



community  
ASSOCIATIONS INSTITUTE

# sponsorship & marketing prospectus



2024





our mission

CAI believes condominium and homeowners associations should strive to exceed the expectations of their residents.

We work toward this goal by identifying and meeting the evolving needs of the professionals and volunteers who serve associations by being a trusted forum for the collaborative exchange of knowledge and information, and by helping our members learn, achieve and excel. Our mission is to inspire professionalism, effective leadership and responsible citizenship—ideals reflected in associations that are preferred places to call home.

CAI offers a wide range of marketing and sponsorship opportunities across a variety of platforms, programs and initiatives, providing the ability to align your brand visibility, in-person contact, marketing activities, and touch points with the community associations industry worldwide.

## membership

over **45,000** members **64** chapters worldwide



## marketing

**4,475,000** CAIonline.org page views per year

**30%** average email open rate  
(WELL ABOVE THE NATIONAL AVERAGE)

**55,000+** facebook engagement

**20,000+** linked in group members **120,000+** total social engagements



Alliance Association Bank has benefitted greatly from our partnership with CAI. Over the past few years, **we've significantly raised our profile in the community associations industry** and had the opportunity to engage with CAI members at large national events, like the annual conference, and at smaller national meetings with community association influentials. We also had the pleasure of supporting CAI efforts as the Platinum Partner at the annual conference in 2019. **Our partnership with CAI has enabled us to more fully engage with community management professionals**, and I would wholeheartedly recommend partnership to my fellow industry partners.

**CRAIG HUNTINGTON, PRESIDENT, ALLIANCE ASSOCIATION BANK, A DIVISION OF WESTERN ALLIANCE BANK**

# sponsor packages

## AT A GLANCE

### PUBLICATIONS

	premier partner	strategic partner	supporting partner
Full Page Color Ad in <i>Common Ground</i> Magazine	6	3	
Half Page Color Ad in <i>Common Ground</i> Magazine		3	6
Full Page Sponsored Content in <i>Common Ground</i> Magazine	1		
Digital Issue Email Sponsor for <i>Common Ground</i> Magazine	1	1	
Pop-up Digital Ad in <i>Common Ground</i> Magazine	1		
Pop-up Digital Ad in <i>Community Manager</i> Newsletter	1		

### ANNUAL EVENTS

	premier partner	strategic partner	supporting partner
Annual Conference – Quad Booth	1		
Annual Conference – Single Booth			1
Annual Conference – Double Booth		1	
Law Seminar Table Top Sponsor	1	1	

### DIRECT MARKETING

	premier partner	strategic partner	supporting partner
Sponsored All-member Eblast	3	2	1
Postal Mailing List Rental	4	2	2

### WEBINARS

	premier partner	strategic partner	supporting partner
HOALive	1	1	
Community Conversations Live	1	1	

### DIGITAL MARKETING

	premier partner	strategic partner	supporting partner
Top Homepage Billboard, CAIOnline.org	12 weeks	6 weeks	3 weeks
Sponsored Content, HOAResources.com	2 months	2 months	1 month
Lead Gen Promotion on HOAResources.com	2 months	2 months	1 month
Top & Bottom Banner Ad Display, HOAResources.com	12 months	6 months	3 months
Mobile Banner Ad Display, HOAResources.com	12 months	6 months	3 months
Weekly Email Sponsor, HOAResources.com	4 months	2 months	1 month
CAI Run of Site Ad Display	12 months	6 months	1 month
CAI@Home Banner Ad Display	4 months	2 months	1 month
Law Reporter Ad Display	2 months	2 months	1 month
CAI Exchange Sponsorship	3 months	2 months	1 month
Sponsored Social Media Posts	6	4	2

### ANNUAL MEMBERSHIP DUES

	premier partner	strategic partner	supporting partner
National Corporate Membership	included		

