as possible.

Instructions for Drawings

Attached are the labels to bid on available drawings. You can find the available drawing options in your Event Listing and Sponsorship Details Guide for each event.

Your company bidding number is pre-printed on each label.

Once you have decided on the items you are interested in purchasing:

1. Affix the coordinating label to a blank entry card.
2. Initial the entry card and place in the coordinating entry box.

Entry cards not initialed are not eligible to win and will be disqualified.

Drawings open at 1:45 PM and close at 3:30 PM.

One drawing coupon allowed per event (each box). You are allowed to place your entry on each similar type of event (for example Monthly Educational Luncheon) where there are several available to sponsor. If you plan to put an entry card in on each event in the hope of only sponsoring one or more, please indicate on your bid entry card what your maximum number of sponsorships is. This will enable us to pull another bid sponsor's entry card from the box once you have reached that number of sponsorships.

Management Companies are excluded from Education, Title (Naming Rights), Directory, and Manager Cash Giveaway sponsorship opportunities, but will be permitted to secure Trade Show Bags sponsorship.

You must be a 2017 Trade Show Exhibitor to sponsor Trade Show, with the exception of Trade Show Bag sponsorship.

Winners will be announced just prior to the start of the live auction.

Please feel free to ask any CAI Staff member or committee person for help.

Thank you for your support and have fun.

Auction Guide Terms

# of Admissions:	The number of free admissions to event included with sponsorship, if any.
# of Sponsorship:	Number of sponsorships requested at this level for the event.
Attendance List:	An attendance list is provided to you a few days after the event takes place for follow up.
Commercial read:	Short commercial read (minute at the microphone) by company representative, or a sponsor introduction and a commercial read by the chair of event or CAI Staff at the beginning of the event (sponsor choice).
Company Name Display:	Digital or on-site printed signage with company name or logo displayed at program or event.
Distribute Materials:	You may distribute your company's promotional materials at the event.
Drawing:	Sponsorships offered as a drawing item. Amount is preset and winners are drawn at random before the live auction begins. You do not have to be present to win.
Drawing Set Price:	Refers to the amount on the auction program on the drawings.
Live Auction:	This sponsorship is sold in the live auction format and will be sold to the highest bidder(s)
Post event Photos:	Post event photos published in FACETS
Pre -Event Publicity:	Company promotion may include mentions in FACETS, weekly E-blast, on scrolling screen during events, and website calendar prior to event.
Proxy:	Proxy bidding is available for companies unable to attend the auction. You must register in advance.

Ideas on how to make the most of your sponsorship.

GHC - CAI will promote your sponsored event at our discretion via FACETS, e-news, website, etc.

Here are some ideas on how to make an even larger impact and stretch your sponsorship value.

Door Prizes are always popular and enjoyed by attendees. Let the CAI staff know in advance if you will be doing a door prize and we can assist with selecting the winner. Be creative- trivia questions, an interactive game, special sticker on hand out items or name tag. Have some fun.

Bring **some snacks** – a personal snack pack for each attendee with your marketing message.

Interact with Attendees – attend the event, work the registration table, or act as a greeter. Take a photo with attendees then post, highlighting the meeting or event. Provide event support by not having just employees but true ambassadors volunteer for the event. Ambassadors will speak highly of your brand, know the ins and outs of your company and can speak with authority on why your brand is unique and chose to be involved in the event. Passion goes a long way and those who interact at the event will notice your team's excitement for being at the event. Assure your team is visible, i.e.: wear name tags and uniforms if possible. Ask your team not to sit at the same table, spread out. Introduce yourself to everyone.

Give parting **gifts** – have a member of your team stand at the exit and give attendees parting gifts. Attach a note, thanks for attending from....

Bring your own **signage**. If you have a pop up display that you use at trade shows, etc., BRING IT! If we have extra space, we are happy to offer it to you. Please check with us prior to the event to assure space is available.

Give away **coupons** or coupon codes towards your product or service. People LOVE Coupons!

Create additional **publicity** by giving away tickets. Internal giveaways go a long way to improve staff morale and increase buzz about event involvement.

Self promote – promote your sponsorship by sending out a personal invitation to your client list. Publicize the event on your website and with your employees and customers. We'll provide you with a link for them to register online.

Make sure that GHC- CAI has your most recent **logo** in a high resolution format for use on brochures/e-news/website, etc.

Have another idea? Let us know.

