



CAI OREGON 2021

Sponsorship Packet

Building
Relationships

Introduction

The following Sponsorship Opportunity Package allows you to select the event sponsorships and advertising opportunities that best fit your organization. Western Oregon CAI believes that being a sponsor, at any level, is a business growth opportunity for all of Western Oregon CAI vendor and manager partners. The extensive list of networking and educational opportunities provides our sponsors with an important forum to introduce themselves to potential clients, and create meaningful relationships within our membership and the community.

Helping our Vendors Grow

In making your selections, please keep in mind that the 2021 Western Oregon CAI Sponsorship program helps you achieve two worthwhile goals:

- affords your company an opportunity to increase its visibility in order to build your business.
- helps Western Oregon CAI grow and expand its offerings, which enhances your exposure to potential clients.

Becoming a Sponsor

CAI Oregon has made selecting and paying for your sponsorships easier than ever! Go to the CAI website at www.caioregon.org, to select and pay for your sponsorships and advertising opportunities from the comfort of your office with your credit card!

Sponsorships will be available for purchase as of Friday, October 16, 2020 8:30AM to 10:30AM during our Sponsorship Kick-off. After that time, you may send in your form or order sponsorships online at any time. We encourage you to purchase sponsorships during our Sponsorship Kick-off to take advantage of the discounts available only at that event.

Additional Sponsorship opportunities that aren't listed in this packet are available. Please contact the Chapter Executive Director, Laura McDermott, at contactus@caioregon.org, for more information. Historically, additional events and opportunities arise during the year.

Sponsorship Options

All of our sponsorship options in 2021 are "A la Carte" style, so feel free to purchase as many, or as few, sponsorships as you wish. Remember that every sponsorship is an opportunity to make a connection with an area manager or community association volunteer leader.

This packet contains a list of our events and advertising that have a sponsorship opportunity. As you familiarize yourself with our events, be sure to take note of the sponsorships available. Each type of sponsorship is listed with the number of sponsorships available of that type, and the cost. Each sponsorship that includes attendance at the sponsored event is also noted.

Since many of our events are popular, there are occasionally situations where multiple sponsors will want to take advantage of the same sponsorship opportunity. As such, Western Oregon's CAI policy is to accept reserve sponsorship selections on a "first come, first serve" basis with the sponsorship being reserved at the time payment is received.

Refunds

Refunds for sponsorships will not be given under any circumstance. Please remember that the costs for sponsorships are due when reserved and cannot be held for any vendor. Discounts will not be given except for those noted during vendor discount events or for special purchases.

For more information on sponsorships, please visit our website at www.caioregon.org/sponsorship/.



Discount Opportunities

We are offering our business partners and management companies a great opportunity to take advantage of discounted rates for sponsorships:

Sponsorship Kick-off via Zoom
Friday, October 16, 2020 8:30AM to 10:30AM

Please join us for our free virtual sponsorship kick-off on October 16th, 2020 at 8:30 AM. CAI Oregon will present our available sponsorships in detail, as well as provide information about making the most of your sponsorships. All sponsorship purchases made during this event will receive a **3%** discount. This is the only opportunity to receive this discount! If you are not a member, and are interested in attending, please contact Chapter Executive Director, Laura McDermott, at (503) 941-6964 contactus@caioregon.org, for more information.



Law Day Virtual (February 2021)

Who doesn't like free legal advice? A fun and educational day with experts providing knowledge to board members and managers.

Registration Sponsor | \$200 | 1 available

Sponsorship includes logo on all promotional material, rotating PowerPoint slide at the beginning of the event, and announced as sponsor at event.

Premier sponsorship includes a virtual booth at the event, logo on all promotional materials, including the website and flyer, website banners at event, an opportunity to address attendees, and provide promotional goodies.

Meet & Greet | \$400 | 1 available

Sponsorship includes opportunity to welcome attendees at the beginning of the event, logo on eblasts, signage at event and announced as a sponsor.

Booths | \$400 | 8 available

Create your virtual booth experience with live video feed for attendees. Guidance for building the booth will be available from the Chapter.

