

Introducing
New Website on
January 1!

See page 6 for
Exciting Marketing
Opportunities!



2023 MARKETING OPPORTUNITIES

DIGITAL
SPONSORSHIPS

IN-PERSON EVENT
SPONSORSHIPS

VIRTUAL EVENT
SPONSORSHIPS

SOCIAL MEDIA
SPONSORSHIPS

IT'S ALL ABOUT RELATIONSHIPS

WHO WE ARE...

The Greater Los Angeles Chapter numbers more than 1,100 members who enjoy learning, getting together socially and educating others about the advantages of community living.

We hold more than 45 networking events every year to provide opportunities to form strong professional relationships.

MAKING THOSE CONNECTIONS

People like doing business with those they know. They meet at events, get to know each other, share their expertise, build trust...and business happens.

WANT TO GROW SALES IN OUR MARKET?

You have to stand out...create a niche...commit to this industry.

Include CAI-GLAC in your 2023 budget.

PUT TOGETHER A PLAN!

It's the most cost-effective way to reach the decision makers who need your products and services.

- More than \$6.3 billion of services and products are in demand annually in Los Angeles County common interest developments alone.
- We're the best conduit to community volunteer leaders and their managers.
- More than 5,000 potential customers explore our website monthly, looking for service providers, management companies, educational resources and upcoming events.





ELEVATE

Our theme for 2023 is “Elevate.” Through authentic collaboration and education, we want to empower our members to innovate at all levels, *elevating* our chapter and industry for all stakeholders.

Our members enjoy the opportunity to learn together, serve together, and have fun together! 2023 will see our Chapter transition back to in-person networking and educational events. We will strive to provide a balance of in-person networking and social events that let our business partners interact with manager and homeowner leaders in a meaningful way, mindful that your time is important and company marketing funds may be limited.

This year, we want to encourage our membership of more than 1,100 people to enjoy the programming we offer by focusing on important and timely topics. We hope to see member participation at events rise and attract new manager and homeowner leader members. The CAI-GLAC Board of Directors has set several goals with this in mind, specifically:

- **Increase Homeowner Leader engagement and participation in Chapter events.** We want our Business Partner Members to have direct access to decision-makers.
- **Create new and innovative event sponsorship opportunities —** some which you will see in this year’s *Marketing Opportunities* brochure and some which will be communicated to you throughout the year as opportunities arise.
- **Increased traffic to our new website and social media platforms** so that sponsorships on those platforms provide value and a positive ROI for your company.
- **Encourage members to gain designations and certifications** using our educational opportunities. We want our chapter members to represent themselves as experts in the industry, both as homeowner leaders and industry professionals. We should develop trust with residents in our communities and lead wisely.

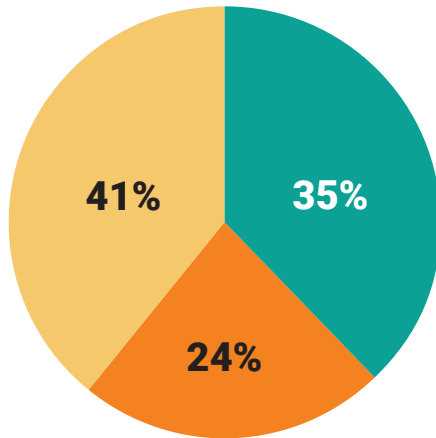
We appreciate and value your support of our chapter, and CAI-GLAC is dedicated to helping you succeed professionally and financially in our industry.

CHAPTER STATISTICS

- ➔ Los Angeles County lines define the Greater Los Angeles Chapter, from Castaic south to Long Beach, from the Pacific Coast east to the 57 Freeway.
- ➔ 80% of new housing developments are association-governed communities.
- ➔ Approximately 25% of the estimated 52,000 common interest development (CID) communities in California are in Los Angeles County.
- ➔ The Chapter currently comprises:
 - More than 1,100 members and continues to grow.
 - More management company members (65) than any other CAI Chapter in California.
 - More than 445 on-site and portfolio managers providing services to approximately 6,500 of the 13,000 CIDs in Los Angeles County. These communities all benefit, directly or indirectly, from the education and resources that CAI provides, including board member and manager development.

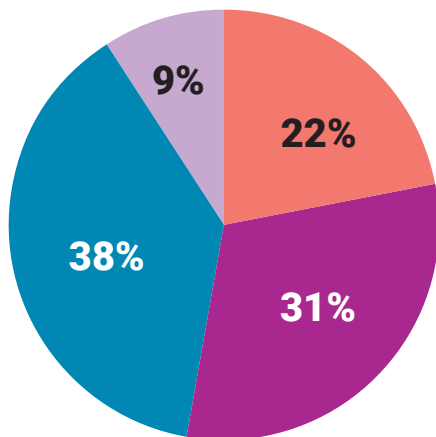
MEMBERSHIP

We are constantly learning more about our membership in order to serve you more effectively and increase the benefits we provide—to make that lasting connection and enhance your experience.