BID #

Sponsorship Auction/Drawing Registration Sheet

Drawing and Auction

March 30, 2017

Complete Information Below

BUSINESS PARTNER COMPANY NAME: _____

ADDRESS: _____

BIDDER NAME: _____ PHONE: _____

EMAIL ADDRESS: _____

Rules and Regulations

Bidder must be employed by a current Greater Houston Chapter Community Associations Institute (CAI) member company in good standing to receive the auction/drawing rates. Nonmember rates are two times (2X) that of member auction/drawing rates. Non-members are prohibited from Title Sponsorships (Naming Rights).

One bid number and one bidder per company.

GHC- CAI Reserves the right to cancel, reschedule or relocate activities/events without prior notice.

For auction events with two or more sponsors, the event goes to the highest bidder. The next highest bidder has the option to secure the 2nd sponsorship slot at the same price as the winning bid.

All sales are final.

Sponsorships secured are non-transferrable.

Payments will be made in accordance with the Sponsorship Auction Payment Policy.

Member Company must be pre-registered to proxy bid.

GHC- CAI Cannot guarantee that a sponsor's competitor will not attend an event open to all members.

Management Companies are excluded from Education, Title (Naming Rights), Directory, and Manager Cash Giveaway sponsorship opportunities, but will be permitted to secure Trade Show Bags sponsorship.

You must be a 2017 Trade Show Exhibitor to sponsor Trade Show, with the exception of Trade Show Bag sponsorship.

Sponsorship Auction Payment Policy

Within two (2) business days of the auction, you will be invoiced for all the sponsorships you were awarded at the auction, with full payment due in 10 days.

I agree to the above, signed: _____

Date: _____

2017 Greater Houston Chapter CAI

Events Listing and Sponsorship Details

March 2017

2017 Top Golf

April 11, 2017

90 Attendees: Managers and Business Partners

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.

LOT #		# of sponsors at this level	Company Name / Logo Display	Post Event Photo	Published Value
A	Top Golf Trophy Sponsor (Drawing)	1	✓	✓	\$500
B	Top Golf Photo Sponsor (Drawing)	1	✓	✓	\$500
C	Top Golf Drink Sponsor (Drawing)	10	✓	✓	\$250
D	Top Golf Food Sponsor (Drawing)	10	✓	✓	\$250

Committee Contact



Sheri Kendrick
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2017 Greater Houston Chapter CAI

Events Listing and Sponsorship Details

March 2017

2017 Business Partner Exchange/TCAA Update

June 8, 2017

130 Attendees: Managers, Homeowners

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.

LOT #		# of sponsors at this level	Company Name / Logo Display	Event Tickets	Commercial read	Name on giveaway	Selection of Starting Spot for Exchange	Distribute Materials to attendees	Attendee List	Photo Op	Published Value
E	Business Partner Exchange Food Sponsor (Drawing)	5	✓			✓			✓		\$300
F	Business Partner Exchange Snack Sponsor (Drawing)	5	✓						✓		\$200
G	Business Partner Exchange Manager Gift Drawing Sponsor (Drawing)	1							✓	✓	\$200
1	Business Partner Exchange Naming Rights (Auction)	1	✓ Name and Logo	✓ 4	✓	✓	✓	✓ Business Cards Pre-placed in Business card holder	✓		\$3,000 (Reserve)

Committee Contact



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2017 Greater Houston Chapter CAI

Events Listing and Sponsorship Details

March 2017

2017 Take a Manager to Lunch

TBD July 2017

295 Attendees: Managers, Homeowners and Business Partners

The Award Winning Take a Manager to Lunch Event offers Business Partners an opportunity to host Managers for lunch in an elegant, relaxed setting.

LOT #		# of sponsors at this level	Company Name / Logo Display	Event Tickets	BYOB Pop up	Commercial read at Podium	Name on promotional gift	Distribute promotional materials	Photo op	Published Value
H	TMTL Decorations Sponsor (Drawing)	5	✓					✓ In Bag		\$500
I	TMTL Manager Giveaway (Drawing)	2							✓	\$500
J	TMTL Manager SWAG Bag Giveaway (Drawing)	10					✓ On bag	✓ In Bag		\$250
2	TMTL Event Sponsor (Auction)	1	✓	10	✓	✓	✓ On bag	✓ In Bag		\$5,500 (Reserve)

Committee Contacts:



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2017 Greater Houston Chapter CAI

Events Listing and Sponsorship Details

March 2017

2017 Legal Seminar TBD September 2017

95 Attendees: Managers, Homeowners and Business Partners

Annual full day Legal Seminar presented by Legal Committee. Morning session focusing on Condominium issues, lunch break and afternoon session focusing on Single Family concerns.