Kick-Off Virtual Event (January 2021)

Western Oregon CAI annual Kick-Off will introduce our upcoming education and networking offerings for the year. Additionally, we will have a short legislative update, Chapter Awards, raffle prizes, and much more! Best of all, it's free to attend. Don't miss out on this exciting way to celebrate Western Oregon CAI!

Event Sponsors | \$275 | 5 available

Sponsorship includes logo on all promotional material including rotating PowerPoint at beginning of luncheon, and opportunity to address attendees.

Registration Sponsor | \$100 | 1 available

Sponsorship includes logo on all promotional material and rotating PowerPoint slide at the beginning of the event.

Award Sponsor | \$300 | 1 available

Sponsorship includes logo on all promotional material and logo on rotating PPT slide before kick off. Company recognized at event. Opportunity address attendees and present awards to Community Association recipients.



Community Association Day Trade Show Virtual (March 2021)

Our Community Association Day Trade Show is an educational event for our community manager and community volunteer leader members. Not only does Western Oregon CAI provide top-notch educational programs throughout the day, but Western Oregon CAI also provide our business partners the opportunity to speak with potential clients, in a face-to-face conversation, about your business and how you can help meet your future client's needs.



Premier Sponsor | \$2,500 | 1 available

Premier sponsorship includes two virtual booths at the event, logo on all promotional materials, including the website and flyer, website banners at event, an opportunity to address attendees, and provide promotional goodies.

Vendor Booth Sponsor | \$375 | 30 available

Create your virtual booth experience with live video feed for attendees. Guidance for building the booth will be available from the Chapter.

Website Banner Sponsor | \$300 | 1 available

Sponsor will have a banner on the CA Day (shared with Premier sponsor) website that receives over 600 unique visitors during the spring registration campaign.

Tote Sponsor | \$300 | 1 available

Sponsor will have logo on tote that is supplied to all attendees (\$900 if tote is supplied by CAI Oregon) or (\$500 if tote is supplied by vendor). Totes are exclusive to sponsor promotion only.

Tote Stuffer Sponsor | \$50 | 4 available

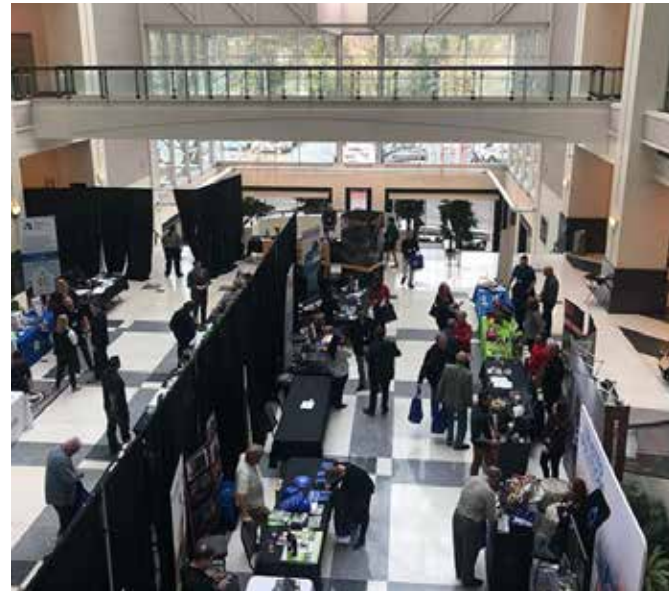
Sponsor to supply a promotional flyer and goodie to go in all of the totes that are provided to CA Day attendees.

Break Sponsor | \$200 | 2 available

Sponsor is given a banner in the banquet room, promotional goodies at lunch tables, and an opportunity to address attendees. Includes 2 attendees.

Lunch Demonstration Sponsor | \$225 | 3 available

Sponsor is given a banner in the banquet room, promotional goodies at lunch tables, and an opportunity to address attendees. Includes 2 attendees.



Homeowner Evening Roundtables Virtual (February, May, October 2021)

These are free events for HOA homeowner attendees and exclusively for Board Members, Association Volunteer Leaders, and Association homeowners.

