

# California Dreaming

CAI SAN DIEGO 2025 MARKETING PLAN



SAN DIEGO CHAPTER  
**community**  
ASSOCIATIONS INSTITUTE

**RESERVE YOUR ADVERTISING & SPONSORSHIPS BEFORE JANUARY 31, 2025!**

# Mission Statement

To reach all members by promoting the understanding of responsible governance and operations through education, communication, and professional ethics.



San Diego is the epitome of *California Dreaming*. The San Diego Chapter's programs help you and your company achieve your dreams in the community association industry.

In 2024, many of the most popular event sponsorships **SOLD OUT** through the Marketing Plan. To make sure your company is front and center in 2025, submit a Marketing Plan and get it in early!

Returning for 2025 are Corporate Levels and discounts. All event pricing in the Marketing Plan offers a discount - prices will be higher for "a la carte" purchases in 2025.

Sponsorship sales for all event and advertising are on a first come, first served basis. We cannot "hold" sponsorships, so be sure to submit a signed contract to guarantee the opportunities you want.

To secure your Marketing Plan, full payment must be received by January 31, 2025. After making your selections, please return the form to [marketingplan@cai-sd.org](mailto:marketingplan@cai-sd.org). Payments accepted by credit card, ACH payment and check. Invoicing is available, and payment must be received by the January 31, 2025 deadline. If payment is not received, your Marketing Plan may be canceled.

**Questions? Contact the office at 858-836-1119 or email [marketingplan@cai-sd.org](mailto:marketingplan@cai-sd.org).**

## Vision Statement

The premier provider of education, advocacy, and resources for community associations.



# Sponsorship Levels

 <p><b>TITANIUM SPONSOR</b></p> <p>\$15,000 AND ABOVE</p>	<p>10% DISCOUNT</p> <p>When the combined total of all sponsorships, events, and advertising purchases reaches \$15,000 and payment is received in full by January 31, 2025, you will receive:</p> <ul style="list-style-type: none"> <li>• 10% discount off total purchase</li> <li>• Recognition as a Titanium sponsor with company logo displayed on signage at each event</li> <li>• Yearlong acknowledgement in <i>Community Insider</i> magazine</li> <li>• Yearlong acknowledgement on Chapter website with logo and link to corporate website</li> <li>• Six (6) complimentary Business Partner Passes – Use for any eligible event in 2025. (Non-eligible events: Awards Gala, Golf Tournament, and Day at the Races) Complimentary tickets must be used in 2025 calendar year</li> <li>• Logo featured on event blasts throughout the year</li> <li>• Recognition in Print Directory</li> <li>• Priority selection of your spot for trade shows and other table-display opportunities</li> </ul>
 <p><b>PLATINUM SPONSOR</b></p> <p>\$10,000 TO \$14,999</p>	<p>8% DISCOUNT</p> <p>When the combined total of all sponsorships, events, and advertising purchases total between \$10,000 – \$14,999, and payment in full is received by January 31, 2025, you will receive:</p> <ul style="list-style-type: none"> <li>• 8% discount off total purchase</li> <li>• Recognition as a Platinum sponsor with company logo displayed on signage at each event</li> <li>• Yearlong acknowledgement in <i>Community Insider</i> magazine</li> <li>• Four (4) complimentary Business Partner Passes – Use for any eligible event in 2025. (Non-eligible events: Awards Gala, Golf Tournament, and Day at the Races) Complimentary tickets must be used in 2025 calendar year</li> <li>• Yearlong acknowledgement on Chapter website with logo and link to corporate website</li> <li>• Logo featured on event blasts throughout the year</li> <li>• Recognition in Print Directory</li> <li>• Priority selection of your spot for trade shows and other table-display opportunities (following Titanium Sponsors)</li> </ul>
 <p><b>GOLD SPONSOR</b></p> <p>\$5,000 TO \$9,999</p>	<p>5% DISCOUNT</p> <p>When the combined total of all sponsorships, events, and advertising purchases total between \$5,000 – \$9,999 and payment in full is received by January 31, 2025, you will receive:</p> <ul style="list-style-type: none"> <li>• 5% discount off total purchase</li> <li>• Recognition as a Gold sponsor with company name displayed on signage at each event</li> <li>• Yearlong acknowledgement in <i>Community Insider</i> magazine</li> <li>• Yearlong acknowledgement on Chapter website with logo and link to corporate website</li> <li>• Recognition in Print Directory</li> </ul>
 <p><b>SILVER SPONSOR</b></p> <p>\$3,000 TO \$4,999</p>	<p>When the combined total of all sponsorships, events, and advertising purchases total \$3,000 – \$4,999 and payment in full is received by January 31, 2024, you will receive:</p> <ul style="list-style-type: none"> <li>• Recognition as a Silver sponsor with company name displayed on signage at each event</li> <li>• Yearlong acknowledgement in <i>Community Insider</i> magazine</li> <li>• Yearlong acknowledgement on Chapter website with company name and link to company website</li> <li>• Recognition in Print Directory</li> </ul>

**CANCELLATION POLICY** – Before January 31, 2025: Cancellation of an entire plan submitted, processed and invoiced is subject to a 50% non-refundable fee. Changes to a plan already submitted, processed and invoiced before January 31, 2025, are subject to a processing fee of \$500.

After January 31, 2025: No plan cancellations accepted after January 31, 2025. Cancellations for a single event must be received 14 days prior to the event date. No cancellations for an event will be accepted after the 14-day deadline. If your sponsorship spot can be filled, we will allocate your funds as credit towards a future 2025 event. If your spot cannot be filled, you have waived your right to a credit. No credit will be given for a cancellation request received less than 14 days prior to any event. 2025 Marketing Plan funds **MUST** be used within the 2025 calendar year. No 2025 Marketing Plan funds can be carried over to 2026. Unused funds as of December 31, 2025 are considered forfeited to the Chapter.



## CAI SAN DIEGO 2025

# Chapter Event\* Calendar

### JANUARY

TBD Awards Gala

### AUGUST

7 Day at the Races

### FEBRUARY

4 HOA Academy  
Session 1 - Via Zoom  
11 HOA Academy  
Session 2 - Via Zoom  
13 North County Education  
Luncheon and Trade Show  
18 HOA Academy  
Session 3 - Via Zoom  
25 HOA Academy  
Session 4 - Via Zoom

### SEPTEMBER

3 HOA Academy  
Session 1 - Via Zoom  
10 HOA Academy  
Session 2 - Via Zoom  
17 HOA Academy  
Session 3 - Via Zoom  
24 HOA Academy  
Session 4 - Via Zoom  
25 North County Education  
Luncheon and Tradeshow

### MARCH

6 St. Patrick's Day Shamrocks  
& Shenanigans  
20 San Diego Education  
Luncheon and Trade Show

### OCTOBER

17 CLAC Wine & Cheese Night  
21 Board Leadership  
Development (BLD) Part 1  
Via Zoom  
23 San Diego Education Luncheon  
and Tradeshow  
28 Board Leadership  
Development (BLD) Part 2  
Via Zoom

### APRIL

12 Community Outreach -  
Walk for Autism  
17 Reverse Trade Show  
28 CID Law Seminar  
Session #1 - Via Zoom  
29 CID Law Seminar  
Session #2 - Via Zoom  
30 CID Law Seminar  
Session #3 - Via Zoom

### NOVEMBER

6 Legal Update/Almost Free  
Legal Advice - North County  
Luncheon and Tradeshow

### MAY

16 Softball Tournament

### DECEMBER

10 Holiday Trade Show  
San Diego

### JUNE

12 Golf Tournament  
26 Education Conference

### JULY

11 Tiki Night  
24 North County Education  
Luncheon and Tradeshow

*\*All dates are tentative, based on location  
availability, and subject to change without  
notice.*

*Visit the Chapter website for the most  
up-to-date information on events:  
[www.cai-sd.org](http://www.cai-sd.org)*



# PRINT & DIGITAL Advertising



## COMMUNITY INSIDER MAGAZINE

Community Insider magazine is undergoing a complete revamp for 2025! The magazine will have a new look, upgraded paper

quality and the online features will include links directly to advertisers' websites. Featuring articles relevant and timely to community association living, advertising is the perfect way to get your company's name in front of the right readership.