### EXCLUSIVE BENEFITS

	premier partner	strategic partner	supporting partner
	<ul style="list-style-type: none"> <li>Product Sector Exclusivity</li> <li>Includes Annual National Corporate Member Dues</li> <li>Premier Partner Logo</li> <li>Account Manager</li> <li>Dedicated Landing Page on CAIOnline.org</li> <li>Dedicated Press Release Announcing Partnership</li> </ul>	<ul style="list-style-type: none"> <li>Strategic Partner Logo</li> <li>Account Manager</li> </ul>	<ul style="list-style-type: none"> <li>Supporting Partner Logo</li> <li>Account Manager</li> </ul>

\*Premier Partners have the ability to upgrade to Platinum Sponsor, limited availability.

premier partner	strategic partner	supporting partner
\$100,000 (\$150,000 VALUE)	\$60,000 (\$85,000 VALUE)	\$30,000 (\$40,000 VALUE)

# premier partner

\$100,000  
(\$150,000 VALUE)



With the benefit of product sector exclusivity, the Premier Partnership provides the **highest level of overall engagement and exposure** and includes opportunities for high visibility at CAI National Events, connect with thought leaders, participate in print and digital marketing opportunities, and be top of mind among all CAI members.

### Included in this package:

#### PUBLICATIONS

- (6) Full Page Color Ads in *Common Ground* Magazine
- (1) Full Page Sponsored Content in *Common Ground* Magazine
- (1) Digital Issue Email Sponsorship for *Common Ground* Magazine
- (1) Pop-up Digital Ad in *Common Ground* Magazine
- (1) Pop-up Digital Ad in *Community Manager* Newsletter

#### ANNUAL EVENTS

- (1) Annual Conference – Quad Booth
- (1) Law Seminar Table Top Sponsor

#### DIRECT MARKETING

- (3) Sponsored All-member Eblasts
- (4) Postal Mailing List Rentals

#### WEBINARS

- (1) HOALive
- (1) Community Conversations Live

#### DIGITAL MARKETING

- Top Homepage Billboard, CAIOnline.org (12 weeks)\*
- Sponsored Content, HOAResources.com (2 months)
- Lead Gen Promotion on HOAResources.com (2 months)
- Top & Bottom Banner Ad Display, HOAResources.com (12 months)
- Mobile Banner Ad Display, HOAResources.com (12 months)
- Weekly Email Sponsor, HOAResources.com (4 months)
- CAI Run of Site Ad Display (12 months)
- CAI@Home Banner Ad Display (4 months)\*
- Law Reporter Ad Display (2 months)
- CAI Exchange Sponsorships (3 months)
- (6) Sponsored Social Media Posts

#### ANNUAL MEMBERSHIP DUES

- (1) National Corporate Membership

#### EXCLUSIVE BENEFITS

- Product Sector Exclusivity
- Includes Annual National Corporate Member Dues
- Premier Partner Logo
- Account Manager
- Dedicated Landing Page on CAIOnline.org
- Dedicated Press Release Announcing Partnership

\*These ads will transition to CAI's new website in 2024. Exact location is TBD.

# strategic partner

\$60,000  
(\$85,000 VALUE)



This partnership provides **visibility and brand awareness via marketing and advertising** with an added focus on in-person event participation, allowing you to interact one-on-one with the CAI community at a national level.

## Included in this package:

### PUBLICATIONS

- (3) Full Page Color Ads in *Common Ground Magazine*
- (3) Half Page Color Ads in *Common Ground Magazine*
- (1) Digital Issue Sponsorship

### ANNUAL EVENTS

- (1) Annual Conference – Double Booth
- (1) Law Seminar Table Top Sponsor

### DIRECT MARKETING

- (2) Sponsored All-member Eblast
- (2) Postal Mailing List Rentals

### WEBINARS

- (1) HOALive
- (1) Community Conversations Live

### DIGITAL MARKETING

- Top Homepage Billboard, CAIOnline.org (6 weeks)\*
- Sponsored Content, HOAResources.com (2 months)
- Lead Gen Promotion on HOAResources.com (2 months)
- Top & Bottom Banner Ad Display, HOAResources.com (6 months)
- Mobile Banner Ad Display, HOAResources.com (6 months)
- Weekly Email Sponsor, HOAResources.com (2 months)
- CAI Run of Site Ad Display (6 months)\*
- CAI@Home Banner Ad Display (2 months)
- Law Reporter Ad Display (2 months)
- CAI Exchange Sponsorship (2 months)
- (4) Sponsored Social Media Posts

### EXCLUSIVE BENEFITS

- Strategic Partner Logo
- Account Manager

\*These ads will transition to CAI's new website in 2024. Exact location is TBD.