LOT #		# of sponsors at this level	Company Name /Logo Display	Company Name/Logo on Handout	Attendee List	Published Value
K	Legal Seminar Sponsor (Drawing)	10	✓	✓	✓	\$350.00

Committee Contact



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2017 Greater Houston Chapter CAI

Events Listing and Sponsorship Details

March 2017

2017 Trade Show

October 4, 2017 NRG Center

300 Attendees: Managers and Homeowners

The Greater Houston Chapter's Trade Show provides education sessions, networking opportunities and the latest goods and services from Business Partners who serve community associations. This year's show is located at NRG Center, a move from the Sam Houston Race Track, where the event has been held historically. We are looking forward to a more professional show, with room to grow.

LOT #		# of sponsors at this level	VIP Reception	Company Name Display	Booths	Commercial Read	Name on Lanyard	Distribute Materials	Attendee List	Published Value
L	Trade Show Hosts (Drawing)	3		✓	✓ 4 Choice Booths (\$3,600 value)			✓ In trade show bags	✓	\$3,500
M	Trade Show Invitation Sponsor (Drawing)	1		✓ On Invitation				✓ In trade show bag	✓	\$700
N	Trade Show Bag Squares (Drawing)	11		✓ Trade Show Bags				✓ In trade show bag	✓	\$550
O	Trade Show Cash \$500.00 Drawings (Drawing)	4		✓					✓	\$525
P	Trade Show Morning Education Sponsor (Drawing)	1		✓		✓		✓ To education attendees and in trade show bags	✓	\$500

LOT #		# of sponsors at this	VIP Reception	Company Name Display	Booths	Commercial Read	Name on Lanyard	Distribute Materials	Attendee List	Published Value
Q	Trade Show Afternoon Education Sponsor (Drawing)	1		✓		✓		✓ To education attendees and in trade show bags	✓	\$500
3	Trade Show Naming Right Presenter (Auction)	1		✓ Two Trade Show Bags ✓ Lanyards	✓ 10 Prime Center Booths (\$9,000 value)		✓	✓ In trade show bags	✓	\$11,000 (Reserve)
4	Trade Show After Party Host (Auction)	4	✓ Distribute drink tickets	✓		✓		✓ In trade show bags	✓	\$2,000 (Reserve)
5	Trade Show Bar Station Sponsor (Auction)	2		✓ At two bars				✓ at bar (bar appropriate items, i.e. koozies, napkins, bottle openers) and in trade show bags	✓	\$500

Must be a 2017 Trade Show Exhibitor to sponsor Trade Show, with the exception of Trade Show Bag sponsorship.
Committee Contacts:

Trade Show



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2017 Greater Houston Chapter CAI

Events Listing and Sponsorship Details

March 2017

2018 Awards Gala and Awards

TBD January 2018

300 Attendees: Managers, Homeowners and Business Partners

The GHC CAI Gala and Awards Event, A Night to Remember, is a special and elegant evening for the entire membership to celebrate and honor the best of the best 800+ members. The highlight of the event is our awards program that presents eleven awards in categories including outstanding businesses, communities, volunteers, managers and chapter volunteers.

Award nominees for each category are celebrated and applauded, in addition to other annual notable chapter recognitions. This annual event is hosted at one of Houston's premier hotels allowing for social networking, outstanding food and drinks, auction prizes, and dancing, an all-around entertaining evening out for everyone.

LOT #		# of sponsors at this level	Company Name /Logo Display	Event Tickets	Company Name/Logo in Event Program	BYOB Pop up	Recognition on Nominee Video	Commercial Booth	Present awards	Name on giveaway	Published Value
R	Gala Garnet Sponsor (Drawing)	5	✓	2	✓ Name						\$1,000
S	Gala Topaz Sponsor (Drawing)	4	✓	1	✓ Name						\$750
T	Gala Auction Sponsor (Drawing)	10	✓		✓ Name						\$400
6	Gala Naming Rights (Auction)	1	✓ Name and Logo	10	✓ Name and Logo	✓	✓ Name and Logo	✓	✓	✓ Logo on event photo	\$6,000 (Reserve)
7	Gala Sapphire Sponsor (Auction)	1	✓	6	✓ Name and Logo	✓	✓ Name and Logo				\$4,000 (Reserve)
8	Gala Emerald Sponsor (Auction)	5	✓	4	✓ Name						\$2,000