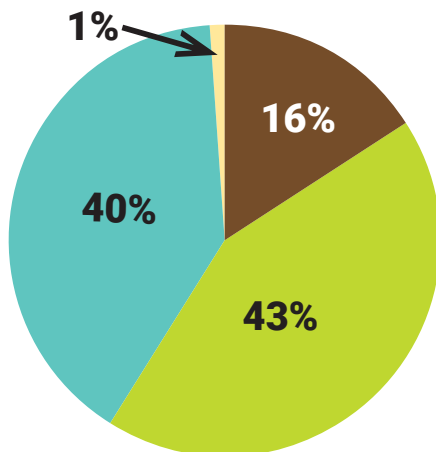
BREAKDOWN BY MEMBERSHIP CATEGORY

35%	Homeowner Leaders
24%	Business Partners
41%	Community Managers & Management Companies



MANAGER & HOA LEADER BREAKDOWN BY REGION

22%	Los Angeles
31%	San Fernando Valley & North
38%	South Bay/Long Beach
9%	San Gabriel Valley



BREAKDOWN BY GENERATION

16%	Gen Y
43%	Gen X
40%	Baby Boomers
1%	Matures

Our research shows that the number of Gen Xers and Millennials is increasing both in our chapter and in common interest developments. These age groups tend to prefer technology. They expect immediate access to information and communicate largely through email and text...and are challenging us to keep up. In order to meet this challenge, you will continue to see innovation in our communications, programming and networking opportunities.

2023 CAI-GLAC UPCOMING EVENTS

JANUARY

11-13	In-Person National Law Seminar	New Orleans
21	Virtual Board Leadership Workshop – Part 1 – 9:00 a.m.	Via ZOOM
25	In-Person Educational Luncheon – 11:00 a.m.	Skirball
27	Chapter Board of Directors Meeting – 9:00 a.m.	Via ZOOM
28	Virtual Board Leadership Workshop – Part 2 – 9:00 a.m.	Via ZOOM
30	Virtual HOA Educational Webinar – 6:30 p.m.	Via ZOOM
31	Virtual Managers Only Workshop – 1:00 p.m.	Via ZOOM

FEBRUARY

02	In-Person PCAM® Luncheon – 11:00 a.m.	Location TBD
08	Virtual Reverse Trade Show – 1:00 p.m.	Via ZOOM
10	In-Person Bowling Tourney – 6:00 p.m.	Bowlero Lanes
15	In-Person Educational Luncheon – 11:00 a.m.	SF Valley
23	Virtual Tricks Of The Trade – 1:00 p.m.	Via ZOOM
24	Chapter Board of Directors Meeting – 9:00 a.m.	Via ZOOM

MARCH

06-10	Virtual CID Law Course – 8:30 a.m.	Via ZOOM
22	In-Person Educational Luncheon – 11:00 a.m.	South Bay
24	Chapter Board of Directors Meeting – 9:00 a.m.	Via ZOOM
29	In-Person Valencia Breakfast – 8:00 a.m.	Bridgeport HOA

APRIL

01	Virtual Board Leadership Workshop-Part 1 – 9:00 a.m.	Via ZOOM
03	Virtual HOA Evening Webinar – 7:00 p.m.	Via ZOOM
08	Virtual Board Leadership Workshop-Part 2 – 9:00 a.m.	Via ZOOM
19	In-Person Educational Luncheon – 11:00 a.m.	Downtown LA
21	Chapter Board of Directors Meeting – 9:00 a.m.	Via ZOOM
28	In-Person Executive Retreat – 8:30 a.m.	Location TBD

MAY

08	Golf Tournament – 7:00 a.m.	Porter Valley CC
17-20	CAI National Conference	Dallas, TX
24	In-Person Educational Luncheon – 1:00 a.m.	SF Valley
26	Chapter Board of Directors Meeting – 9:00 a.m.	Via ZOOM

JUNE

09	In-Person Community Expo – 12:00 Noon	Hilton Universal
13	Virtual Managers Only Workshop – 1:00 p.m.	Via ZOOM
16	Chapter Board of Directors Meeting – 9:00 a.m.	Via ZOOM
23	In-Person Dodger Game – 5:30 p.m.	Dodger Stadium

JULY

10	Virtual HOA Educational Webinar – 7:00 p.m.	Via ZOOM
15	Virtual Board Leadership Workshop – Part 1 – 9:00 a.m.	Via ZOOM
19	In-Person Educational Luncheon – 11:00 a.m.	Skirball
22	Virtual Board Leadership Workshop – Part 2 – 9:00 a.m.	Via ZOOM
26	In-Person Valencia Breakfast – 8:00 a.m.	Bridgeport HOA
28	Chapter Board of Directors Retreat – 9:00 a.m.	Location TBD

AUGUST

07-11	Virtual CID Law Course – 9:00 a.m.	Via ZOOM
18	In-Person CMCA Review – 8:30 a.m.	Location TBD
23	In-Person Educational Luncheon – 11:00 a.m.	South Bay
25	Chapter Board of Directors Meeting – 9:00 a.m.	Via ZOOM

SEPTEMBER

07	Virtual Managers Ed. Boot Camp – 1:00 p.m.	Via ZOOM
09	Virtual Board Leadership Workshop – Part 1 – 9:00 a.m.	Via ZOOM
16	Virtual Board Leadership Workshop – Part 2 – 9:00 a.m.	Via ZOOM
20	In-Person Educational Luncheon – 11:00 a.m.	Downtown LA
20	Board/Committee Chair Strategic Planning – 1:30 p.m.	Downtown LA
22	Chapter Board of Directors Meeting – 9:00 a.m.	Via ZOOM
27	Virtual Reverse Trade Show – 1:00 p.m.	Via ZOOM

OCTOBER

03	Virtual Managers Workshop – 1:00 p.m.	Via ZOOM
09	Virtual HOA Educational Webinar – 7:00 p.m.	Via ZOOM
21	In-Person CLAC Fundraiser – 4:00 p.m.	Location TBD
25	In-Person Valencia Breakfast – 8:00 a.m.	Bridgeport HOA
27	Chapter Board of Directors Meeting – 9:00 a.m.	Via ZOOM

NOVEMBER

04	Virtual Board Leadership Workshop – Part 1 – 9:00 a.m.	Via ZOOM
11	Virtual Board Leadership Workshop – Part 2 – 9:00 a.m.	Via ZOOM
11	In-Person Awards Gala – 6:00 p.m.	Location TBD
15	In-Person Educational Luncheon	Skirball
17	Chapter Board of Directors Meeting – 9:00 a.m.	Via ZOOM

DECEMBER

01	In-Person Holiday Happy Hour – 4:00 p.m.	Location TBD
05	In-Person SGV Education – Time TBD	Location TBD
15	Chapter Board of Directors Meeting – 9:00 a.m.	Via ZOOM

DIGITAL SPONSORSHIPS

Here are some great ways to keep your companies in front of managers, providing almost the same experience as a visit to their office.