*New design and online functionality!*

- ☐ Front Cover (single issue, four available)..... \$2,500  
*Limited to one time within a 12-month period. Includes professional photo shoot for cover photo, a 600-word article featuring 2 or 3 photos.*
- ☐ Full Page (8.375" wide x 10.875")..... Single issue \$1,025  
2 – 4 issues (per insertion) \$930
- ☐ 2/3 Page (4.875" wide x 9.875" tall) ..... Single issue \$925  
2 – 4 issues (per insertion) \$830
- ☐ 1/2 Page (7.375" wide x 4.75" tall)..... Single issue \$815  
2 – 4 issues (per insertion) \$720
- ☐ 1/3 Page (4.75" wide x 4.75" tall)..... Single issue \$725  
2 – 4 issues (per insertion) \$630



## 2025/2026 MEMBERSHIP DIRECTORY

To be released in Fall 2025, the print directory is a go-to source of information. Advertising in the directory will get your company noticed,

while adding a service category ensures your company has the best representation possible.

- ☐ Front or Back Tab Premium (5" wide x 8" tall) .....\$1,010
- ☐ Inside Front Cover Premium (5" wide x 8" tall).....\$1,010
- ☐ Inside Back Cover Premium (5" wide x 8" tall) .....\$1,010
- ☐ Outside Back Cover Premium (6" wide x 8" tall).....\$1,010
- ☐ Full Page (4.5" wide x 7.5" tall)..... \$925
- ☐ Half Page (4.5 wide x 3.5" tall).....\$675
- ☐ Quarter Page (2.25" wide x 3.5 tall) .....\$375
- ☐ Logo Listing..... \$225
- ☐ Additional Listing Category (each).....\$85



*\*100% of the sponsorship benefits the Chapter's annual CLAC fundraising goal.*

## THE BILL BRIEF

Established in 2021, this newsletter is sent twice a year (Spring and Fall) featuring updates on legislation that effects the HOA industry. The click thru rate is high for this e-newsletter and it is quoted on other industry sites.

- ☐ Spring Issue ..... \$250
- ☐ Fall Issue ..... \$250
- ☐ Bundle Spring & Fall Issues – **SAVE \$100** ..... \$400



## CHAPTER WEBSITE SPONSOR

Be featured on the front-page carousel on the Chapter's website. Yearly advertising includes a click-through to your website.

- ☐ Annual Website Sponsor .....\$825



# REACH *for the* STARS

CAI SAN DIEGO COMMUNITY MANAGER  
EDUCATIONAL SCHOLARSHIP FUND

At CAI San Diego, we understand the importance of education and leadership for community association professionals. That is why we are proud to announce the Reach for the Stars Scholarship Program. This program will provide reimbursement of course fees for managers looking to gain designations.

We cannot achieve this goal alone! Sponsors of this program are critical so that we can aid more managers in achieving their educational goals. We encourage you today to become a Gold or Silver Star Sponsor of the program.

Sponsors will be provided exclusive access to a yearly event to honor all those who have achieved a designation within a yearly timeframe. This is an opportunity to network and celebrate the achievements of those committed to professionalism and education. No tickets will be sold for this event, so sponsorship is the **ONLY** way to attend.

Sponsorships are on a yearly basis and up for renewal every year on the anniversary date of the contribution.

Join us in our commitment to the industry by becoming a sponsor today!

☐ **GOLD SPONSOR \$1,000**

- Four (4) Tickets to Annual Designation Celebratory Event
- Logo on event signage and other marketing materials
- Recognition in Chapter magazine, website, annual print Membership Directory

☐ **SILVER SPONSOR \$500**

- Two (2) Tickets to Annual Designation Celebratory Event
- Company name on event signage and other marketing materials
- Recognition in Chapter magazine, website, annual print Membership Directory

**NEW  
FOR  
2025!**





Yearly sponsorships keep your company name front and center at ALL Chapter events (social and educational). Sponsorships are extremely limited. Offered on a first come, first served basis.



☐ **LANYARD SPONSOR – \$4,875 EXCLUSIVE SPONSORSHIP**

- Company full color logo printed on the official Chapter lanyard provided at all 2025 Chapter in-person events
- Recognition in Community Insider magazine

☐ **NAME BADGE SPONSOR – \$4,125 EXCLUSIVE SPONSORSHIP**

- Company full color logo printed on attendee name badges at all 2025 Chapter in-person events
- Recognition in Community Insider magazine

☐ **EVENT SIGNAGE SPONSOR – \$2,950 (THREE AVAILABLE)**

- Company full color logo on the bottom of every sign at all 2025 Chapter in-person events.
- Recognition in Community Insider magazine



## COMMUNITY OUTREACH ANNUAL SPONSORSHIP

Programs/Events for 2025 (subject to change)

- Race for Autism - April 12
- Feeding San Diego Volunteer Day
- American Red Cross Blood Drive
- Youth Assistance Coalition Holiday Supply Drive

☐ **COMMUNITY CHAMPION – \$1,500**

- Logo on Community Cares T-Shirt
- Logo on all Community Outreach marketing materials
- Logo on website all photo pages for Community Outreach Events
- Recognition in *Community Insider Magazine*

☐ **COMMUNITY SUPPORTER – \$800**

- Company name on Community Cares T-Shirt
- Company name on all Community Outreach marketing materials
- Recognition in *Community Insider magazine*





# *In-Person* EDUCATIONAL EVENTS

## EDUCATIONAL LUNCHEON & TRADE SHOW

Sponsorships are the best way to participate in our top-tier education programming. Due to space limitations, sponsors may be the only Business Partners to attend some functions.

All sponsors for education events receive the following benefits. Individual sponsorship benefits listed under specific sponsorship types.