# supporting partner

\$30,000  
(\$40,000 VALUE)



Get maximum exposure to all CAI members through this partnership, which focuses strongly on **marketing and brand awareness**.

## Included in this package:

### PUBLICATIONS

- (6) Half Page Color Ads in *Common Ground Magazine*

### ANNUAL EVENTS

- (1) Annual Conference – Single Booth

### DIRECT MARKETING

- (1) Sponsored All-member Eblast
- (2) Postal Mailing List Rental

### DIGITAL MARKETING

- Top Homepage Billboard, CAIOnline.org (3 weeks)\*
- Sponsored Content, HOAResources.com (1 month)
- Lead Gen Promotion on HOAResources.com (1 month)
- Top & Bottom Banner Ad Display, HOAResources.com (3 months)
- Mobile Banner Ad Display, HOAResources.com (3 months)
- Weekly Email Sponsor, HOAResources.com (1 month)
- CAI Run of Site Ad Display (1 month)\*
- CAI@Home Banner Ad Display (1 month)
- Law Reporter Ad Display (1 month)
- CAI Exchange Sponsorship (1 month)
- (2) Sponsored Social Media Posts

### EXCLUSIVE BENEFITS

- Supporting Partner Logo
- Account Manager

\*These ads will transition to CAI's new website in 2024. Exact location is TBD.

# PUBLICATIONS

## Common Ground Magazine

*Common Ground*, CAI's flagship publication, has the power and reach to get your marketing into the hands of thousands of community association decision-makers.

*Common Ground* offers the latest industry trends, management techniques, governance advice, and the operational guidance to community association decision-makers and influence leaders all around the world.

This award-winning, full color, bimonthly magazine is mailed to all 42,000+ CAI members.

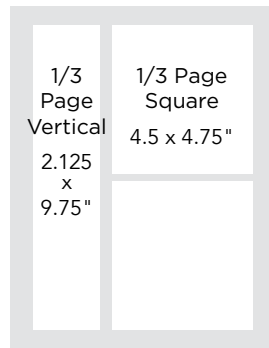
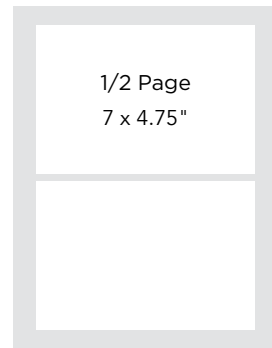
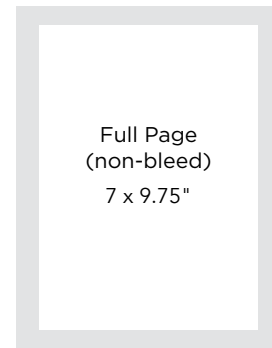


Thank you for your hard work and dedication to making *Common Ground* a first-class publication. Don't give up or lose sight of your vision for things. I want to see our profession be more respected in the public arena, and you are helping to lead the effort.

CAI MEMBER



AD SIZE	MEMBER RATES			NON-MEMBER RATE		
	1x	3x	6x	1x	3x	6x
Full Page Color	\$3,655	\$3,290	\$3,080	\$4,505	\$4,060	\$3,805
1/2 Page Color	\$2,335	\$2,125	\$1,865	\$2,880	\$2,620	\$2,300
1/3 Page Color	\$1,685	\$1,555	\$1,350	\$2,080	\$1,925	\$1,665
Full Page BW	\$2,305	\$1,940	\$1,730	\$2,840	\$2,610	\$2,140
1/2 Page BW	\$1,490	\$1,280	\$1,020	\$1,835	\$1,585	\$1,268
1/3 Page BW	\$1,125	\$995	\$785	\$1,385	\$1,230	\$970