CAI-GLAC Website

LOGO IN TWO LOCATIONS

12 Months/\$500

Highlight your company with your logo so that visitors see it every time they come to your listing(s) in the Service Providers Directory and one other page (i.e. Online Directory or Resources Table of Contents.) Final website pages still in design.



LINK TO COMPANY WEBSITE

12 Months/\$100

Allow prospective customers to learn more about you by linking from your Service Provider Directory listing(s) to your company website. Price includes links to all categories chosen in printed *Membership Directory*.

QUICK CHECK CONFIRMATION PAGE

\$400 Per Quarter

More than 90% of event attendees sign up online through our website. Be the only company to have its logo on the Confirmation Page that everyone receives and prints after they register online.

Limited to 2 quarters per year.

FEATURED KEYWORD UNIVERSAL SEARCH

(One Per Service Category)

\$65/month Billed Annually | 12 Month Minimum

Be the top and only featured result for a set of three (3) keywords on the new website. We have added the keyword search ability to our new website. Your clickable ad of up to 50 words will display prominently every-time users search your chosen keywords. Option to add more keywords for \$1 per keyword per month. First come, first served.



ONLINE FOCUS MAGAZINE SPONSOR

3 issues/\$450/ Limited to 1 company per 3 issues

We publish 6 issues per year. Be the only company to have its logo next to the link to the current issue of Focus Magazine on our website for 3 of the 6 issues.



FEATURED AD ON DAVIS STIRLING

(One Per Civil Code Article)

\$45/month Billed Annually | 12 Month Minimum

The full Davis Stirling Code will be searchable for users on our new website. Your clickable ad of up to 50 words will display exclusively and prominently on the Davis-Stirling Articles. You choose the *Civil Code Section(s)* to sponsor. First come, first served.



General

LOGO ON NAME BADGE

12 Months/\$60

Make your name badge "pop" at all chapter events by allowing us to add your company logo in color.



CLAC UPGRADE SPONSORSHIP \$100

Highlight your company with a listing on all marketing materials of a particular event as a CLAC Sponsor. Sign up online per event.

All proceeds are donated to the California Legislative Action Committee.



E-BLAST SPONSORSHIP

1 month/\$500

Highlight your company with a banner ad on all e-blasts during a month with link to your company's website.

(Specifications: 7.5" long by 1.25" high, 480 x 100 pixels, color, JPEG format). First come, first served.

Highlight your company further with a CLAC Upgrade Sponsorship (\$100). See page 6 for details. Sign up online per event.

IN-PERSON EVENT SPONSORSHIPS

We are now able to hold events in person. We know that you have missed being able to set up display tables, attend our legendary fundraisers and socialize with each other to create and maintain those important bonds. All events will still follow COVID-19 protocols as defined by the L.A. County Health Department and the particular venue at the time of the event. Knowing that travel to our luncheons can be a challenge for community managers who have limited time, we offer regional luncheons in the South Bay, Westside, San Fernando Valley and Downtown Los Angeles. Luncheon attendance averages 110-140+, comprising at least 30% managers/board members.

3 Westside Luncheons (Skirball): Jan 25, Jul 19, Nov 15

2 South Bay Luncheons: March 22, Aug 23

2 Downtown Luncheons: Apr 19, Sep 20

2 SF Valley Luncheons: Feb 15, May 24

EDUCATIONAL LUNCHEONS

Luncheons start with networking and continue with lunch and an educational presentation addressing current industry topics. Attendance averages 110-140+ at each event, comprising at least 30% managers/board members. **Jan 25, Feb 15, Mar 22, Apr 19, May 24, Jul 19, Aug 23, Sep 20, Nov 15**



EVENT SPONSOR \$500

(24 available per event)

Highlight your company with a tabletop display to attract managers and boards who may need your services or products. This sponsorship allows you to distribute brochures and business cards one-on-one to prospective customers before and after the educational presentation for a deeper connection. Includes event signage, listing on event flyer and website, mention at luncheon, and one ticket for company representative.

CENTERPIECE SPONSOR \$400

(1 available per event)

Sponsor centerpieces placed on every table with signage visible to all attendees and the chance to place a promotional item at everyone's place for lasting company recognition. Includes name on event flyer and website, and one ticket for company representative.

PEN SPONSOR \$350

(1 available per event)

Supply pens with your logo on every luncheon table so that attendees can use them to take notes during the presentation and take back to the office. Attendees will remember you every time they use your pen! Limited to three luncheons per company.

SPECIAL CLAC TABLE LOCATION UPGRADE \$100

Here's a chance to select your display table in advance of the luncheon while making a donation to the California Legislative Action Committee.



Highlight your company further with a CLAC Upgrade Sponsorship (\$100). See page 6 for details. Sign up online per event.