### Universal Education Sponsorship Benefits:

- Company name on event signage
- Recognition on the CAI San Diego website and e-marketing (e-blasts and social media)
- Recognition in Community Insider magazine
- Post-Event list of all event attendees

### SCHEDULED DATES

February 13 - North County  
March 20 - San Diego  
July 24 - North County  
September 25 - North County  
October 23 - San Diego  
November 6 - North County

### ☐ PROGRAM SPONSOR – \$999 (2 available per event)

- Exclusive sponsorship that includes an exhibitor space
- Includes Three (3) company representatives
- Opportunity to purchase one (1) additional company representative for a reduced rate
- Includes Two (2) minutes of speaking time or pre-recorded video before the program begins
- Exclusive opportunity to put one (1) promotional item on all attendee tables. (Item to be approved by Chapter in advance of the event.)
- Company logo included on all table signs at attendee tables
- First choice of exhibit space (after Titanium, Platinum and CLAC Upgrade Sponsors)
- Logo on exclusive signage at event

### ☐ EXHIBITOR – \$775

- 6' draped table for display of promotional items
- Includes one (1) attendee from your company
- Opportunity to purchase two (2) additional company representative tickets for a reduced rate
- Exclusive 40 minutes of floor time with manager and homeowner attendees before other business partner sponsor admittance

### ☐ CLAC EXHIBITOR UPGRADE – \$150 (6 available per event)

- Choose your display space before space is assigned
- 100% of sponsorship supports the Chapter's annual CLAC donation goal
- Company name on tabletop sign at registration

### ☐ RESERVED TABLE SPONSOR – \$575

- Includes One (1) reserved table of six (6) seats. Fill seats as you see fit - invite managers, homeowners or co-workers OR allow the Chapter to fill seats with managers/homeowners looking for complimentary attendance
- Logo on table sign at event

### ☐ PHOTOGRAPHY SPONSOR – \$375 (4 available per event)

- Company logo featured on Chapter website event photo gallery
- Includes one (1) company attendee
- Opportunity to purchase one (1) additional company attendee at a reduced rate

### ☐ EDUCATION SPONSOR – \$350 (2 available per event)

- Company logo on signage at event tables
- Includes one (1) company attendee
- Opportunity to purchase one (1) additional company attendee at a reduced rate

### ☐ NETWORK SPONSOR – \$275

- Help us make these programs available to all managers and homeowners who want to attend
- Includes one (1) company attendee
- Opportunity to purchase one (1) additional company attendee at a reduced rate



## Reverse Trade Show

APRIL 17 – SAN DIEGO

*SOLD OUT in 2024, this event allows you to meet face-to-face with Management Company decision makers. Management Company members staff each table and Business Partners visit the tables for six-minute interactions, similar to speed dating. Registration is limited. INTERACTION SPONSORS receive PRIORITY scheduling.*

### ☐ **TITLE SPONSOR** **\$2,225 (2 available)**

- Opportunity to introduce your company to the audience at the beginning of the program
- Priority scheduling with managers
- Scheduling can include simultaneous appointments with two different management companies (2 representatives at each appointment slot) ensuring maximum exposure
- Includes four (4) company representatives

### ☐ **INTERACTION SPONSOR** **\$975**

- Priority scheduling with managers
- Includes two (2) company attendees

### ☐ **LUNCH SPONSOR** **\$815 (4 available)**

- Company logo displayed on buffet displays
- Includes one (1) company attendee
- Appointments scheduled after Title and Interaction Sponsors are assigned.

### ☐ **DRINK SPONSOR** **\$675 (4 available)**

- Company logo displayed on event bar signage
- Includes one (1) company attendee
- Appointments scheduled after Title and Interaction Sponsors are assigned

### ☐ **PHOTOGRAPHY SPONSOR** **\$575 (4 available)**

- Company logo on Chapter website Photo Gallery next to pictures of event
- Includes one (1) company attendee
- Appointments scheduled after Title and Interaction Sponsors are assigned

## Education Conference & Trade Show Focus on Health + Wellness

JUNE 26 – SAN DIEGO

*The 2025 Education Conference will focus on the health and wellness of our industry. Sessions will be focused on issues that individually affect the manager and homeowner board members. At the luncheon, a Keynote Speaker will present ideas and provide insights specific to health and wellness. We encourage attendees to attend in casual clothes like yoga gear or comfortable sweatpants. This is going to be a day to learn and rejuvenate. Exhibit space is limited.*



### ☐ **KEYNOTE SPONSOR** **\$3,250 (2 available)**

- Sponsorship includes being an Exhibitor and having an additional mini-display inside a breakout room
- Includes Two (2) minutes of speaking time or pre-recorded video before the luncheon begins
- Includes Two (2) attendees
- Priority placement of display table (after CLAC upgrade sponsors)

### ☐ **EXHIBITOR AND BREAKOUT EDUCATION SESSION SPONSOR** **\$975 (8 available)**

- 6' draped table for display of promotional items on trade show floor
- Additional mini-display inside a breakout room with opportunity to introduce your company to session participants at beginning of session
- Includes One (1) attendee

### ☐ **EXHIBITOR – \$875**

- 6' draped table for display of promotional items
- Company name on PowerPoint presentation and event signage
- Exclusive 40 minutes of the Trade Show Hour BEFORE the educational sessions begin – EXCLUSIVELY for exhibitors and manager/homeowner attendees
- Includes one (1) attendee

### ☐ **CLAC EXHIBITOR UPGRADE** **\$150 (6 available)**

- Choose your exhibit space before spaces are assigned
- 100% of upgrade goes directly to CLAC
- Company name on tabletop sign at registration

### ☐ **LUNCH SPONSOR** **\$625 (4 available)**

- Company logo displayed on lunch tables
- Includes One (1) attendee

### ☐ **PHOTOGRAPHY SPONSOR** **\$575 (4 available)**

- Company logo on CAI San Diego Website Photo Gallery next to pictures of event
- Includes one (1) attendee from your company

### ☐ **NETWORK SPONSOR** **\$315**

- Cover the cost of our managers attending this event!
- Includes one (1) attendee



## HOLIDAY TRADE SHOW & RECEPTION

December 10- San Diego

*The perfect way to kick off the holiday season. Join friends old and new for a festive day of mixing and mingling.*

### ☐ FESTIVITIES SPONSOR – \$1,050 (2 available)

- Exclusive sponsorship that includes an exhibitor space - \$875 value
- First choice of exhibit space (after Titanium, Platinum and CLAC Upgrade Sponsors)
- Includes Four (4) company representatives
- Includes Two (2) minutes of speaking time/video before the program begins
- Exclusive opportunity to put one (1) promotional item on all attendee tables (Item to be approved by Chapter in advance of the event)
- Logo on exclusive signage at event

### ☐ EXHIBITOR – \$875

- Space is limited and will sell quickly! Reserve your display today
- 6' draped table for display of promotional items
- Includes two (2) company attendees
- Opportunity to purchase one (1) additional company representative at a reduced rate

### ☐ CLAC EXHIBITOR UPGRADE – \$150 (6 available)

- Choose your exhibit space before exhibit space is assigned. Selection based on date of sponsorship purchase.
- 100% of upgrade goes directly to CLAC
- Company name on tabletop sign at registration

### ☐ GAME SPONSOR – \$650 (4 available)

- Logo displayed on gaming materials
- Includes one (1) attendee from your company
- Opportunity to purchase one (1) additional company representative at a reduced rate

### ☐ PHOTOGRAPHY SPONSOR – \$575 (4 available)

- Company logo on CAI San Diego Website Photo Gallery next to pictures of event
- Includes one (1) attendee from your company
- Opportunity to purchase one (1) additional company representative at a reduced rate

### ☐ DRINK TICKET SPONSOR - \$475 (4 available)

- Company logo on drink ticket distributed to all attendees
- Includes four (4) complimentary drink tickets
- Includes one (1) attendee from your company
- Opportunity to purchase one (1) additional company representative at a reduced rate

### ☐ COFFEE BAR SPONSOR - \$452 (4 available)

- Logo displayed at Coffee Bar
- Includes one (1) attendee from your company
- Opportunity to purchase one (1) additional company representative at a reduced rate

### ☐ HOLIDAY NETWORKING SPONSOR – \$315

- Your sponsorship enables managers to attend this event for free!
- Includes one (1) company attendee
- Opportunity to purchase one (1) additional company representative at a reduced rate





# Online Educational Events

Held via Zoom, these educational opportunities offer a variety of easy ways to get your company's name in front of managers and homeowners. Sponsorships are the only way to attend these online educational events.