Homeowner Evening Roundtables | \$400 | 1 available for all 3 events

Sponsorship includes logo on all promotional material including rotating PowerPoint at beginning of the round table, and opportunity to address attendees.

Our 2021 Roundtable topics will be:

February - Electric Charging Stations and your HOA

May - Rules Enforcement

September - Collections



Reverse Tradeshow (TBD)

Having all the managers in one room at the same time, IT'S HUGE! Western Oregon CAI first annual Reverse Tradeshow is an opportunity for CAI Vendors and Business Partners to meet with our very busy managers, one on one, to ask them those burning questions that you've been dying to know!

Premier Sponsor | \$3,250 | 1 available

Premier sponsorship includes one attendee at the event, logo on all promotional materials, including the website and email blasts and your swag to be distributed at manager's booths. It includes banners at the event and an opportunity to address attendees. You will also receive one full page ad in the 2020 Newsletter in the edition of your choosing, and a full page ad in our membership directory. Also included is a virtual booth at the CA Day Tradeshow.

Registration Sponsor | \$250 | 1 available

Signage at Registration table as well as representation at the table.

Swag Sponsor | \$300 | 2 available

Sponsor will be able to have a swag item of their choosing on each of the vendors tables. Only Sponsors of this event will be allowed to distribute swag

Food Sponsor | \$500 | 2 available

Sponsor has signage at tables and around event.

Beverage Sponsor | \$300 | 1 available

Sponsor has signage at tables and around event.

Annual Golf Tournament (August 2021)

Our ever-popular golf tournament is back! We will continue with our nine-hole Shotgun Tournament this year, again at Charbonneau golf course in Wilsonville.

Premier Sponsor | \$3,750 | 1 available

As the exclusive Event Sponsor, you will receive an opportunity to speak to the attendees, and a table to meet attendees and give out promotional goodies at the event. Additionally, your branding will appear on all marketing materials for the event, including email blasts and website registration page with link. A full page ad in one issue of The Community Bulletin of choice, a full page ad in our membership directory, and a free booth at our Community Association Day Trade Show

Hole Sponsor | \$500 | 8 available

Golf Cart Sponsor | \$600 | 1 available

Dinner Sponsor | \$500 | 1 available

Wine & Beer Sponsor | \$500 | 1 available

1st Place Team Sponsor | \$250 | 1 available

Ditty Bag Sponsor | \$100 | 1 available

Sponsor to provide bags.

Lip Balm Sponsor | \$100 | 1 available

Sponsor to provide balm tubes.

Golf Cup Sponsor | \$500 | 1 available

Sponsor logo in at every hole in cup.

Golf Ball Sponsor | \$100 | 1 available

Sponsor to provide balls.

Golf Tee Sponsor | \$100 | 1 available

Sponsor to provide tees.

Water Bottle Sponsor | \$100 | 1 available

Sponsor to provide water.

Mulligan Sponsor | \$250 | 1 available

Putting Contest Sponsor | \$500 | 1 available

Foursome Registration | \$500 | 14 available

Four Players registered to play.

Single Player Registration | \$130 | 8 available

Single Player Registrations. Single Players will be placed on a team by event organizer.

Raffle Prize Sponsor | No Cost | Unlimited

Raffle Prize Sponsors will be mentioned during raffle prize drawings. This is a nice, low-cost way to spread your company name! Raffle prize sponsors provide their own prizes. Please make each prize at least \$50 in value.



Monthly Education Luncheons Virtual

CAI-OR Portland Luncheons are CAI Oregon's best attended and most valuable education series of the year. Each month, February through November, our member experts provide training to community volunteers and managers.

Our 2021 Luncheon Topics will be:

April – Budgeting – Financial Issues in the COVID environment

May- Meeting and Voting in the time of COVID

June- Insurance Exclusions & Claims

August- Reserve Studies for COVID

September- Stress Management for Boards and Managers

October- Developing support for governing document changes

November- Managing Maintenance: IT solutions to streamline HOA management

Event Sponsor | \$275 | 5 available (per luncheon)

Sponsorship includes logo on all promotional material including rotating PowerPoint at beginning of luncheon, and opportunity to address attendees.