REGIONAL MORNING EDUCATION



Since Los Angeles County is so vast and our members' work schedules so varied, the Chapter provides regional educational programs to boards and their managers who are unable to attend luncheons. Sponsor these events to target your marketing in specific regions. Attendance at each can range from 40-75+.

EVENT SPONSOR \$500 VALENCIA

Reach board members and their managers in the north San Fernando Valley, Santa Clarita, Valencia and Newhall. Includes tabletop for display, event signage, name on flyer and website, mention at event. 2 tickets for company reps.

MAR 29, JUL 26, OCT 25

PCAM® ANNUAL LUNCHEON Feb 2



Join PCAM® designees at this special luncheon. Only sponsoring business partners will be able to attend.

EVENT SPONSOR \$600 (unlimited)

Includes event signage, listing on event flyer and website, mention at luncheon and name on invitation. Attendance limited to one company representative. Attendance has averaged 25-35 managers. 1 ticket.

CENTERPIECE SPONSOR \$400 (1 available)

Sponsor centerpieces placed on every table with signage visible to all attendees and the chance to place a small promotional item at everyone's place for lasting recognition. Includes name on event signage and website, as well as mention at luncheon. 1 ticket.

EXECUTIVE RETREAT Apr 28

Reach management company executives at this high-level leadership retreat. Topics at this meeting are general in nature to also update you as a business executive on the latest management and technology trends and provide practical tips to improve your day-to-day operations and keep you competitive.



EVENT SPONSORSHIP \$2,000 (Limited to 15 – first-come, first-served)

Sponsorship includes event signage, listing on invitation and website, recognition at event, participation in special pre-event gift sent to all manager attendees. Attendance at Speakers Reception on April 27 is included and limited to two reps. Attendance on April 28 is limited to one rep with ability to attend all sessions alongside management company executives.

Highlight your company further with a CLAC Upgrade Sponsorship (\$100). See page 6 for details. Sign up online per event.

CMCA® REVIEW SESSION AUG 18



CMCA REVIEW SPONSOR \$350 (Unlimited)

The CMCA Review Session is a free review to help members (primarily community managers) prepare for the CMCA exam. Highlight your company as a promoter of industry education. Includes name on event marketing materials, ability to add a promotional item and one-page advertisement to attendee swag bag, and post-event list of attendees.

SAN GABRIEL VALLEY EDUCATION Dec 5

EVENT SPONSOR \$500 (Limited to 20)

Includes 6-ft. tabletop display space, recognition at event and in *Focus Magazine*, 2 company reps.

PARKING SPONSOR \$600 (1 available)

Validate all attendee parking tickets. Includes 6-ft. tabletop display space in premier location, recognition on flyer, in *Focus Magazine*, on website and at event.

CENTERPIECE SPONSOR \$350 (1 available)

Sponsor centerpieces placed on tables. Includes name on every centerpiece, on event poster and in *Focus Magazine*.

BOWLING AT BOWLERO FEB 10



KING PIN SPONSOR \$750

(2 available)

Be one of two top sponsors for this event. Includes 4-member team registration and premier recognition on event flyer, event tabletops, in *Focus Magazine* and on website.

SOCK SPONSOR \$350

(1 available)

Includes recognition on event flyer, in *Focus Magazine*, on website and at event. Sponsor to provide unisex socks (may be imprinted with logo) to hand out at event as guests arrive.

NAPKIN SPONSOR \$400

(1 available)

Includes company logo on hors d'oeuvres napkins and recognition on event flyer, in *Focus Magazine*, on website and at event.

SOUVENIR PHOTOS \$300

(3 available)

Company logo on photo jacket and recognition on event flyer, in *Focus Magazine*, on website and at event.

BUFFET SPONSOR \$200

(unlimited)

Includes recognition on event flyer, in *Focus Magazine*, on website and at event.



👉 Highlight your company further with a CLAC Upgrade Sponsorship (\$100). See page 6 for details. Sign up online per event.

GOLF TOURNAMENT MAY 8



CORPORATE SPONSOR \$2,600 (2 available)

Includes Meet & Greet Hole, placard signage on all golf carts, breakfast, lunch and banquet for two, sign on green, premier banner signage, company recognition at event, in *Focus Magazine*, and company logo on golf registration page on website.

HAPPY HOUR BAR \$1,350 (1 available)

Host post-tournament pre-banquet bar. Includes name on drink ticket given to every player, logo on bar napkins, banner signage, sign on green, sponsor sign at event, recognition at event, in *Focus Magazine* and on website.

SOUVENIR PHOTOS \$1,150 (1 available)

Includes company logo on card enclosed with every foursome photo, sign on photographer's cart, sign on green, banner signage, recognition at event, in *Focus Magazine* and on website.

CHAMPIONSHIP \$1,000 (unlimited)

Includes 18 holes of golf, breakfast, lunch and banquet for two, sign on green, banner signage, company recognition at event, in *Focus Magazine* and on website.

LUNCH \$800 (2 available)

Meet and greet all players as they come through for lunch. Includes display table in lunch area, breakfast, lunch and banquet for two, sign on green, banner signage, company recognition at event, in *Focus Magazine* and on website.

PUTTING CONTEST \$750 (1 available)

Host the putting contest before the shotgun start. Includes table at putting contest, breakfast, lunch and banquet for two, company recognition at event, in *Focus Magazine* and on website. Sponsor to provide contest prize.

TOURING PRO \$650 (unlimited)

Includes 18 holes of golf, breakfast, lunch and banquet for one, sign on green, banner signage, company recognition at event, in *Focus Magazine* and on website.