## BOARD LEADERSHIP DEVELOPMENT

*Offers the essentials for managers and homeowners  
Two Sessions - October 21 and October 28*

### ☐ TITLE SPONSOR (2 AVAILABLE) – \$650

- Opportunity to show a 2-minute video show at the start of each session. Can be the same or different videos for each session.
- Logo on Zoom background for ALL sessions
- Logo on all marketing materials
- Logo on Chapter website
- Logo and company contact information on sponsor thank you presentation during the program
- Post-Event list of all program attendees
- One complimentary registration for each session

### ☐ INDIVIDUAL SESSION SPONSOR – \$350 (4 available, 2 per session)

- 2-minute video shown before one individual session. Sponsors select session based on date registration is received.
- Logo on Zoom background for one individual session
- Logo on all marketing materials
- Logo on CAI SD website
- Logo and company contact information on sponsor thank you presentation during the program
- Post-Event list of all program attendees
- One complimentary registration for a single session (sponsor's choice)

### ☐ CLAC SPONSORSHIP – \$75

*All sponsorship proceeds go towards the Chapter's CLAC fundraising goal.  
Sponsorship includes:*

- Company logo on the CLAC Sponsorship Slide during the presentation
- Company name on event marketing material.
- Post-Event list of all attendees

### ☐ GIFT CARD SPONSOR – \$55

- Company name on event marketing materials
- Logo and company contact information during sponsor thank you presentation.
- Post-Event list of all attendees







## HOA ACADEMY

Presented TWICE in 2025 – February (Tuesdays) and September (Wednesdays). Sponsor both programs (February and September) for a discount. Launched in 2021, this program is hugely popular and attracts over 150 homeowners for a four-week HOA essentials program covering five essential areas: legal, finance, reserves, insurance and maintenance, contracts, and bidding.

### ☐ TITLE HOA ACADEMY SPONSOR (2 available per program)

- ☐ February.....\$1,119
- ☐ September .....\$1,119
- ☐ BOTH February and September .....\$1,900

- Opportunity to show a 2-minute video show at the start of each session. Can be the same or different videos for each session.
- Logo on Zoom background for ALL sessions
- Logo on all marketing materials
- Logo on CAI SD website
- Logo and company contact information on sponsor thank you presentation during the Academy
- Post-Event list of all Academy attendees
- One complimentary registration for each session

### ☐ INDIVIDUAL SESSION SPONSORS (4 available, one per session)

- ☐ February Individual Session .....\$500
- ☐ September Individual Session .....\$500
- ☐ BOTH February and September Ind. Session .....\$800

- 2-minute video shown before a single session. Sponsor selects session based on date sponsorship is reserved
- Logo on Zoom background for a single session
- Logo on all marketing materials
- Logo on Chapter website event page
- Logo and company contact information on sponsor thank you presentation during the Academy
- Post-event list of all Academy attendees
- One complimentary registration for one session (sponsor's choice)

### ☐ CLAC SPONSOR – \$75

- All sponsorship proceeds go towards the Chapter's CLAC fundraising goal
- Company logo on the CLAC sponsorship slide during the Academy
- Company name on event marketing material.
- Post-event list of all Academy attendees

### ☐ GIFT CARD SPONSOR – \$55

- Company name on event marketing materials
- Logo and company contact information during sponsor thank you presentation.
- Post-event list of all Academy attendees



## COMMON INTEREST DEVELOPMENT (CID) LAW COURSE

*The most comprehensive HOA-focused legal course available for managers and homeowners.  
Three Sessions: April 28, 29 and 30*

### ☐ **TITLE SPONSOR – \$850 (2 available)**

- Opportunity to show a 2-minute video show at the start of each session. Can be the same or different videos for each session.
- Logo on Zoom background for ALL sessions
- Logo on all marketing materials
- Logo on Chapter website event page
- Logo and company contact information on sponsor thank you presentation during the program
- Post-event list of all Seminar attendees
- One complimentary registration for each session

### ☐ **INDIVIDUAL SESSION SPONSORS – \$450 (3 Available, 1 per session)**

- 2-minute video shown before one individual session. Sponsors select session based on date sponsorship is reserved
- Logo on Zoom background for one individual session
- Logo on all marketing materials
- Logo on Chapter website event page
- Logo and company contact information on sponsor thank you presentation during the program
- Post-event list of all Seminar attendees
- One complimentary registration for 1 session (sponsor's choice)



### ☐ **CLAC SPONSOR – \$75**

- All sponsorship proceeds go towards the Chapter's CLAC fundraising goal
- Company logo on the CLAC sponsorship slide during the Seminar
- Company name on event marketing material
- Post-event list of all Seminar attendees

### ☐ **GIFT CARD SPONSOR – \$55**

- Company name on event marketing materials
- Logo and company contact information during sponsor thank you presentation.
- Post-Event list of all Seminar attendees







# Social Events

Our social events provide the opportunity for members to come together in fun, relaxed atmospheres. Sponsors receive priority registration and, in some cases, are the only Business Partners admitted to an event due to space limitations.

All sponsors for social events receive the following benefits. Individual sponsorship benefits listed under specific sponsorship types.

## Universal Social Sponsorship Benefits:

- Company name on event signage
- Recognition on the CAI San Diego website and e-marketing (e-blasts and social media)
- Recognition in *Community Insider* magazine
- Post-event list of all attendees

## NEON NIGHTS AWARDS GALA

January 25, 2025

*Join us for NEON NIGHTS as we honor 2024 award nominees and kick-off 2025!*



### ☐ **TITLE SPONSOR** **\$3,500 (2 available)**

- Title sponsorship featuring company logo on all promotional material
- Opportunity to give away one (1) promotional item to Gala attendees
- Opportunity to greet the attendees with two (2) minutes of speaking time or video at the start of the program
- Includes one table of ten (10) with reserved seating near stage, logo displayed on the table

### ☐ **PHOTOBOOTH SPONSOR** **\$2,500 (2 available)**

- Logo featured on 5 x 7 print and digital photos given to guests. A themed background will be used to commemorate the evening and provide a lasting memento
- Logo featured on link to event digital photo book sent to all photobooth guests
- Includes four (4) registrations
- Logo featured on event signage

### ☐ **AWARDS DINNER TABLE SPONSOR** **– \$2,350**

- One table of ten (10) with reserved seating near stage, logo displayed on table signage

### ☐ **RECEPTION SPONSOR** **\$2,000 (2 available)**

- Sponsor the cocktail reception before the party begins
- Logo on exclusive signage at the reception
- Includes four (4) registrations

### ☐ **DRINK TICKET SPONSOR** **\$900 (4 available)**

- Company logo on drink tickets
- Includes two (2) registrations

### ☐ **CENTERPIECE SPONSOR** **\$850 (4 available)**

- Company logo displayed on table tent at all banquet tables
- Includes one (1) registration

### ☐ **PARTY FAVOR SPONSOR** **\$750 (2 available)**

- Company logo displayed on table tent at all banquet tables
- Includes one (1) registration

### ☐ **MUSIC SPONSOR** **\$650 (4 available)**

- Exclusive logo signage near stage
- Includes one (1) registration

### ☐ **REGISTRATION SPONSOR** **\$500 (4 available)**

- Exclusive signage near registration
- Includes one (1) registration





## ST. PATRICK'S DAY SHAMROCKS & SHENANIGANS

March 6

Join your friends for an Irish celebration of food and drink. Limited attendance. Sponsors will be the only Business Partners in attendance.

