

2015

Business Opportunities



Enclosed you will find a complete description of the sponsorship opportunities that the Greater Houston Chapter Community Associations Institute is currently offering for 2015.

Events and prices are subject to change.

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

Please complete the enclosed form, and return to the chapter office via fax or e-mail prior to January 10, 2015 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.

2015 PREMIUM PARTNER PACKAGE OPTIONS:

(please mark level)

Elite (\$10,500)

Exclusive Category – One Only – First Come, First Serve

5 tickets to Annual Awards Presentation
4 tickets to each GHC-CAI Educational Session
6 full page advertisements in FACETS
20% discount on FACETS advertisement upgrades
2015 Premium Partner Pocket Guide Listing
Priority matching for Take a Manager to Lunch
Recognition at all events and in FACETS magazine
Web-link on GHC-CAI weekly e-news
Embedded video, Web-link, logo, and company description on GHC-CAI Services Provider Directory

Platinum (\$4,000)

4 tickets to Annual Awards Presentation
3 tickets to each GHC-CAI Educational Session
6 ½ page advertisements in FACETS
20% discount on FACETS advertisement upgrades
2015 Premium Partner Pocket Guide Listing
Priority matching for Take a Manager to Lunch
Recognition at all events and in FACETS magazine
Web-link on GHC-CAI weekly e-news
Web-link, logo, and company description on GHC-CAI Services Provider Directory

2015 PREMIUM PARTNER PACKAGE OPTIONS:

(please mark level)

Gold (\$3,000)

- 3 tickets to Annual Awards Presentation
- 2 tickets to each GHC-CAI Educational Session
- 6 ¼ page advertisements in FACETS
- 20% discount on FACETS advertisement upgrades
- 2015 Premium Partner Pocket Guide Listing
- Priority matching for Take a Manager to Lunch
- Recognition at all events and in FACETS magazine
- Web-link on GHC-CAI weekly e-news
- Web-link, logo and tag line on GHC-CAI Services Provider Directory

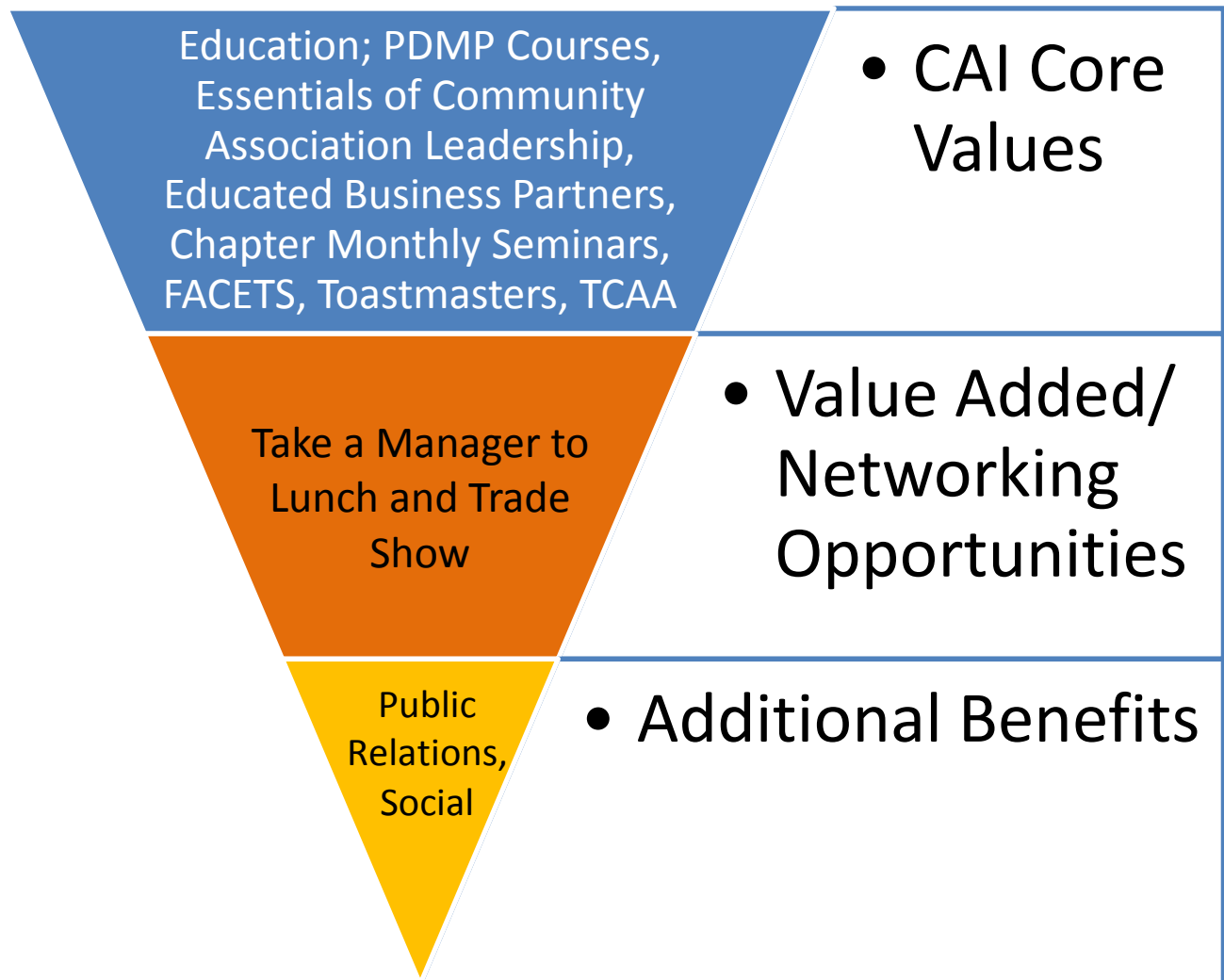
Silver (\$2,000)