MEET & GREET ON HOLE (w/contest) \$850 (5 available)

Host a Closest-to-the-Pin Contest and meet every player one-on-one. Provide and present contest prize at banquet. Includes breakfast, lunch and banquet for two, tee sign on your hole, company recognition at event, in *Focus Magazine* and on website. Table and two chairs provided.

MEET & GREET ON HOLE (w/no contest) \$700 (11 available)

Sit on a hole and meet every player one-on-one. Includes breakfast, lunch and banquet for two, tee sign on your hole, company recognition at event, in *Focus Magazine* and on website. Table and two chairs provided.

FOURSOME \$1,000 (36 available)

Includes round of golf for four, golf cart, breakfast, lunch and banquet.

BEVERAGE CART \$800 (2 available)

Deliver cold drinks to players and meet them one-on-one. Includes breakfast, lunch and banquet for one, sign on green, banner signage, company recognition at event, in *Focus Magazine* and on website.

BREAKFAST \$600 (1 available)

Meet and greet every player at breakfast, banner signage, sign on green, company recognition at event, in *Focus Magazine* and on website.

BANQUET \$550 (3 available)

Host the golf banquet to gain visibility for your company. Includes opportunity to present a 2-minute company promo at banquet, recognition at event and on website.

GOLF TOWELS ON CARTS \$600 (1 available)

Provide towels to be hung on every golf bag at check-in. Includes banquet for one, sign on green, recognition at event, in *Focus Magazine* and on website. Sponsor to provide towels.

VISORS \$550 (1 available)

Ability to provide logoed visors given to every golfer. Includes recognition at event, in *Focus Magazine* and on website. Sponsor to provide visors.

CLUB PRO \$350 (unlimited)

Includes sign on green, banner signage, company recognition at event, in *Focus Magazine* and on website.

CENTERPIECES \$400 (1 available)

Gain visibility at the banquet by sponsoring centerpieces provided by the Chapter and placed on every table. Includes name on every centerpiece, recognition at event and on website.

RAFFLE PRIZE \$250 (unlimited)

Highlight your company further with a CLAC Upgrade Sponsorship (\$100). See page 6 for details. Sign up online per event.

COMMUNITY EXPO Jun 9



EVENT \$600 (6 available)

Includes company logo on official show bag and ability to place company literature or promotional item in bag, ability to hand out raffle tickets to visitors (if you are an exhibitor), recognition on event flyer, in *Focus Magazine*, at event. Opportunity to give 30-second intro about company at educational presentation. 1 ticket.

GRAND PRIZE RAFFLES \$375 (Limited # available)

This year a contribution to an HOA's reserve fund and two PMDP courses for managers will be raffled off at the show. Highlight your company as a supporter of reserve funding and manager education. Sponsorship includes recognition on event flyer, in *Focus Magazine*, and at event. Tickets not included.

EXHIBITOR-TABLETOP \$700

Tabletop display space includes 6-ft. skirted table with electricity upon request, recognition on flyer, in *Focus Magazine*, on website and at event. 2 tickets.

10' X 10' BOOTH \$1,000 (6 available)

10' x 10' booth includes a 6-ft. skirted table in premier location with electricity upon request, recognition on flyer, in *Focus Magazine*, on website and at event. 2 tickets.

PARKING \$1,200 (2 available)

Validate all attendee parking tickets. Includes 6-ft. tabletop display space, recognition on flyer, in *Focus Magazine*, on website and at event. 2 tickets.

BAR \$900 (2 available)

Includes logo on bar napkins provided by Chapter and drink tickets, recognition on flyer, in *Focus Magazine*, on website and at event. Able to greet every attendee at check-in. Ability to provide logoed glasses at own expense. 1 ticket plus 10 drink tickets.

FOOD \$400 (Limited # available)

Includes recognition on flyer, in *Focus Magazine*, on website and on all cocktail tables/food stations. Tickets not included.

CENTERPIECES \$400 (1 available)

Sponsor centerpieces placed on cocktail tables in the exhibit hall. Includes name on every centerpiece, on event poster and in *Focus Magazine*. Sponsor is responsible for supplying centerpieces. Tickets not included.

NAME BADGE SPONSOR \$850 (1 available)

Get your company name and logo in front of each attendee for the entire time they attend the Expo. Name badge holders are worn by all attendees. Opportunity to include inserts or promotional items in attendee registration bags. Includes name on flyer, recognition at event and in *Focus Magazine*. Does not include tabletop. 1 ticket.



➡ Highlight your company further with a CLAC Upgrade Sponsorship (\$100). See page 6 for details. Sign up online per event.

DODGER GAME NIGHT

June 23 Home Game



Take your clients out to a Dodger game with CAI industry friends. It's a great networking opportunity and time to highlight your company through sponsorship.

DODGER BLUE EVENT SPONSOR \$1,200 (2 available)

Be one of the major sponsors of this fun event. Includes premier recognition in all event promotions, in *Focus Magazine* and on website. 2 tickets.

SEAT CUSHION SPONSOR \$700 (6 available)

Raise company awareness with your logo on seat cushions given to all attendees. Includes recognition in all event promotions, in *Focus Magazine* and on website. 1 ticket.

BOTTOMS UP BAR SPONSOR \$850 (3 available)

Includes company logo on bar napkins and drink tickets, recognition at event, on event signage, in *Focus Magazine* and on website. 1 ticket.

BALLPARK SNACKS SPONSOR \$600 (unlimited)

Includes recognition in all event promotions, in *Focus Magazine* and on website.

TAILGATE SPONSOR \$600 (unlimited)

Includes recognition in all event promotions, in *Focus Magazine* and on website.



➡ Highlight your company further with a CLAC Upgrade Sponsorship (\$100). See page 6 for details. Sign up online per event.