Registration Sponsor | \$150 | 1 available (per luncheon)

Sponsorship includes logo on all promotional material, rotating PowerPoint slide at the beginning of the event, and announced as a sponsor at the event.

Board Leadership Development Workshop Virtual

(September 2021)

The cornerstone of our education for homeowner members, our renamed and re-vamped board member basics course covers how to have an effective, & efficient Board

Premier Sponsor | \$1000 | 1 available

As the exclusive Event Sponsor, you will receive the opportunity to address all attendees. Additionally, your branding will appear on all marketing materials for the event, including email blasts and the website registration page with link. You will also receive an ad in The Newsletter, a full page ad in our membership directory, and a free virtual booth at our Community Association Day Trade Show.

Book Supply Sponsor | \$500 | 1 available

Sponsorship includes opportunity to address attendees, recognition at event and logos on attendee books.



NEW ADVERTISING OPPORTUNITIES

Virtual Podcasts

New exciting and educational sponsorship opportunity. Podcasts will be available on line at www.caioregon.org to listen to in the future.

Podcast ads | \$300 | 4 available

15 second plug for company played twice during podcast.*

Podcast Company Mention | \$100 | 4 available

Sponsorship includes company mention twice during podcast.*

**Company to produce & pay for advertisement*

NEW ADVERTISING OPPORTUNITIES

Virtual Vendor Demonstration

This sponsorship is an opportunity to have your company name in front of those responsible for buying services and supplies for community associations. This sponsorship will include a networking component as well as a demonstration of services provided by you. Managers and Board members will be the target audience of these events.

[One hour Sponsor Spotlight | \\$500 | 3 available](#)

Sponsorship includes a one hour virtual demonstration. Sponsor to bring all give aways.



COVID Investors

The Chapter is accepting Donations at this time due to unforeseen hardship. Any contribution is appreciated. Investors will be spotlighted on social media, logo and link listed in a thank you email and announced at the Kick Off.

Sponsored Emails -

Opportunity to design and create an email about services your company provides that will be distributed to over 1000 contacts in the CAI database. A link to the email will also be shared on social media.

[Sponsorship | \\$300 | 12 available](#)

Virtual Happy Hours -

Opportunity to host a CAI happy hour. Host company able to come up with game or activity for Happy Hour.

[Sponsorship | \\$150 | 3 available](#)

Social Media/Website Marketing -

Vendor spotlight on all social media platforms. Posted 3 times during the month.

[Sponsorship | \\$150 | 12 available](#)



CAI Oregon Newsletter

Western Oregon's CAI award winning quarterly Newsletter, includes professional articles from experts, updates on CAI events and education, member spotlights, and a full service directory. The online edition has click-throughs on your advertisement to take readers directly to your website. This is an amazing advertising opportunity for your business!

Western Oregon CAI Newsletter sent to over 150 different community association leaders in the Portland area each quarter, as well as to CAI OR regular members via email. Our current online readership exceeds 300 each quarter after one year of publication!

See past issues at www.caioregon.org.

Remember that you receive a 5% discount on all newsletter advertisements when purchasing 4 spots for the year. You also receive a deluxe classified ad with each purchase.

Sponsors are responsible for artwork or Western Oregon CAI can develop your artwork for an additional \$50/hr (most take about an hour).



CAI Oregon Website and Social Media

A highly visible opportunity to have your name on our website. Our website receives over 1000 unique visitors per month. Our membership resources and "Join CAI" pages receive over 500 unique visitors per month.

Homepage Vertical Banner | \$1,250 | 1 available

Vertical banner on our homepage. Sponsor to provide artwork. Ad will link directly to sponsor website. Banner is up for the entire year and sponsor is exclusive banner advertiser on website homepage.

Member Resources Vertical Banner | \$500 | 1 available

Vertical banner on our homepage. Sponsor to provide artwork. Ad will link directly to sponsor website. Banner is up for the entire year and sponsor is exclusive banner advertiser on member resources page.