### Digital Issue Sponsor \$4,000

- Digital Launch Page Ad with Embedded Video
- Banner Ad in Digital Issue Email
- Sponsor Logo and Recognition in Editorial Video

### Pop-up Digital Ad \$3,000

- Pop up ad in digital issue
- Opportunity to feature an embedded video

### Sponsored Content Full Page Article \$5,500

- Content Guidelines Provided by CAI

**97%**  
of members consider *Common Ground* an **easy, interesting, and enjoyable** read

**96%**  
of members say *Common Ground* gives them information and perspective that **helps them in their job** or volunteer role

**77%**  
of members consider *Common Ground* the **national publication of record** for the community association field

**73%**  
of members say they share *Common Ground* with others

## Community Manager Newsletter

*Community Manager* is a bimonthly newsletter that details news, strategies, and trends specifically for community association managers and management company executives. More than 14,500 copies of the newsletter are mailed or sent electronically to community association managers and senior executives worldwide.

### Exclusive Annual Sponsorship \$15,000 (6 available)

- (1) Full page color ad in all 6 issues
- (1) Sponsored content article in an issue of your choice (first come, first served). 375 words of content/narrative, 60-75 words of company bio.
- (1) Digital email sponsorship for issue of your choice (first come, first served)
- One-month Sponsored content with additional exposure on HOAResources.com
- Social Media posting to coincide with featured sponsored content issue
- Branding via marketing and promotion for each new issue launch

### Pop-up Digital Ad \$3,000

- Pop up ad in digital issue
- Opportunity to feature an embedded video



Our publications have won **over 30 Association Media & Publishing EXCEL Awards** since 2008, including:

- |      |   |      |  |
|------|---|------|--|
| 2008 | <i>Community Manager</i> , General Excellence, Bronze                             | 2016 | <i>Common Ground</i> , Feature Article Design, "What Goes Up, Must Break Down," March/April 2015, Gold |
| 2009 | <i>Community Manager</i> , General Excellence, Gold                               |      | <i>Community Manager</i> , Editorial Excellence (Print), Silver  |
| 2010 | <i>Community Manager</i> , General Excellence, Gold                               | 2019 | <i>Common Ground</i> , General Excellence, July/Aug, Sept/Oct, Nov/Dec 2018                            |
|      | <i>Community Manager</i> , Newswriting, Silver                                    |      | <i>Common Ground</i> , Cover Illustration, "Smoke Out," Nov/Dec 2018                                   |
| 2011 | <i>Community Manager</i> , General Excellence, Silver                             |      | <i>Common Ground</i> , Feature Article Design, "Free and Clear," Nov/Dec 2018                          |
|      | <i>Community Manager</i> , Newswriting, Bronze                                    |      |  |
| 2014 | <i>Common Ground</i> , Single-Topic Issue, "The Money Issue," May/June 2013, Gold |      |  |

# DIGITAL MARKETING

## HOAResources.com

CAI focuses on providing the best information and tools for condominium and homeowners association leaders. HOAResources.com is an extension of that promise, designed to facilitate information sharing across our online community.

Because of the site's free content, it's highly discoverable in search engines and social networks. This enables CAI and your business to reach a larger community of individuals, in particular those that may be new to homeowners associations.

EACH MONTH, CAI HAS SEEN:



### ADVERTISING OPPORTUNITIES

	PRICE (per month)	MEMBER PRICE (per month)
<b>Top &amp; Bottom Banner (1x rotation)</b> Own 25% SOV or 1 of 4 possible rotations on this dominant top-of-page ad. Site-wide on desktop.	\$1,250	\$1000
<b>Weekly Email Sponsor</b> Banner ad in weekly digest email sent to all members.	\$2,250	\$1,750
<b>Sponsored Content</b> Distribute your company's free content through CAI's native advertising program. Your content is promoted across in-stream, editorial-aligned placements.	\$1,500	\$1,250
<b>Lead Gen Promotion</b> Drive qualified leads to your company's most impressive reports. Your content is promoted behind a registration wall that collects name, company/association, title, email address and zip code for your pipeline.	\$2,250	\$1,750
<b>HOA Live</b> Opportunity to take the spotlight as the featured presenter during a 30-minute forum. This non-credentialed event provides the ability to engage virtually with members from association communities across all the U.S. Content is your choice – highlight new trends, announce product launches, introduce sales promotions, and more. CAI will set up, market, and promote the video, as well as manage the logistics, registration, and facilitation of the session. The session will be recorded and provided to all registrants. Sponsors will be provided the registration list (opt in). All content subject to CAI approval.		\$4,250 <i>Business Partner Member Only</i>