### ☐ LEPRECHAUN SPONSOR – \$899 (2 AVAILABLE)

- Title sponsor for the event
- Logo on event signage
- Includes four (4) registrations

### ☐ FOUR LEAF CLOVER SPONSOR – \$375

- Includes two (2) registrations

## SOFTBALL TOURNAMENT

May 16 | Sportsplex Santee

Benefitting CLAC, the Softball Tournament will no doubt hit it out of the ballpark. Spectators will be limited to sponsors only, so sign up to get in the game.

### ☐ FULL TEAM (12 PLAYERS) – \$850

- Exclusive right to name your team
- Exclusive ability to hang your own company banner at the event

### ☐ FIELD SPONSOR – \$500 (3 available)

- Company logo on large banner at one of the three fields used for the tournament
- Option to set up display table at a prime location. Sponsor to provide their own pop-up tent/umbrella, table and chairs. No alcohol is permitted to be served.
- Includes two (2) Spectator Registrations

### ☐ BATTING CAGE SPONSOR – \$450 (2 available)

- Option to set up display table at a prime location – the Batting Cages. Sponsor to provide pop-up tent/umbrella, table and chairs. No alcohol is permitted to be served.
- Includes two (2) Spectator Registrations

### ☐ LUNCH SPONSOR – \$400 (1 available)

- Option to set up display table at a prime location – inside the air-conditioned snack bar area where lunch will be served. No alcohol is permitted to be served.
- Includes one (1) Spectator registration

### ☐ DISPLAY BOOTH SPONSOR – \$250 (12 available)

- Option to set up display table at event. Sponsor to provide their own pop-up tent/umbrella, table and chairs. No alcohol is permitted to be served.
- Includes One (1) Spectator registration

### ☐ AWARDS SPONSOR – \$175 (1 available)

- Company logo on awards presented to tournament winners
- Includes One (1) Spectator registration





## ANNUAL GOLF TOURNAMENT

June 12

*Always a great outing, come and enjoy a day on the links with industry friends. Last year, all hole sponsors SOLD OUT with the Marketing Plan! We are limited in the number of holes that can serve alcohol and the Premium and Deluxe Hole Sponsorships will sell fast.*

### ☐ PREMIUM HOLE SPONSOR – \$2,275 (2 available)

- Hole exclusivity with the option to serve alcohol. An additional fee is required to serve alcohol and all alcohol must be purchased from the golf course.
- First option to select hole location on the course.
- Option to set up table on hole, meet and greet all players, distribute promotional items. Sponsor to provide pop-up tent/umbrella, table, and chairs.
- Includes one (1) Foursome registration
- Includes four (4) company representatives at the tournament (non-player)

### ☐ DELUXE HOLE SPONSOR – \$1,875 (4 available)

- Hole exclusivity with the option to serve alcohol. An additional fee is required to serve alcohol and all alcohol must be purchased from the golf course.
- Hole exclusivity with the option to set up table on hole, meet and greet all players, distribute promotional items. Sponsor to provide pop-up tent/umbrella, table and chairs.
- Includes One (1) Foursome
- Includes Two (2) company representatives at the tournament (non-player)

### ☐ HOLE SPONSOR – \$1,350 (12 available)

- Hole exclusivity with the option to set up table on hole, meet and greet all players, distribute promotional items. Sponsor to provide pop-up tent/umbrella, table and chairs.
- Includes two (2) company representatives at the tournament (non-player)

### ☐ TEAM PHOTO SPONSOR – \$975 (4 available)

- Company logo featured on all team photos taken at event. All golfers receive a color print of their team photo.
- Includes two (2) non-player company representatives

### ☐ POTTY SPONSOR – \$825 (2 available)

- Company representative to drive course in golf cart assisting golfers to the potty
- Includes one (1) non-player company representative

### ☐ PUTTING CONTEST SPONSOR – \$750 (1 available)

- Exclusive option to set up table, greet players and distribute promotional materials at the Putting Contest. Sponsor to provide pop-up tent/umbrella, table and chairs.
- Includes one (1) non-player company representative

### ☐ AWARDS BUFFET SPONSOR – \$575 (4 available)

- Company logo on signage at Awards Buffet
- Includes one (1) non-player company representative

### ☐ BREAKFAST SPONSOR – \$525 (4 available)

- Company logo on signage at breakfast
- Includes one (1) non-player company representative

### ☐ DRINK TICKET SPONSOR – \$500 (4 available)

- Company logo on Drink Ticket
- Includes one (1) non-player company representative

### ☐ PRE-SALE FOURSOME PACKAGE – \$1,050

- Purchase your foursome through the Marketing Plan and save. Foursome price will go up after January 31, 2025.



**TIKI PARTY | July 11**

*A fun tropical getaway evening at one of the most popular Chapter events. This event SOLD OUT in 2024.*

☐ **ALOHA SPONSOR – \$3,000 (2 available)**

- Premier sponsorship prominently featuring your company logo on all promotional materials
- Opportunity to give away one (1) promotional item to Tiki Night attendees
- Includes four (4) registrations
- Logo on signage at event

☐ **PHOTOBOOTH SPONSOR – \$2,500 (2 available)**

- Capturing the evening will be amazing 5 x 7 print and digital photos of couples or groups with a tropical themed background. The perfect way to commemorate the evening.
- Logo featured on all 5 x 7 print photos handed out to guests that evening
- Logo featured on link to event digital photo book sent to all photobooth guests
- Company name on the email sent to all photobooth guests with link to digital photo book
- Includes four (4) registrations
- Logo on event signage

☐ **TIKI BAR SPONSOR – \$950 (4 available)**

- Company logo on all drink tickets for the event
- Includes two (2) registrations
- Logo on event signage

☐ **LUAU SPONSOR – \$800 (4 available)**

- Company logo displayed at buffet bar
- Includes one (1) registration
- Logo on event signage

☐ **DECOR SPONSOR – \$700 (4 available)**

- Company logo displayed on signage at the event
- Includes one (1) registration

☐ **MUSIC SPONSOR – \$600 (4 AVAILABLE)**

- Company logo displayed on signage at the event
- Includes one (1) registration

☐ **ENTERTAINMENT SPONSOR – \$500 (4 available)**

- Company logo displayed on signage at the event
- Includes one (1) registration

☐ **PARKING SPONSOR – \$400 (4 available)**

- Company logo displayed on signage at the event
- Includes one (1) registration

☐ **PRE-SALE 4-PACK TICKETS – \$800**

- Buy your tickets early for this popular event! This is the lowest price they will be offered at, prices will increase after January 31, 2025.