Join CAI Vertical Banner | \$550 | 1 available

Vertical banner on our homepage. Sponsor to provide artwork. Ad will link directly to sponsor website. Banner is up for the entire year and sponsor is exclusive banner advertiser on JOIN CAI webpage.

Homepage Name & Link | \$400 | 5 available

Name and link on our homepage under the "Thank You to Our Sponsors" notation. These are on the website for the entire year and are arranged by time of purchase. Link directly to sponsor website.



Member Directory

Once a year, our membership directory is distributed via e-mail and our website.

Covers | Various | 3 available (1 of each type)

Full page advertisements as follows:

Inside Front Cover - \$500

Inside Back Cover - \$450

Outside Back Cover - \$800

Half Page Ad | \$250 | 3 available

Quarter Page Ad | \$100 | 5 available

New Member Welcome Packet

Western Oregon CAI sends New Member Welcome packets to all new members as they join. This is an excellent way to get your company name in front of new CAI members and potential clients.

Flyer Sponsor | \$100 | 3 available

Sponsor flyer to be placed in new member welcome packet. Flyer may be one or two-sided. Sponsor to provide 50 copies of flyer to Western Oregon CAI.

Promotional Goodie Sponsor | \$100 | 3 available

Sponsor promotional goodie to be placed in new member welcome packet. Sponsor to provide Western Oregon CAI with 50 goodie items.



Sponsor Terms & Conditions Western Oregon Chapter

TERMS AND CONDITIONS OF SPONSORSHIP & ADVERTISING AGREEMENT

The sponsor (Sponsor) has agreed to sponsor one or more events, activities or purchase advertising from the Western Oregon Chapter of Community Associations Institute (CAI). CAI has agreed to provide the Sponsor with the benefit the Sponsor selected, to the extent such selection is still available, from the sponsorship or advertising brochure, which selection and pricing becomes part of this agreement (Agreement). Notwithstanding this agreement, CAI reserves the right to change nature and date of the event or a transfer sponsorship or advertising selection to comparable event or advertisement through the end of 2021.

OPERATIVE PROVISIONS

1. DEFINITIONS AND INTERPRETATION

“Sponsorship Fee” means the fee set out in the Sponsorship Brochure.

“Advertising Fee” means the fee set out in the Sponsorship Brochure or Advertising Rate Sheet.

“Sponsorship Brochure” means the Sponsorship Package as published by CA, usually in October before the annual sponsorship breakfast.

“Advertising Rate Sheet” means the schedule of advertising fees as published by CAI.

2. SPONSORSHIP FEE

2.1 The Sponsor will pay CAI the Sponsorship Fee for any sponsorship(s) it orders. CAI will issue an invoice for the Sponsorship Fee to the Sponsor at the time the Sponsor agrees to purchase the sponsorship, unless payment is received the sponsor order. Otherwise, the Sponsor must pay the Sponsorship Fee no later than 30 days after of the date of the invoice from CAI regardless of the date of the event(s) being sponsored.

3. ADVERTISING FEE

3.1 The Sponsor will pay CAI the Advertising Fee for any advertisement(s) it orders. CAI will issue an invoice for the Advertising Fee to the Sponsor at the time the Sponsor agrees to purchase the advertising, unless payment is received with the advertising order. The Sponsor must pay the Advertising Fee within 30 days of the date of the invoice from CAI. All advertising fees must be paid prior to the fulfillment of the advertisement.

4. COLLECTIONS

4.1 For any invoices that remain unpaid on the due date, a reminder invoice shall be mailed to the Sponsor.

4.2 If payment is not received within thirty (30) days after the due date, a finance charge of 1% per month may be applied to the outstanding balance.

4.3 Any member who is sixty days or more past due on the payment of any financial obligation owed to the CAI may be deemed a member not in good standing under Article III, Section 5 of the chapter's bylaws and the member's voting privilege, eligibility for any CAI awards and participation in CAI events (which shall include, but is not limited to, committee membership, speaker's bureau membership, speaking opportunities, sponsorship, advertising, booth selection, membership directory listings or other opportunities offered by CAI) may be suspended by the board of directors until payment in full is received by CAI.