## CAI Exchange

Online exclusive member-only discussion forum with over 55,000 subscribers! With multiple posts per day, the Exchange is one of the most active features in the CAI community.

### Exclusive Monthly Sponsorship \$2,750/month

- **Open Forum:** Around 75,000 impressions/month CAI Exchange homepage top and bottom banner ads
- **Daily Digest Email:** Around 100,000 email opens top banner ad on Daily Digest emails

### Business Partner Spotlight Blog \$1,500/month

Opportunity for your blog post to be featured on the homepage the Open Forum for one month. Content will be cross-promoted in the CAI Exchange smart newsletter.

## CAIOnline.org

Each year, almost 430,000 unique visitors explore CAI's website to register for CAI educational programs and events, participate in open discussion forums, read our exclusive publications, and find the latest information and resources on legislative issues impacting community association living.

### Homepage Billboard Ad \$950/week

Promote your brand and be top of mind every time someone visits CAIOnline.org with this impactful rotating banner located front and center on the CAI homepage.

### Footer Banner Ad Starting at \$750/month

Get your brand repeat exposure with every CAIOnline.org visitor with this run of site digital ad.

*Ad content is subject to CAI approval and guidelines. Provides exclusivity.*



## CAI Education Webinar Annual Sponsorship \$10,000 (Limited to 2, sector exclusive)

Support CAI as a thought leader by sponsoring at least 12 CAI educational and training webinars per year.

- 30 second Company intro video played at the beginning of each webinar
- Company logo and website link on all webinar promotional emails (sent to all CAI members, ~42,000)
- One free registration to each webinar to use or distribute to a client as you see fit
- Opportunity to receive registration list of attendees who have opted into communications
- Opportunity to include custom URL on LMS registration site
- Sponsor recognition on the CAI website

## Community Conversations Live \$3,500 per webinar

These quarterly hot topic webinars bring together hundreds of CAI members.

- Sponsor's logo featured on the new live, Virtual Event platform
- Opportunity to submit a 30 sec. welcome video aired at the start of the Virtual Event
- Sponsor's logo featured on all registration/marketing collateral
- Sponsor receives list of registrants

## Sponsored Social Media \$1,100

- Two (2) platforms of your choice on the date of your choice (subject to availability)
- Facebook, Twitter and LinkedIn

## E-Newsletters

### CAI@Home \$1,000-\$1,250

CAI's all-member, monthly e-newsletter providing the most up-to-date and trending news in community association living. Top, middle, and bottom banners available.

### Law Reporter \$1,000

A monthly digest of recent cases relevant to community association homeowners and managers sent out to all 41,000+ CAI members.

# DIGITAL MARKETING



Additional sponsored guides and publications available through out the year. Please inquire for more information.

## CAI Press Quarterly All-Member Eblast \$1,750

This quarterly sponsorship aligns your company with relevant CAI Press topics. Featured Banner ad and opportunity to provide opt-in link in quarterly CAI Press email to all members. *Quarterly topics include Rules, Meetings, Budget and Conflict*

## Top Banner ad on CAI Press Digital Bookstore \$900/month

Own 25% SOV or 1 of 4 possible rotations on this dominant top-of-page ad.

## CAI Press Promotional Insert \$600

Opportunity to provide business flyer in all CAI Press order shipments.

