



2013 PMDP SPONSORSHIP

Program Overview:

CAI's Professional Management Development Program offers this exciting opportunity for you to get annual exposure to individuals in print and **300,000-plus** online visitors. This includes exposure to CAI members—community managers and management company CEOs,—as well as more than 300,000 members and non-members who visit us online during the year.

Sponsors will be given recognition throughout the year. Promotions will include exposure in direct mail pieces, blast e-mails, website promotion and much more!

Sponsorship (\$10,000)

Only four available!

- A full-page, four-color advertisement on the inside front cover, inside back cover, center of catalog of the PMDP catalog (20,000 total catalogs distributed). (Only two covers available so act fast!)
- Company logo included on the PMDP page of the CAI website*
- Company logo in electronic marketing materials*
- Company flyers displayed at all PMDP programs*
- Company logo displayed at all PMDP programs*
- Company logo displayed in all printed PMDP marketing flyers (sent out twice a year)*
- Use of “official sponsor of CAI PMDP programs” in your marketing literature
- Quarterly list of all PMDP students
- Opportunity to sponsor-promotional items for courses including: Pens, pencils, pad-folios, calculators, bags, name-tags, gifts, etc. These items will be provided by the sponsor with sponsors imprint

*Company logo and company items/materials should be sent to Ann-Marie Johnson, ACA at amjohnson@caionline.org or 703-970-9559 fax.



2013 PMDP SPONSORSHIP AGREEMENT

Company Name _____
Contact Name / Title _____
Address _____
City / State / Zip _____
Contact Email _____
Contact Phone / Fax _____
Web Address _____

SPONSORSHIPS: My Company agrees to sponsor CAI's 2013 PMDP Program:

- Inside Front Cover \$10,000 Inside Back Cover \$10,000
 Center Page \$10,000 Inside Far Forward Page \$10,000

* Ad placement will be given on a first come, first served basis.

PAYMENT METHOD:

- Check Enclosed (made payable to CAI) Visa MasterCard American Express Discover

ACCOUNT # _____

EXP. DATE _____

NAME ON CARD _____

SIGNATURE _____

TERMS: Full payment is due at the time agreement is signed. Once your payment is made, your logo will be placed on the PMDP website starting with the 2013 PMDP cycle. CAI reserves the right to refuse any sponsorship application or to cancel any prepaid sponsorship it deems appropriate to avoid conflicts of interest. Sponsorship refunds or cancellations cannot be made after the contract is signed as potential sponsors will be "turned-away" as a result of your acceptance.

Please remit with payment to: CAI, Attn: Marc Ingram, Senior Manager, Advertising and Exhibit Sales, 6402 Arlington Blvd., Suite 500, Falls Church, VA 22042 • Phone 703.970.9253 • Fax 703.970.9558 • mingram@caionline.org

Submit your company logo in color and black/white to amjohnson@caionline.org. Logos should be sent as an .eps, .tif or .jpg file. **Ad copy is due no later than August 31, 2012.**

Trim size: 8" wide x 10" deep / Full page bleed ad 8.25 x 10.25' / no bleed 7 x 9"

I acknowledge and accept all terms and policies on this form.

AUTHORIZED SIGNATURE

DATE

PRINT NAME

TITLE