Committee Contacts:



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2017 Greater Houston Chapter CAI
Events Listing and Sponsorship Details

March 2017

2017 Chapter Education (Manager)

May 5 How to Eat an Elephant – Taming you email
August 3 Lessons Learned from Fair Houston in HOA'S
November 2 Civil Unrest: Is it possible to prepare for Chaos

40-75 Attendees: Managers, Homeowners and Business Partners

Managers working towards or maintaining their certifications need continuing education credits. The chapter local education seminars, held at the Hilton Westchase, provide for these credits, while creating a networking opportunity for business partners.

LOT #		# of sponsors at this level	Company Name / Logo Display	Award gift certificate to winner of Early Bird Registration Drawing	Distribute Materials to attendees	Attendee List	Published Value
U	Chapter Education May (Drawing)	1	✓	✓	✓	✓	\$550
V	Chapter Education August (Drawing)	1	✓	✓	✓	✓	\$550
W	Chapter Education November (Drawing)	1	✓	✓	✓	✓	\$550

Committee Contact



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2017 Greater Houston Chapter CAI

Events Listing and Sponsorship Details

March 2017

2017 Homeowner Education

20-80 Homeowners

The Board Leadership Development Workshop is offered four times per year, rotating through the geographical areas served by the Chapter. Attendees are generally self-managed homeowner association board members.

LOT #		# of sponsors at this level	Company Name / Logo Display	Commercial Read	Distribute materials to students	Published Value
X	BLDW 3 rd Quarter 2017 (Drawing)	3	✓	✓	✓	\$250
Y	BLDW 4 th Quarter 2017 (Drawing)	3	✓	✓	✓	\$250
Z	BLDW 1 st Quarter 2018 (Drawing)	3	✓	✓	✓	\$250

Management companies and attorneys are excluded from this sponsorship opportunity.

Committee Contact



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2017 Greater Houston Chapter CAI

Events Listing and Sponsorship Details

March 2017

2017 Meet and Greet following PMDP Class December 7, 2017

40-60 Attendees: Managers and Business Partners

Following the Professional Management Development Class, join the managers for a relaxed networking event.

LOT #		# of sponsors at this level	Company Name / Logo	Distributed Promotional literature	Commercial Read	Published Value
AA	Meet and Greet Sponsor December 2017 Following M- 201 Class (Drawing)	1	✓	✓	✓	\$650.00

Committee Contact:



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2017 Greater Houston Chapter CAI
Events Listing and Sponsorship Details

March 2017

2017 Board of Directors Meeting Sponsor

Tentative dates:

April 17, 2017

May 15, 2017

June 19, 2017

July 18, 2017

August 21, 2017

September 19, 2017

October 15, 2017

November 20, 2017

12 Attendees: Chapter board of directors (11 member board) and Chapter Executive Director

LOT #		# of sponsors at this level	Distributed Promotional literature	Commercial Read	Published Value
AB	Board of Directors Meetings	8	✓	✓	\$500

Committee Contact

2017 Board President



Pamela Bailey, CMCA, AMS, PCAM
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2017 Greater Houston Chapter CAI
Events Listing and Sponsorship Details
March 2017

2018 Directory

A valuable tool, printed in even numbered years, the member's full color directory is a printed resource for our 800+ chapter members.

Your advertising is delivered to the entire membership and used throughout the year.

LOT #	Placement	# Available	Cost	Auction/Drawing
AC	Divider	14	\$450	Drawing
9	Outside Back Cover	1	\$850	Auction
10	Inside Front Cover	1	\$650	Auction
11	Inside Back Cover	1	\$650	Auction

Committee Contact



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Before you go....

We are looking for new ways to grow the CAI Garden and the following ideas have been suggested for upcoming events:

Beer Tasting

Cheese and Wine social

Cocktails

Cook off (BBQ, crawfish etc)

Cooking Classes

Dinner Theater

Drinks and Nibbles social

Escape Room

Laser Tag

Lunch at a Brewery

Murder Mystery

Paintball

Range Day

Spa Day

There are five drawing cards marked FUN DAY in your packet, please place them in the boxes in front of the event(s) you would consider sponsoring in 2018.