BOOS & BOOZE (FORMERLY WINE NIGHT) Oct 21



SPECIAL GIFT SPONSOR \$600 (1 available)

Sponsor special take-away gift that every attendee receives. Includes recognition in all event promotions, at event, in *Focus Magazine*, and on website. Sponsor to provide gift. 1 ticket.

Help support the CAI Legislative Action Committee (CLAC) by attending this fundraising event. Held in a casual atmosphere, 80-100 managers and business partners enjoy each others' company and become better acquainted—after all, people like to do business with friends. All net proceeds benefit CLAC.

EVENT SPONSOR \$850

(10 available)

Includes top-billed recognition at event, in all event promotions, in *Focus Magazine* and on website. 2 tickets.

SOUVENIR PHOTOS \$1,100

(1 available)

Includes card with company logo inserted in every photo jacket, recognition at event, in all event promotions, in *Focus Magazine* and on website. 2 tickets.

FOOD SPONSOR (light supper) \$600 (unlimited)

Includes recognition at event, in all event promotions, in *Focus Magazine* and on website. 1 ticket.

ACTIVITY SPONSOR \$600 (2 available)

Includes recognition at event, in all event promotions, in *Focus Magazine* and on website. 1 ticket.

RAFFLE PRIZE \$150 (unlimited)

BAR SPONSOR \$600

(2 available)

Includes your logo on bar napkins, recognition at event, and all event promotions, in *Focus Magazine* and on website. 1 ticket.

CENTERPIECE SPONSOR \$600

(1 available)

Gain visibility by sponsoring centerpieces placed on every table. Includes name on every centerpiece, recognition on event signage, in *Focus Magazine* and on website. 1 ticket.

NAPKIN SPONSOR \$600

(1 available)

Includes company logo on hors d'oeuvres napkins, recognition on event signage, in *Focus Magazine* and on website. 1 ticket.

DESSERT \$600 (1 available)

Includes recognition at event, in all event promotions, in *Focus Magazine* and on website. 1 ticket.



Highlight your company further with a CLAC Upgrade Sponsorship (\$100). See page 6 for details. Sign up online per event.

INDUSTRY EXCELLENCE AWARDS GALA Nov 11



CORPORATE (AWARDS) \$2,200 (1 available)

Ability to assist president in presenting awards. Includes name on invitation, premier signage in all event promotions, in *Focus Magazine*, on website and at event, \$3,000 in casino cash. 3 tickets.

PLAYING CARDS \$1,500 (1 available)

Provide customized casino playing cards that dealers will use at every table. Includes name on invitation, recognition in all event promotions, in *Focus Magazine*, on website and at event, \$1,000 in casino cash. 3 tickets.

CASINO CHIPS \$1,500 (1 available)

Provide customized starter casino chips—two per attendee. Includes recognition in all event promotions, in *Focus Magazine*, on website and at event, \$1,000 in casino cash. 3 tickets.

CRAPS TABLE \$1,500 (1 available)

Provide customized dice to all attendees at check-in. Includes name on craps table felt, invitation, recognition in all event promotions, in *Focus Magazine*, on website and at event, \$1,500 in casino cash. 3 tickets.

Highlight your company and show your support for our exceptional volunteers who went above-and-beyond to meet the needs of this industry during 2023. This social event attended by more than 200 members and guests, will include dinner, dancing, awards and raffles. Guaranteed to be a fun and entertaining celebration.

CHAMPAGNE \$1,500 (1 available)

Meet and greet all guests as they arrive. Includes name on invitation, premier signage in all event promotions, in *Focus Magazine*, on website and at event. 3 tickets.

HAPPY HOUR BAR \$1,500 (1 available)

Sponsor first hour of bar. Includes ability to furnish custom glasses with company name or logo (cost not included in sponsorship) and used until supply runs out, recognition in all event promotions, in *Focus Magazine*, on website and at event. 3 tickets.

DINNER WINE \$1,200 (1 available)

Sponsor dinner wine placed on tables. Includes name on wine bottles, recognition in all event promotions, in *Focus Magazine*. 2 tickets.

ENTERTAINMENT (DJ) \$1,100 (1 available)

Includes recognition in all event promotions, in *Focus Magazine*, on website, at event, company announcement throughout the evening. 1 ticket.

VALET \$950 (2 available)

Includes ability to validate all attendee parking tickets, premier signage at event, recognition in all event promotions, in *Focus Magazine*, and on website. 1 ticket.

CENTERPIECES \$800 (2 available)

Includes recognition on all event promotions, in *Focus Magazine*, on website and on tables.

SOUVENIR PHOTOS \$600 (2 available)

Includes company name or logo attached to photo jacket, recognition in all event promotions, in *Focus Magazine*, on website.

SWEET SHOPPE \$550 (unlimited)

Includes recognition on candy table, in *Focus Magazine*, on website, logo on candy boxes/bags.

HORS D'OEUVRES \$550 (unlimited)

Includes recognition in all event promotions, in *Focus Magazine*, on website, special signage on hors d'oeuvres table.

STEP & REPEAT SPONSOR \$350 (10 available)

Includes logo on Step and Repeat used as backdrop for award recipients and posed candid photos, recognition at event and in *Focus Magazine*.

RAFFLE PRIZE \$250 (unlimited)



Highlight your company further with a CLAC Upgrade Sponsorship (\$100). See page 6 for details. Sign up online per event.

HOLIDAY HAPPY HOUR Dec 1



This Annual Friday evening social has become a Chapter tradition. Kick off the holidays with us by sponsoring this casual networking event. Average attendance is 90-110.