**NEW!** CAIOnline.org website to debut in 2024. Details to follow...

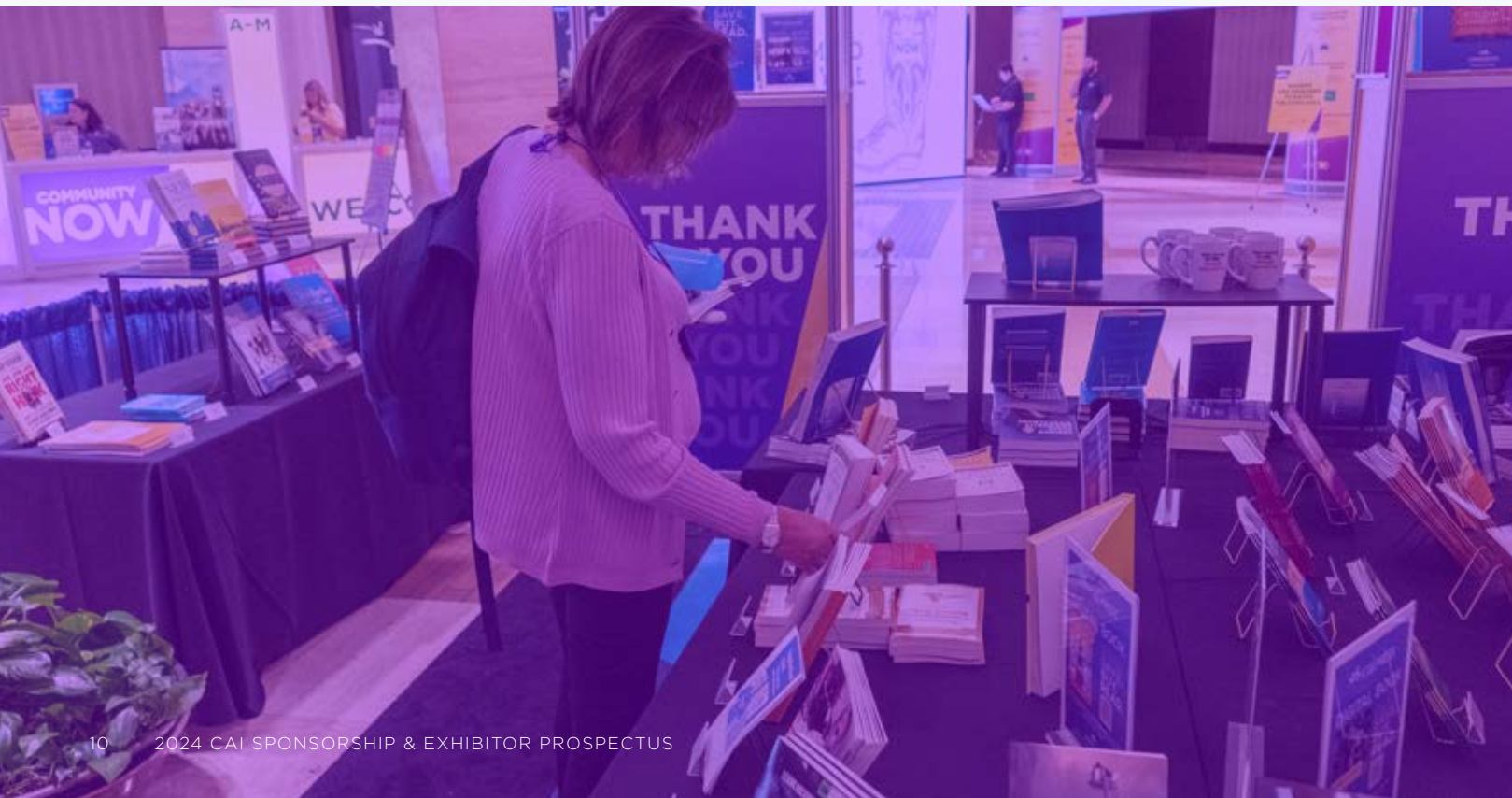
# MULTI-CHANNEL MARKETING

PROVIDES EXCLUSIVITY MEMBER ONLY OPPORTUNITIES

## CAI Education Sponsorship \$10,000/year (Limited to 4)

CAI is the industry leader in education in virtual and on-demand learning opportunities for community managers. As CAI's Education sponsor, your company will gain direct access to showcase your products, services, and solutions to community association professionals across multiple marketing platforms.