- 2 tickets to Annual Awards Presentation
- 1 ticket to each GHC-CAI Educational Session
- 6 business card advertisements in FACETS
- 20% discount on FACETS advertisement upgrades
- 2015 Premium Partner Pocket Guide Listing
- Priority matching for Take a Manager to Lunch
- Recognition at all events and in FACETS magazine
- Web-link on GHC-CAI weekly e-news
- Web-link and logo on GHC-CAI website Service Provider Directory

Bronze (\$1,500)

- 1 ticket to Annual Awards Presentation
- 1 GHC-CAI Educational Session ticket
- 6 1/16 page advertisements in FACETS
- 20% discount on FACETS advertisement upgrades
- 2015 Premium Partner Pocket Guide Listing
- Priority matching for Take a Manager to Lunch
- Recognition at all events and in FACETS magazine
- Web-link on GHC-CAI weekly e-news
- Web-link on 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.



What is TCAA?

TCAA is the public policy voice of 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

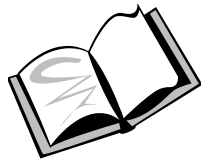
If you'd like to make a contribution to TCAA, please indicate the amount below and we will include it in your Premium Partner Package.

- ☐ \$300.00
- ☐ \$400.00
- ☐ \$500.00
- ☐ \$1,000.00

Local Education

<input type="checkbox"/> Sponsor Local Education Seminar/February	\$500.00
<input type="checkbox"/> Sponsor Local Education Seminar/March	\$500.00
<input type="checkbox"/> Sponsor Local Education Seminar/April	\$500.00
<input type="checkbox"/> Sponsor Local Education Seminar/May	\$500.00
<input type="checkbox"/> Sponsor Local Education Seminar/August	\$500.00
<input type="checkbox"/> Sponsor Local Education Seminar/October	\$500.00
<input type="checkbox"/> Sponsor Local Education Seminar/November	\$500.00

The \$500.00 sponsorship includes:



Skirted table at registration to display company information and materials



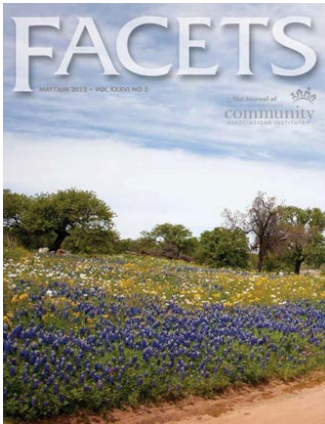
Company information on brochure distributed to all chapter members



Recognition at the event and in the chapter magazine



Opportunity to distribute materials to event attendees



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 20% 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. 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.

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, 2014
February 1, 2015
April 1, 2015
June 1, 2015
August 1, 2015
October 1, 2015



Homeowner Education

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.

•Essentials Sponsor (Total of 3 per class) \$500.00 Each

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



(Management Companies are excluded from this sponsorship opportunity)



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

Toastmasters Scholarships

Sponsor a membership in Toastmasters.
Help a member become a better speaker, communicator and listener.

Six month sponsorship \$50.00
Annual sponsorship \$100.00



Legal Seminar

Held in October, the Legal Seminar is an annual update from our Legal Committee.