CORPORATE SPONSOR \$1,200 (1 available)

Top billing on all pre-event marketing materials and post-event *Focus Magazine* layout, 2 shout-outs on social media platforms, 3 tickets.

TRIVIA GAME SPONSOR \$1,000 (1 available)

Sponsor the industry-related trivia game. Includes recognition in all event promotions, at event, in *Focus Magazine*, and on website. Sponsor develops game and coordinates presentation. 2 tickets.

VALET \$900 (2 available)

Meet everyone at the party when you validate their parking ticket. Includes recognition in all event promotions, in *Focus Magazine* and on website, signage at curbside or in lobby. 2 tickets.

BAR \$800 (2 available)

Includes company logo on bar napkins and drink tickets, recognition at event, on event signage, in *Focus Magazine* and on website. 1 ticket.

HORS D'OEUVRES \$400 (unlimited)

Includes recognition in all event promotions, at event, in *Focus Magazine* and on website. 1 ticket.

CENTERPIECES \$400 (1 available)

Includes recognition in all event promotions, company name on centerpieces, in *Focus Magazine* and on website. 1 ticket.

SPECIAL GIFT SPONSOR \$550 (2 available)

Sponsor special take-away gift that every attendee receives. Includes gift purchase by chapter with sponsor's logo on every gift, recognition in all event promotions, at event, in *Focus Magazine*, and on website. 1 ticket.

SWEET TREATS SPONSOR \$250 (unlimited)

Sponsor the desserts. Includes recognition in all event promotions, at event, in *Focus Magazine*, and on website.

SNOWFLAKE SPONSOR \$250 (2 available)

Sponsor the snowflake crafting. Includes recognition in all event promotions, at event, in *Focus Magazine*, and on website. Sponsor supplies crafting materials.

➡ Highlight your company further with a CLAC Upgrade Sponsorship (\$100). See page 6 for details. Sign up online per event.

VIRTUAL EVENT SPONSORSHIPS

HOA EVENING WEBINARS



Reach HOA boards directly by sponsoring one or more webinars. These evening webinars address current industry topics of specific interest to HOA boards. An average of 40-60 HOA boards and their managers attend these events. Sponsoring these webinars is the best way to reach HOA boards directly.

WEBINAR SPONSOR \$350 (5 available per event)

Ability to supply 30-second video pitch about your company at the beginning of webinar. Includes logo on flyer, website, PowerPoint and 1 rep.

Jan 30, Apr 3, Jul 10, Oct 9

BOARD LEADERSHIP WORKSHOPS



CAI-GLAC is dedicated to educating HOA boards of directors by providing them with the necessary tools to govern effectively. Using industry experts, the Chapter will host online workshops. Reach 15-25 board members and show your support of industry education.

LIVE ONLINE WORKSHOP SPONSOR \$350 (1 available per event)

Be the exclusive sponsor of a three-hour Saturday morning workshop. Includes ability to supply 30-second video pitch about your company at beginning of webinar, logo on first slide of PowerPoint, inclusion of company promotional material sent out in advance with course materials to all attendees and post-event attendee contact list. **Jan 21, Jan 28, Apr 1, Apr 8, Jul 15, Jul 22, Sep 9, Sep 16, Nov 4, Nov 11**

COMMUNITY MANAGER DEVELOPMENT



LIVE ONLINE MANAGERS ONLY WORKSHOP SPONSOR \$350 (3 available per event)

Includes ability to supply 30-second video pitch about your company at beginning of workshop, logo on first slide of PowerPoint, inclusion of company promotional material sent out in advance with course materials to all attendees and post-event attendee contact list. **Jan 31, Jun 13, Oct 3**

LIVE ONLINE CALIFORNIA CID LAW COURSE SPONSOR \$400 (2 available per chapter per date)

All eight California Chapters have joined together to produce this eight-hour legal course for community managers and HOA boards, an in-depth study of California laws governing common interest developments spread over 3 mornings. Reach a California-wide manager audience. Includes ability to give 30-second pitch about your company at beginning of one of the days of a webinar. Includes logo on flyer, website, PowerPoint. Attendance has averaged 20-30 managers.

Mar 6, Mar 8, Mar 10, Aug 7, Aug 9, Aug 11

LIVE ONLINE MANAGERS EDUCATIONAL BOOT CAMP SPONSOR \$500 (unlimited)

Ability to supply 30-second video pitch about your company at the beginning of keynote address. Includes logo on flyer, website, and PowerPoint. 1 rep may attend event. **Sep 7**

👉 Highlight your company further with a CLAC Upgrade Sponsorship (\$100). See page 6 for details. Sign up online per event.

LUNCH AND LEARNS



SPONSOR \$600 (Date Arranged With Chapter)

Using Zoom, we'll organize a virtual Lunch & Learn of 10 or more managers and deliver lunch to them. You provide the content and speaker for no more than a 30-minute presentation; we'll provide the lunch through GrubHub and continuing education credits to managers—no need for you to submit to CAI National for credit as long as it is under CAI-GLAC umbrella—big benefit.

VIRTUAL REVERSE TRADE SHOW Feb 8, Sep 27



BUSINESS PARTNER COMPANY PARTICIPANT (10 7-min. appts.) \$550 (Limited to 20 companies and no more than 5 per directory category)

Are there management companies in our chapter that you have not been able to get in to see? Here is your chance to get a 7-minute one-on-one meeting with participating management companies.

In this REVERSE TRADE SHOW, management companies are the exhibitors and Business Partners visit them by making appointments with us. This event will be held through ZOOM using breakout rooms.