## DAY AT THE RACES

August 7

*Come bet on the ponies or just enjoy the beautiful atmosphere at the historic Del Mar Racetrack. Attendee tickets SOLD OUT in 2024. Purchasing through the Marketing Plan guarantees your place at the track.*

### ☐ SEABISCUIT PREMIER SPONSOR \$2,050 (4 available)

- Reserved seating at event
- Includes four (4) registrations
- Logo on table tents at event
- Logo on exclusive event signage

### ☐ WIN SPONSOR \$1,500 (4 available)

- Reserved seating at event
- Includes two (2) registrations
- Logo on table tents at event
- Logo on exclusive signage at event

### ☐ TRIFECTA SPONSOR \$1,000 (4 available)

- Includes two (2) registrations
- Logo on event signage

### ☐ DRINK TICKET SPONSOR \$850 (4 available)

- Company logo featured on drink ticket
- Company logo on signage at bars
- Includes one (1) registration

### ☐ PHOTOGRAPHY SPONSOR \$750 (4 available)

- Company logo on CAI San Diego website Event Photo Gallery
- Includes one (1) registration
- Company name on event signage

### ☐ LUCKY RACE TICKET SPONSOR \$650 (4 available)

- All attendees are entered into a drawing to receive a \$20 WIN ticket for a horse in a designated race. The winner of the WIN ticket could win thousands! All other tickets from the designated race receive a \$25 gift card consolation prize.
- Includes one (1) registration

### ☐ APPETIZER SPONSOR \$550 (6 AVAILABLE)

- Company logo displayed on signage at the appetizer bar
- Includes one company attendee

### ☐ PRE-SALE 4-PACK TICKETS – \$800

- Buy your tickets early for this popular event. Tickets sold out through the Marketing Plan in 2024.





## CLAC WINE NIGHT | October 17

*Wine and dine with your industry friends and support the California Legislative Action Committee (CLAC). Proceeds from the event go to the Chapter's CLAC donation goal for the year. Mix and mingle for this worthwhile cause!*

### ☐ **VINTAGE SPONSOR – \$2,000 (2 available)**

- Premier sponsorship prominently featuring your company logo on all promotional materials
- Includes four (4) registrations
- Logo on event signage

### ☐ **VINEYARD SPONSOR \$1,000 (4 available)**

- Company logo on all promotional materials
- Includes two (2) registrations
- Logo on event signage

### ☐ **BARREL SPONSOR – \$750 (4 available)**

- Company name on all promotional materials
- Includes one (1) registration
- Logo on event signage

### ☐ **PHOTOGRAPHY SPONSOR – \$600 (3 available)**

- Company logo on CAI San Diego website Event Photo Gallery
- Includes one (1) registration

### ☐ **APPETIZER SPONSOR – \$500 (4 available)**

- Company logo on tabletop signs
- Includes one (1) registration

### ☐ **DESSERT SPONSOR – \$500 (4 available)**

- Company logo on tabletop signs at the event.
- Includes one (1) registration

### ☐ **CLAC DONATION – \$75 (unlimited)**

- Company name on table top signage

### ☐ **PRE-SALE 4-PACK TICKETS – \$750**

- Buy your tickets early for this popular event. Ticket price will go up for online sales.



# 2025 CAI SAN DIEGO MARKETING PLAN RESPONSE FORM

To have your 2025 Marketing Plan confirmed as quickly as possible, please return this entire form via email to [marketingplan@cai-sd.org](mailto:marketingplan@cai-sd.org)

All sponsorships are available on first come, first served basis and reserved in the order received. If a selected sponsorship is unavailable, the chapter will contact you to select an alternative. Please fill in the total price column with your choices. Thank you for your continued support of CAI San Diego.

**COMPANY NAME** \_\_\_\_\_

**COMMUNITY INSIDER MAGAZINE ADVERTISING – MULTIPLE ISSUES IS THE BEST VALUE!**

**SINGLE ISSUE RATES – CHOOSE ONE:** ☐ **SPRING 2025** ☐ **SUMMER 2025** ☐ **FALL 2025** ☐ **WINTER 2025** **TOTAL PRICE**

Cover (Limited to one per company, per year)	\$2,500	
Full Page	\$1,025	
2/3 Page	\$925	
1/2 Page	\$815	
1/3 Page	\$725	

**2 TO 4 ISSUES – CHOOSE ALL THAT APPLY:** ☐ **SPRING 2025** ☐ **SUMMER 2025** ☐ **FALL 2025** ☐ **WINTER 2025** **TOTAL PRICE**

Full Page	\$930 x number of issues =	
2/3 Page	\$830 x number of issues =	
1/2 Page	\$720 x number of issues =	
1/3 Page	\$630 x number of issues =	

**2025-2026 MEMBERSHIP DIRECTORY PRINT ADVERTISING**  
**\*ADDITIONAL LISTING CATEGORY SELECTION WILL BE ADMINISTRATED IN MARCH 2025**

**TOTAL PRICE**

Front Tab Premium	\$1,010	
Back Tab Premium	\$1,010	
Inside Front Cover Premium	\$1,010	
Inside Back Cover Premium	\$1,010	
Outside Back Cover Premium	\$1,010	
Full Page	\$925	
Half Page	\$675	
Quarter Page	\$375	
Logo Listing (each)	\$225 x number of logos =	
Additional Listing Category* (each)	\$85 x number of additional service categories =	

**THE BILL BRIEF E-NEWSLETTER DIGITAL ADVERTISING** **TOTAL PRICE**

Spring & Fall Issue Bundle – SAVE \$100	\$400	
Spring Issue	\$250	
Fall Issue	\$250	

**ANNUAL WEBSITE SPONSOR** **TOTAL PRICE**

Chapter Website Sponsor	\$825	
-------------------------	-------	--

**REACH FOR THE STARS SCHOLARSHIP SPONSOR** **TOTAL PRICE**

Gold Sponsor	\$1,000	
Silver Sponsor	\$500	

**YEARLY SPONSORSHIPS** **TOTAL PRICE**

Lanyard Sponsorship – Exclusive	\$4,875	
Name Badge Sponsor – Exclusive	\$4,125	
Event Signage Sponsor (3 available)	\$2,950	

**COMMUNITY OUTREACH ANNUAL SPONSORSHIP** **TOTAL PRICE**

Community Champion	\$1,500	
Community Supporter	\$800	



## IN-PERSON EDUCATIONAL EVENTS

To confirm your 2025 Marketing Plan as quickly as possible, please return this entire form via email to [marketingplan@cai-sd.org](mailto:marketingplan@cai-sd.org)