Sponsorships are available for \$300.00 and includes recognition at this popular ½ day event, recognition on attendee handouts and recognition after the event in FACETS magazine.

Business Partner Exchange

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"/> Event Sponsors	\$2,500.00
<input type="checkbox"/> Education Sponsor	\$600.00
<input type="checkbox"/> Food Sponsor	\$200.00

Event Sponsorship includes:

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



Take a Manager to Lunch

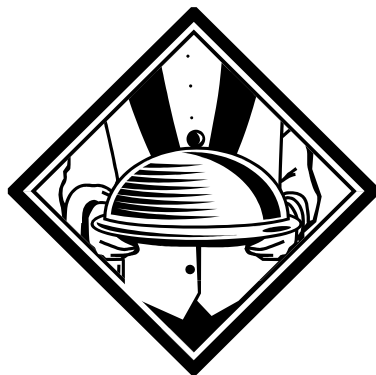
<input type="checkbox"/> Event Sponsors	\$2,750.00
<input type="checkbox"/> Manager Gift Raffle Voucher	\$500.00
<input type="checkbox"/> Decorations Sponsor	\$500.00
<input type="checkbox"/> Manager Giveaway	\$200.00

The Award Winning Take a Manager to Lunch Event offers Business Partners an opportunity to host Managers for lunch. Additional Sponsorships add to the day.

Event sponsor receives:

- VIP Table of 5
- Free exhibit table
- A minute at the microphone
- Table literature at each place setting
- Name appears on all TMTL literature

Premium Partners will receive a limited-time (one-week) open registration for Take A Manager to Lunch, and will have first choice reservations during this time frame.



September Trade Show

<input type="checkbox"/> Presenter Sponsorship	\$7,500.00
<input type="checkbox"/> Invitation Sponsors	\$ 700.00
<input type="checkbox"/> Bag Advertising Squares	\$ 550.00
<input type="checkbox"/> \$500 Cash Drawings	\$ 525.00
<input type="checkbox"/> Education Sponsors	\$ 350.00
<input type="checkbox"/> Refreshment Sponsors	\$ 200.00
<input type="checkbox"/> \$100 Cash Drawings	\$ 125.00

The Presenter Sponsorship includes an 8X10 booth, recognition on trade show bags, free entry on game card, ½ page ad in FACETS before the show, Right of First Refusal for 2016 Presenter and recognition in all Trade Show Advertisements, in addition to company name and logo displayed on all monitors throughout show.

All sponsors participating at the \$500.00 or greater level will have the opportunity to include approved promotional items in the Trade Show bag, distributed to all attendees. The Sponsor will be asked to assist in the placement of items in the bags.

All sponsorships include recognition at the event, in brochures, and FACETS leading up to the event.



2015 Sponsorship Opportunities – Additional Benefits



**NEW EVENT



Top Golf

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.

<input type="checkbox"/> Event Sponsors	\$500.00
<input type="checkbox"/> Food Sponsors	\$400.00
<input type="checkbox"/> Trophy Sponsor	\$400.00



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:

February 2015	May 2015	August 2015	November 2015
First Choice	First Choice	First Choice	First Choice
Second Choice	Second Choice	Second Choice	Second Choice
Third Choice	Third Choice	Third Choice	Third Choice
Fourth Choice	Fourth Choice	Fourth Choice	Fourth Choice



Membership

Sponsor a Meet and Greet gathering after the
Professional Management Development classes
\$650.00 each

March	M-100	Essentials	\$650.00
May	M-310	Management Company Administration	\$650.00
July	M-203	Community Leadership	\$650.00
August	M-201	Facilities Management	\$650.00
	M-202	Association Communications	\$650.00
	M-204	Community Governance	\$650.00
December	M-100	Essentials	\$650.00

Dates are tentative as of printing date.

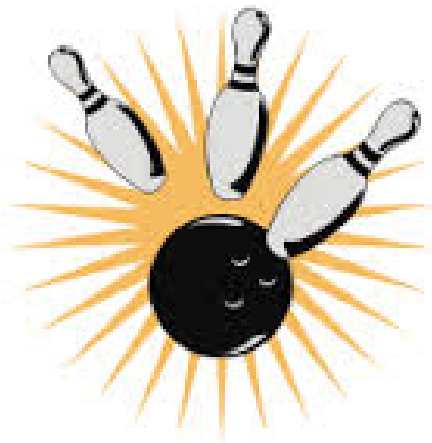
Sponsorship includes:

- Opportunity to distribute materials to students
- Sponsorship signage in classroom
- Sponsorship signage in lounge
- Meet and Greet opportunity; distribute first drink ticket to attendees.