MEMBERSHIP CAMPAIGN



Help us continue to grow the chapter by funding the recruiter prizes for this campaign. The person who has recruited the most members as of December 31, 2023, will win a weekend getaway. All other 2023 recruiters will be entered into a raffle for a chance to win \$500 cash.

CAMPAIGN SPONSOR \$350

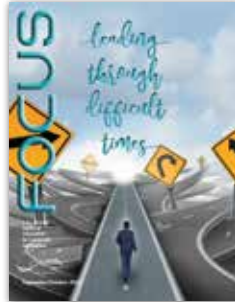
Includes company logo on luncheon PowerPoint slide and *Focus Magazine* promo, and photo op with contest winners at prize presentation, and 2 social media shout-outs every 6 months.



PRINT ADVERTISING

FOCUS MAGAZINE

Advertising in print allows readers to have your contact information at their fingertips when they are ready to purchase your products or services. *Focus Magazine* is a bi-monthly full-color publication featuring award-winning articles written by Chapter members and guests who are experts in their fields. The magazine, which contains important industry information, is distributed by post to more than 1,100 chapter members, legislative officials and industry leaders. A digital edition also appears on our website for our members to reference indefinitely.



2023 MEMBERSHIP DIRECTORY

Advertising in our annual membership directory is a must! Draw eyes to your company when HOA boards seek management services for their communities. This directory is distributed in early February to all Chapter members, including 300+ HOA board members and 400+ portfolio, onsite and individual managers throughout Los Angeles County. Also distributed throughout the year to new members. As a member of CAI-Greater Los Angeles Chapter, you receive a listing in the Management Companies category as a benefit of membership. You can include your listing under more service categories for \$100 per additional listing. Your listings in the print directory are also included in the online directory at no additional charge.



PRINT ADVERTISING OPPORTUNITIES

Advertising In Focus Magazine With Benefits

Sign up for a 1/4 page ad or larger in all six (6) 2023 issues of *FOCUS Magazine* and we'll include you under Top Industry Tips section on our website for as long as you advertise. You can submit any top 10 tips related to your industry to be posted on our site with company name & link to your site.

Specifications required: All Focus Ads in CMYK color, no spot colors, high resolution (at least 300 dpi), in PDF (saved as press quality) or JPG (highest quality).

BACK INSIDE COVER	7.5" W X 10" H	\$2,775
(Full Page Only) (3 Issues)		
FRONT INSIDE COVER	7.5" W X 10" H	\$2,775
(Full Page Only) (3 Issues)		
BACK OUTSIDE COVER	7.5" W X 4.75" H	\$2,100
(Half Page Only) (3 Issues)		
FULL PAGE (6 Issues)	7.5" W X 10" H	\$4,800
FULL PAGE (3 Issues)	7.5" W X 10" H	\$2,400
1/2 PAGE (6 Issues)	7.5" W X 4.75" H	\$2,550
1/2 PAGE (3 Issues)	7.5" W X 4.75" H	\$1,275
1/4 PAGE (6 Issues)	3.5" W X 4.75" H	\$1,800

Advertising In 2023 Membership Directory

This handy reference guide is on every manager's desk all year long. Stand out from your competitors by placing an ad next to your listing.

Specifications required: All Directory Ads in black & white, no spot colors, high resolution (at least 300 dpi), in PDF (saved as press quality).

OUTSIDE BACK COVER	4.5" W x 7.5" H	\$1,600
Full Color		
INSIDE FRONT COVER	4.5" W x 7.5" H	\$1,425
Full Color		
INSIDE BACK COVER	4.5" W x 7.5" H	\$1,425
Full Color		
TAB PAGE	4.5" W x 7.5" H	\$1,250
(Color) Front or Back		
FULL PAGE (BW)	4.5" W x 7.5" H	\$900
HALF PAGE (BW)	4.5" W x 3.5" H	\$700
BUSINESS CARD (BW)	3.5" W x 2" H	\$400
ADDITIONAL CATEGORY LISTING		\$100 each

SOCIAL MEDIA SPONSORSHIPS



Here are some great ways to keep your company in front of managers and boards.

TIP OF THE DAY SHOUT-OUT \$250

Submit 30-sec. phone video: 1/3 elevator pitch, 1/3 how you are adapting during COVID-19, 1/3 Tip of the Day. Link to your website on post.

INSTAGRAM POST/ STORY /REEL SPONSOR \$250 PER VIDEO

Create your own or have the Chapter create a post, story or reel of no more than 30 seconds to be uploaded to all CAI-GLAC Social Media platforms.

PLATINUM, GOLD, SILVER OR BRONZE SUPER SPONSORSHIPS

BECOME A PLATINUM, GOLD, SILVER OR BRONZE SUPER SPONSOR!

We'll highlight your company in every issue of *Focus Magazine*.

SPONSORSHIP LEVEL	GROSS AMOUNT
Platinum	\$6,000
Gold	\$4,500
Silver	\$3,000
Bronze	\$2,000

PLEASE NOTE: Marketing Plan Sponsorships paid in full by January 31, 2023, will qualify for Super Sponsor Level.

QUESTIONS? Call 818-500-8636

SPONSORSHIP SPECIFICATIONS:

- Company must be a current member in good standing to sponsor an event.
- All prices listed are CAI-GLAC member prices. Non-member pricing is an additional 100% over the member price.
- No refunds will be given for sponsorships or advertising, but the Executive Director will endeavor to work with the sponsor to move the funds to another event, if notified at least 30 days prior to that event and pending availability.

GO TO WWW.CAI-GLAC.ORG, LOG IN, AND LOOK FOR 2023 MARKETING OPPORTUNITIES.