### EDUCATIONAL LUNCHEONS & TRADE SHOWS | SD=SAN DIEGO, NC=NORTH COUNTY

#### TOTAL PRICE

Program Sponsor – 2 available per program	\$999 per program x number of programs =	
Choose Program(s) <input type="checkbox"/> Feb. 13-NC <input type="checkbox"/> Mar 20-SD <input type="checkbox"/> Jul 24-NC <input type="checkbox"/> Sept 25-NC <input type="checkbox"/> Oct 23-SD <input type="checkbox"/> Nov 6-NC		
Exhibitor	\$775 per program x number of programs =	
CLAC Exhibitor Upgrade – 6 available, must purchase an Exhibitor Sponsorship	\$150 per program x number of programs =	
Choose Program(s) <input type="checkbox"/> Feb. 13-NC <input type="checkbox"/> Mar 20-SD <input type="checkbox"/> Jul 24-NC <input type="checkbox"/> Sept 25-NC <input type="checkbox"/> Oct 23-SD <input type="checkbox"/> Nov 6-NC		
Reserved Table Sponsor	\$575 per program x number of programs =	
Choose Program(s) <input type="checkbox"/> Feb. 13-NC <input type="checkbox"/> Mar 20-SD <input type="checkbox"/> Jul 24-NC <input type="checkbox"/> Sept 25-NC <input type="checkbox"/> Oct 23-SD <input type="checkbox"/> Nov 6-NC		
Photography Sponsor – 2 available per luncheon	\$375 per program x number of programs =	
Choose Program(s) <input type="checkbox"/> Feb. 13-NC <input type="checkbox"/> Mar 20-SD <input type="checkbox"/> Jul 24-NC <input type="checkbox"/> Sept 25-NC <input type="checkbox"/> Oct 23-SD <input type="checkbox"/> Nov 6-NC		
Education Sponsor – 2 available per luncheon	\$350 per program x number of programs =	
Choose Program(s) <input type="checkbox"/> Feb. 13-NC <input type="checkbox"/> Mar 20-SD <input type="checkbox"/> Jul 24-NC <input type="checkbox"/> Sept 25-NC <input type="checkbox"/> Oct 23-SD <input type="checkbox"/> Nov 6-NC		
Network Sponsor	\$275 per program x number of programs =	
Choose Program(s) <input type="checkbox"/> Feb. 13-NC <input type="checkbox"/> Mar 20-SD <input type="checkbox"/> Jul 24-NC <input type="checkbox"/> Sept 25-NC <input type="checkbox"/> Oct 23-SD <input type="checkbox"/> Nov 6-NC		

### REVERSE TRADE SHOW | APRIL 17

#### TOTAL PRICE

Title Sponsor – 2 available	\$2,225	
Interaction Sponsor	\$975	
Lunch Sponsor – 4 available	\$815	
Drink Sponsor – 4 available	\$675	
Photography Sponsor – 4 available	\$575	

### EDUCATION CONFERENCE & TRADE SHOW | JUNE 26

#### TOTAL PRICE

Program Sponsor – 2 available	\$3,250	
Exhibitor and Breakout Education Session Sponsor – 8 available	\$975	
Exhibitor	\$875	
Add CLAC Exhibitor Upgrade – 6 available (must also purchase Exhibitor)	\$150	
Lunch Sponsor – 4 available	\$625	
Photography Sponsor – 4 available	\$575	
Network Sponsor	\$315	

### HOLIDAY TRADE SHOW & RECEPTION | DECEMBER 10

#### TOTAL PRICE

Festivities Sponsor – 2 available	\$1,050	
Exhibitor	\$875	
Add CLAC Exhibitor Upgrade – 6 available (must also purchase Exhibitor)	\$150	
Game Sponsor – 4 available	\$650	
Photography Sponsor – 4 available	\$575	
Drink Ticket Sponsor – 4 available	\$475	
Coffee Bar Sponsor – 4 available	\$425	
Holiday Networking Sponsor	\$315	

## ONLINE EDUCATIONAL EVENTS

### BOARD LEADERSHIP WORKSHOP – OCTOBER 21 & 28

#### TOTAL PRICE

Title Sponsor – 2 available	\$650	
Individual Session Sponsors – 4 available, 2 per individual session	\$350	
CLAC Sponsorship	\$75	
Gift Card Sponsor	\$55	

## ONLINE EDUCATIONAL EVENTS CONT'D.

To confirm your 2025 Marketing Plan as quickly as possible, please return this entire form via email to [marketingplan@cai-sd.org](mailto:marketingplan@cai-sd.org)

### HOA ACADEMY

### TOTAL PRICE

Title Sponsor – 2 available per program   Choose Program: <input type="checkbox"/> February <input type="checkbox"/> September	\$1,119	
Dual Title Sponsor – BOTH February and September – Best Value!	\$1,900	
Individual Session Sponsors – 4 available per program   Choose Program: <input type="checkbox"/> February <input type="checkbox"/> September	\$500	
Dual Individual Session Sponsor – BOTH February and September – Best Value!	\$800	
CLAC Sponsor	\$75	
Gift Card Sponsor	\$55	

### COMMON INTEREST DEVELOPMENT (CID) LAW COURSE – THREE ONLINE SESSIONS, APRIL 28, 29 & 30

### TOTAL PRICE

Title Sponsor – 2 available	\$850	
Individual Session Sponsor – 3 available, 1 per session	\$450	
CLAC Sponsor	\$75	
Gift Card Sponsor	\$55	

## SOCIAL EVENTS

### AWARDS GALA – NEON NIGHTS | JANUARY 25

### TOTAL PRICE

Title Sponsor – 2 available	\$3,500	
Photobooth Sponsor – 2 available	\$2,500	
Awards Dinner Table Sponsor	\$2,350	
Reception Sponsor – 2 available	\$2,000	
Drink Ticket Sponsor – 4 available	\$900	
Centerpiece Sponsor – 4 available	\$850	
Party Favor Sponsor – 2 available	\$750	
Music Sponsor – 4 available	\$650	
Registration Sponsor – 4 available	\$500	

### ST. PATRICK'S DAY SHAMROCKS & SHENANIGANS | MARCH 6

### TOTAL PRICE

Leprechaun Sponsor – 2 available	\$899	
Four Leaf Clover Sponsor	\$375	

### SOFTBALL TOURNAMENT | MAY 16

### TOTAL PRICE

Full Team (12 Players)	\$850	
Field Sponsor – 3 available	\$500	
Batting Cage Sponsor – 2 available	\$450	
Lunch Sponsor – 1 available	\$400	
Display Booth Sponsor – 12 available	\$250	
Awards Sponsor – 1 available	\$175	

### ANNUAL GOLF TOURNAMENT | JUNE 12

### TOTAL PRICE

Premium Hole Sponsor – 2 available	\$2,275	
Deluxe Hole Sponsor – 4 available	\$1,875	
Hole Sponsor – 12 available	\$1,350	
Team Photo Sponsor – 4 available	\$975	
Potty Sponsor – 2 available	\$825	
Putting Contest Sponsor – 1 available	\$750	
Awards Buffet Sponsor – 4 available	\$575	
Breakfast Sponsor – 4 available	\$525	
Drink Ticket Sponsor – 4 available	\$500	
Pre-Sale Foursome Package	\$1,050	

## SOCIAL EVENTS CONT'D.

To confirm your 2025 Marketing Plan as quickly as possible, please return this entire form via email to [marketingplan@cai-sd.org](mailto:marketingplan@cai-sd.org)

### TIKI PARTY | JULY 11

### TOTAL PRICE

Aloha Sponsor – 2 available	\$3,000	
Photobooth Sponsor – 2 available	\$2,500	
Tiki Bar Sponsor – 4 available	\$950	
Luau Sponsor – 4 available	\$800	
Decor Sponsor – 4 available	\$700	
Music Sponsor – 4 available	\$600	
Entertainment Sponsor – 4 available	\$500	
Parking Sponsor – 4 available	\$400	
Pre-Sale 4-Pack Tickets	\$800	