Bowling

<input type="checkbox"/> Event Sponsors	\$500.00
<input type="checkbox"/> Food Sponsors	\$300.00
<input type="checkbox"/> Trophy Sponsor	\$300.00



Sponsorship includes recognition at event and in FACETS magazine following the event.



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 31,000 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 that 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.

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 PDMP classes and other social events.

Bowling Committee - Organizes the bowling tournament.

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

Business Partner Council - Works with chapter to develop and plan programs and services to enhance the Business Partners GHCCAI Board of Directors.

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.

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



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

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.

Toastmasters Club “CAI Champions” - A local club of an international organization dedicated to helping our members become better speakers, communicators and listeners.

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

Premium Partner Packages			
	Elite	\$10,500.00	
	Platinum	\$4,000.00	
	Gold	\$3,000.00	
	Silver	\$2,000.00	
	Bronze	\$1,500.00	
Core Values			
	TCAA	Donation	
	Local Education – February	\$500.00	
	Local Education – March	\$500.00	
	Local Education – April	\$500.00	
	Local Education - May	\$500.00	
	Local Education – August	\$500.00	
	Local Education – October	\$500.00	
	Local Education – November	\$500.00	
	Homeowner Education – 1 st Quarter	\$500.00	
	Homeowner Education – 2 nd Quarter	\$500.00	
	Homeowner Education – 3 rd Quarter	\$500.00	
	Homeowner Education – 4 th Quarter	\$500.00	
	Membership Scholarship	\$125.00	
	Toastmasters Scholarship – 6 months	\$50.00	
	Toastmasters Scholarship – 1 year	\$100.00	
	Legal Seminar	\$300.00	
Value Added			
	Business Partner Exchange Event Sponsor	\$2,500.00	
	Business Partner Exchange Education Sponsor	\$600.00	
	Business Partner Exchange Food Sponsor	\$200.00	
	Take a Manager to Lunch Event Sponsor	\$2,750.00	
	Take a Manager to Lunch Manager Gift Raffle	\$500.00	
	Take a Manager to Lunch Decorations Sponsor	\$500.00	
	Take a Manager to Lunch – Manager Gift	\$200.00	
	Trade Show – Presenter Sponsor	\$7,500.00	
	Trade Show Invitation Sponsor	\$700.00	
	Trade Show Bag Square	\$550.00	
	Trade Show \$500.00 Cash Drawing Sponsor	\$525.00	
	Trade Show Education Sponsor	\$350.00	
	Trade Show Refreshment Sponsor	\$200.00	
	Trade Show \$100.00 Cash Drawing Sponsor	\$125.00	
Additional Benefits			
	Top Golf – Event Sponsor	\$500.00	
	Top Golf – Food Sponsor	\$400.00	
	Top Golf – Trophy Sponsor	\$400.00	
	PROP – February Sponsor	\$500.00	
	PROP – May Sponsor	\$500.00	
	PROP – August Sponsor	\$500.00	
	PROP – November Sponsor	\$500.00	
	Membership Meet and Greet – March	\$650.00	
	Membership Meet and Greet – May	\$650.00	
	Membership Meet and Greet – July	\$650.00	
	Membership Meet and Greet – August (M-201, M-202, M-204)	\$650.00	
	Membership Meet and Greet – December	\$650.00	
	Bowling Event Sponsor	\$500.00	
	Bowling Food Sponsor	\$300.00	
	Bowling Trophy Sponsor	\$300.00	
	GRAND TOTAL		

2015 GHC- CAI Sponsorship Selections

Company Name: _____

Primary Contact: _____

Telephone: () _____ Fax: () _____

Address: _____

E-Mail: _____ Website: _____

Sponsorship Level Selected: ☐ Elite ☐ Platinum ☐ Gold ☐ Silver ☐ Bronze

Other Sponsorship Opportunities Selected: (please list) _____

Total 2015 Sponsorships: \$ _____

50% deposit due by **1/10/15** (Deposit must be paid by 1/10/15 to be included on the 2015 Premium Partner Sponsor Signage and Directory)

50% (balance in full) **due by 3/31/15**

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

☐ Check Payment ☐ Deposit Only ☐ Full Payment

☐ Credit Card, -Please circle one: ☐ Deposit Only ☐ Full Payment
 Visa MasterCard
 American Express Discover

Name on Card: _____

Card # _____ Expiration: _____ Security Code#: _____

Furthermore, I understand that the balance due must be paid by 3/31/15 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

Office Use: Date Received _____ Membership expiration date: _____