4.4 The chapter executive director shall review all accounts receivable on a monthly basis and if, after consultation with the Board, there are sums which should be referred for collection, the matter shall be placed on the agenda for consideration by the board of directors. All accounts unpaid after ninety (90) days of the due date shall be considered a delinquent account and included in a report to the executive committee. Any attorney fees associated with collection of an unpaid balance, and interest, shall be added to the total amount due.

5. SPONSORSHIP BENEFITS AND OBLIGATIONS

5.1 In consideration of the payment of the Sponsorship Fee by the Sponsor, CAI grants the Sponsor the non-exclusive sponsorship benefits contained within the Sponsorship package.

5.2 The Sponsor will act at all times in a manner which is consistent with the good name, goodwill and reputation of CAI.

5.3 CAI is responsible for administration of the events and activities and coordinating all details in relation to the venue or online space at which such events and activities are held.

5.4 CAI may cancel or postpone any event at its discretion. If an event is cancelled, CAI will endeavor, but not be obligated, to replace the event. CAI may also change the nature or format of an event from that advertised in the Sponsorship Package. For example, CAI may hold events it initially planned on holding in person via Zoom or other remote or digital format. CAI will make no refund if an event or activity is postponed or the format is changed.

In the case an event, activity or advertisement is cancelled, CAI will offer Sponsors the option of becoming a “COVID Investor.” COVID Investors are Sponsors who choose to donate the Sponsorship Fee or Advertising Fee to CAI and release CAI from its obligations to provide the Sponsor the sponsorship or advertisement as originally agreed. CAI will make efforts to recognized COVID investors and their contributions to CAI on its website or at future events.

5.5 The Sponsor must keep confidential and not use for any other purpose other than the performance of this agreement and must not disclose any information provided by CAI to the Sponsor which is identified as, by its nature is or would be reasonably considered as confidential.

5.6 Nothing in this agreement creates any relationship of employment, agency or partnership. This agreement contains the entire agreement and may only be varied in writing. A waiver of an obligation by a party is not a waiver of any other obligation.

6. USE OF LOGO AND INTELLECTUAL PROPERTY RIGHTS

6.1 The Sponsor will provide CAI with a copy of its logo or trademark in the form required by CAI. CAI will only use any logo or trademark provided by the Sponsor for the purposes set forth in this Agreement.

6.2 The Sponsor warrants that it has full power and authority to authorize CAI to publish its logo or trademark to fulfill its obligations under this Agreement.

6.3 The Sponsor agrees to indemnify and keep indemnified CAI against any claims, actions, liabilities, losses, demands, suits, proceedings, damages, expenses or costs arising out of or in respect of the proper use by CAI of the Sponsor's logo or trademark under this Agreement, including but not limited to any claims in respect of any infringement of any third-party intellectual property rights.

6.4 Nothing in this Agreement constitutes a grant or creates to or in favor of a party any goodwill or proprietary right in or relation to the other party or any of the other party's intellectual property, including but not limited to the other party's logo or trademarks.

6.5 Each party agrees not to take any action which may damage the validity or value of the other party's name, corporate logo or other identifying mark in connection with performance of this agreement.

7. TERMINATION AND CANCELLATION

7.1 CAI may terminate this Agreement immediately on written notice to the Sponsor, if the Sponsor fails to pay the Sponsorship Fee to CAI in accordance with the payment provisions of this Agreement;

7.2 If the Sponsor fails to pay the sponsorship or advertising fees, CAI reserves the right to re-direct any payments received for other purposes to the outstanding invoice and to cancel purchased and paid-for items that have yet to be fulfilled by CAI.

7.3 Either party may terminate this Agreement if:

a. the other party commits a breach of any provision of this Agreement and such breach is not rectified within 7 days after receipt of written notice from the first party requiring the breach to be remedied; or

b. one party commits any act or behaves in any manner, which in the reasonable opinion of the other party, brings the first party into disrepute.

7.4 The Sponsor will not be entitled to any refund of the Sponsorship Fee if the Sponsor terminates this Agreement other than in accordance with clause 7.3.

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