### DAY AT THE RACES | AUGUST 7

### TOTAL PRICE

Seabiscuit Premier Sponsor – 4 available	\$2,050	
Win Sponsor – 4 available	\$1,500	
Trifecta Sponsor – 4 available	\$1,000	
Drink Ticket Sponsor – 4 available	\$850	
Photography Sponsor – 4 available	\$750	
Lucky Race Ticket Sponsor – 4 available	\$650	
Appetizer Sponsor – 6 available	\$550	
Pre-Sale 4-Pack Tickets	\$800	

### CLAC WINE NIGHT | OCTOBER 17

### TOTAL PRICE

Vintage Sponsor – 2 available	\$2,000	
Vineyard Sponsor – 4 available	\$1,000	
Barrel Sponsor – 4 available	\$750	
Photography Sponsor – 4 available	\$600	
Appetizer Sponsor – 4 available	\$500	
Dessert Sponsor – 4 available	\$500	
CLAC Donation	\$75	
Pre-Sale 4-Pack Tickets	\$750	

## TOTAL OF ALL SPONSORSHIPS

### GRAND TOTAL

2025 Marketing Plan Total Purchase	
Apply Discount (expires 1/31/25) – Gold 5% Off: \$5,000 to \$9,999   Platinum 8% Off: \$10,000 to \$14,999   Titanium 10% Off: \$15,000+	
Total After Discount (if applicable)	
Earlybird Prepaid Access (If your company paid for Earlybird Access deduct \$1,000 from your total)	

**TOTAL DUE**

**For questions or additional information, please call the CAI San Diego office  
at (858) 836-1119 or email [marketingplan@cai-sd.org](mailto:marketingplan@cai-sd.org).**



COMPANY NAME

Benefits of sponsorships are subject to change without notice. Events may be canceled, or dates changed without prior notice.

#### CANCELLATION POLICY

**Before January 31, 2025:** Cancellation of an entire plan submitted, processed and invoiced is subject to a 50% non-refundable fee. Changes to a plan already submitted, processed and invoiced before January 31, 2025, are subject to a processing fee of \$500.

**After January 31, 2025:** No plan cancellations accepted after January 31, 2025. Cancellations for a single event must be received 14 days prior to the event date. No cancellations for an event will be accepted after the 14-day deadline. If your sponsorship spot can be filled, we will allocate your funds as credit towards a future 2025 event. If your spot cannot be filled, you have waived your right to a credit. No credit will be given for a cancellation request received less than 14 days prior to any event. 2025 Marketing Plan funds **MUST** be used within the 2025 calendar year. No 2025 Marketing Plan funds can be carried over to 2026. Unused funds as of December 31, 2025 are considered forfeited to the Chapter.

#### AGREEMENT

The undersigned represents that they have authority to enter into this agreement on behalf of their company and hereby accepts and agrees to be bound by the terms and conditions herein.

SIGNATURE (REQUIRED)

DATE

PRINT NAME

#### COMPANY INFORMATION

COMPANY NAME

COMPANY ADDRESS

CITY

STATE

ZIP

PHONE

CONTACT PERSON

EMAIL ADDRESS

WEBSITE

#### PAYMENT INFORMATION – NOTE: PLEASE DO NOT SEND PAYMENT TO CAI NATIONAL IN VIRGINIA

*Payment will not be processed until purchases have been confirmed by CAI SD staff. Please keep a copy of this agreement for your records. **For quicker processing, please return this ENTIRE form via email to [marketingplan@cai-sd.org](mailto:marketingplan@cai-sd.org).***

☐ PAY BY CHECK – EMAIL YOUR COMPLETED MARKETING PLAN TO [marketingplan@cai-sd.org](mailto:marketingplan@cai-sd.org). **DO NOT MAIL CHECK UNTIL YOU RECEIVE THE CONFIRMATION INVOICE WITH TOTAL OWED.** MAILING ADDRESS: CAI SAN DIEGO, 9920 PACIFIC HEIGHTS BLVD., STE. 150, SAN DIEGO, CA 92121

CREDIT CARD: ☐ MASTERCARD ☐ VISA ☐ AMEX

CARD NUMBER

EXP. DATE

CVV

CARDHOLDER NAME

CREDIT CARD BILLING ADDRESS

CITY

STATE

ZIP

SIGNATURE OF CARDHOLDER

DATE

**QUESTIONS? Email [marketingplan@cai-sd.org](mailto:marketingplan@cai-sd.org) or call the Chapter office at 858.836.1119**



**MEMBERSHIP DIRECTORY PRIMARY & ADDITIONAL CATEGORIES FOR REFERENCE ONLY  
YOU WILL BE SENT AN ELECTRONIC FORM IN MARCH 2025 FOR CATEGORY SELECTION**

Access Controls  
Accountants & Bookkeeping Services  
Animal Control Services  
Appraisals  
Arbitrators & Mediators  
Arborists  
Architects/Architectural Review  
Asphalt Repair & Paving  
Assessment Collection Services  
Attorneys  
Awnings & Trellises  
Backflow Services  
Balcony & Deck Inspections  
Banking & Financial Services  
Biohazard Clean-Up Services  
Building Maintenance & Repair  
Concrete Products, Maintenance & Repair  
Construction Defect Analysis  
Construction Management  
Decking Products & Services  
Destructive Testing  
Document Processing  
Election Services  
Electrical Contractors  
Elevator Products & Services  
Emergency Monitoring Services  
Emergency Restoration Services  
Engineering Services  
Environmental Products & Services  
Expert Witness  
Fencing, Gates & Doors  
Fire & Smoke  
Fire Safety  
Foreclosures  
General Contractors  
Gutters & Gutter Cleaning  
HVAC – Heating, Ventilation & Air Conditioning  
Inspection Services  
Insurance  
Internet and Cable TV Consulting  
Janitorial & Cleaning Services  
Lake & Pond Maintenance  
Landscape Design Services  
Landscape Equipment & Supplies  
Landscape Maintenance & Construction Services  
Leak Detection

Maintenance & Repairs  
Maintenance Manuals & Consulting  
Management Software  
Mold Remediation Services  
Newsletters, Publication & Printing  
Painting Contractors & Maintenance  
Painting Products & Manufacturers  
Parking Enforcement & Management  
Patio Furniture & Restoration  
Pest & Termite Control Services  
Pipe Replacement  
Plumbers  
Plumbing & Boiler Maintenance & Repair  
Pool & Spa Cleaning Services & Supplies  
Pool Repair, Plastering & Resurfacing  
Power Washing & Steam Cleaning  
Preconstruction Services  
Real Estate Agents & Brokers  
Reconstruction Services  
Reserve Studies  
Restoration & Remediation Services  
Risk Management  
Roofing Consultants  
Roofing Contractors & Maintenance  
Roofing Products & Manufacturers  
Security Services & Systems  
Sewer & Septic Cleaning & Services  
Signage  
Software  
Solar Panel & Monitoring Services  
Sub-Metering  
Towing & Parking Services  
Tree Maintenance  
Waste Management Services  
Water & Mold Remediation  
Water Feature Maintenance & Repair  
Water Management & Services  
Waterproofing Products & Services  
Weatherproofing Products & Services  
Window Washing Services  
Windows – Products & Replacement Services