- Full page digital ad in the 2024 CAI Education Catalog (option to feature 30 second video)
- Company video aired multiple times during 2024 virtual education courses
- Company logo and/or brand recognition on CAI Education marketing materials
- Company recognition during intro and closing of virtual courses
- Company logo and/or brand recognition in virtual zoom waiting room
- Opportunity to provide business flyer in the PMDP Course Kits (5,000+ distributed)
- Opportunity to include company promotional products inside Course Kits (i.e. pens, pencils, calculators)
- Company logo and/or brand recognition included on course confirmation emails



# DIRECT MARKETING

MEMBER ONLY

## Sponsored Eblast \$4,850 (flat-rate)

Connect to CAI's 40,000+ members through a sponsored eblast campaign. Showcase your company's products, services, or solutions for community association professionals. You create the content and CAI distributes your email campaign. Available to CAI members only. Limit two (2) eblasts per company within one calendar year. Educational webinars and other materials not permitted. Email performance metrics provided.

## Postal Mailing List Rental \$2,500

Send your collateral and marketing materials to the all member CAI mailing list. Member type and geographic segmentation available on a case by case basis.

## Sponsored Eblast (Survey | Research) \$6,500 (flat-rate)

Partner with CAI to build a stronger brand and gain real-time insights by surveying CAI members with your company's exclusive survey. Gain a better understanding of the community association housing model and navigate changes ahead by sending a survey to CAI members. Each survey includes one sponsored eblast, Limit one (1) eblast per company within one calendar year. All emails and surveys are subject to CAI approval and reservation schedule. Email performance metrics provided. \*All participants and CAI to receive survey findings.

\*\*Opportunity to bundle with HOALive to share your findings (\$9,500 TTL)

# ANNUAL EVENTS AT A GLANCE



## CEO-MC Retreat

**WHEN:** October 16–19, 2024  
**WHERE:** Tucson, Ariz.  
**WHO:** Approx. 200 community management CEOs and management company senior executives

This retreat is the premier executive education program for CEOs and senior executives in community association management companies. It provides the opportunity to network with over 200 key decision-makers whose influence guides community association management, development and policy and has a significant impact on the more than 74 million Americans who reside in the estimated 347,000 association-governed communities.

*Exclusive and limited sponsorships available, please contact Lauren Piontek, lpiontek@caionline.org, for more details.*



## Community Now: CAI Annual Conference & Exposition

**WHEN:** May 8–11, 2024  
**WHERE:** Las Vegas, Nev.  
**WHO:** Approx. 1,500 homeowner leaders, community managers and management companies

Community Now brings together the largest audience of CAI's nationally hosted events. Over 1,500 homeowner leaders, community managers and management companies from around the world attend this annual conference to gain educational credits, discuss critical issues, network, and learn about the latest community association trends, products, and services.

This event recognizes leaders and influencers within the community association industry and allows you to engage with attendees to network, build relationships, and expose your company to key decision-makers. The expo hall continues to sell out year after year, so make sure to confirm your participation as soon as possible!

over  
**1,500**  
 homeowner leaders, community managers and management companies from around the world



## TOP 5 STATES in highest attendance (in 2019)



## TOP 5 MEMBER CATEGORIES in highest attendance (in 2019)

- 1 Individual Manager
- 2 Management Company Executives
- 3 Attorney
- 4 Community Association Volunteer
- 5 Insurance Provider

## Law Seminar

**WHEN:** February 14–17, 2024  
**WHERE:** Las Vegas, Nev.  
**WHO:** Approx. 600 attorneys, insurance professionals and community managers

Brought to you by the College of Community Association Lawyers (CCAL), this program is developed each year as part of CCAL's commitment to advancing the knowledge and practice of community association law. The Law Seminar provides a unique learning opportunity to discuss emerging trends and legislative issues important to the practice of community association law—as well as excellent opportunities for professional networking.





For more information,  
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