

2021

CONNECTING BUSINESS PARTNERS WITH DECISION MAKERS IN THE MINNESOTA HOA MARKET

Annual Partner & Marketing Program

MANAGERS
 FUN SKILLS SOCIAL
 NETWORKING \$ HOA MARKETING
 RELATIONSHIPS
 VOLUNTEER
COMMUNITY
 TRUST
 JOIN
 MEMBERS COLLABORATION
 SUCCESS
 CIC
 OPPORTUNITIES
 BUSINESS \$ PROFIT
 EDUCATION
 HOMEOWNERS
 SPONSORSHIP PARTNERS
 SPONSORS PROFESSIONAL
 LEADERS
 EVENTS

ANNUAL PARTNERSHIP



Annual Partnership includes a package of benefits that get your company's name included at every point of contact with the CAI Minnesota organization. This includes exposure on the CAI-MN website, periodic e-blasts, in *Minnesota Community Living*, and at every education and networking event throughout the year.

Annual Partnership provides an integrated approach to build awareness about your company within the community association industry. Annual Partnerships run January-December each year and all benefits must be used prior to the completion of the year for which they are purchased. **The Titanium and Rhodium levels are exclusive for one partner only.** Annual Partners must be members of CAI.

2021 PARTNER BENEFITS	TITANIUM \$18,000/YR	RHODIUM \$15,000/YR	PLATINUM \$10,750/YR	GOLD \$6,750/YR	SILVER \$5,250/YR	BRONZE \$3,000/YR
Annual CAI-MN Membership Fee <small>(Requires Membership All Year; Reimbursed in December)</small>	Yes (Up to \$625)	Yes (Up to \$625)	Yes (Up to \$625)	Yes (Up to \$625)	Yes (Up to \$625)	No
Host Event at Location of Sponsor's Choosing Contact ced@cai-mn.com for Details	Yes	No	No	No	No	No
Minnesota Community Living Magazine Advertising - All Four Issues	Full Page Back Outside Cover (\$6,000 Value)	Full Page Inside Front Cover (\$5,400 Value)	Full Page (\$5,000 Value)	Half Page (\$3,500 Value)	1/4 Page (\$2,100 Value)	Business Card (\$1,400 Value)
Banner Ad in Monthly NewsBrief E-blast	2 Months (\$600 Value)	2 Months (\$600 Value)	1 Month (\$300 Value)	No	No	No
* Networking Event Sponsorship Credit (Golf Tournament, Gala, Trade Show Exhibitor/ Sponsorship and Social Events)	\$3,500	\$3,000	\$2,500	\$1,500	\$1,000	\$500
* CAI-MN Manager Seminar Sponsorship	4 Seminars	3 Seminars	3 Seminars	2 Seminars	1 Seminar	1 Seminar
CAI-MN Manager Seminar Registration for Employees or Clients	15	12	9	4	3	2
Expo Registration for Employees or Clients	10	8	6	4	3	2
* Annual Golf Tournament Registration	8 Golfers	6 Golfers	4 Golfers	2 Golfers	1 Golfer	1 Golfer
Gala Tickets for Employees/Clients	5	4	3	2	2	1
Educated Business Partner Program	Yes (\$99 Value)	Yes (\$99 Value)	Yes (\$99 Value)	Yes (\$99 Value)	Yes (\$99 Value)	No
Recognition at All CAI-MN Events	Logo	Logo	Logo	Name	Name	Name
Recognition on All CAI-MN Promotional Emails	Logo	Logo	Logo	Logo	Name	Name
Same Benefits for all Annual Partners:						
Listing on CAI-MN Event Programs Premium Placement on Business Partner Finder Link to Your Website on CAI-MN Homepage Partner Listing in <i>Community Living</i> Magazine * VIP Consideration for Event Sponsorships	Yes	Yes	Yes	Yes	Yes	Yes

* Subject to Availability

ANNUAL PARTNERSHIP LEVELS

TITANIUM <input type="radio"/> \$18,000	RHODIUM <input type="radio"/> \$15,000	PLATINUM <input type="radio"/> \$10,750	GOLD <input type="radio"/> \$6,750	SILVER <input type="radio"/> \$5,250	BRONZE <input type="radio"/> \$3,000
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ATTENTION 2020 PARTNERS:

Receive a 5% discount off the 2021 Annual Partner fee if you upgrade from your 2020 Partnership level.

Annual Partnership Total \$ _____

BUSINESS PARTNER FINDER



The CAI-MN Business Partner Finder is an online platform for HOA board members and managers to find the service provider that best fits their community's needs. The CAI-MN Business Partner Finder allows you to describe your company, what makes your services unique, and how best to get in contact with you – including a link to your website.

By listing a company on the Business Partner Finder, CAI-MN in no way endorses the quality of the work or service provided by the company or its owner.

Please list below the contact information that you want to appear in the Business Partner Finder.

Company Name (as you want it to appear online) _____

Primary Contact Name _____

Address _____

City _____ State _____ Zip _____

Number of Associations served in last 5 years _____ Year Established _____ Number of Employees _____

Phone _____ Email _____

Website _____

Areas of Services Provided: This is how members will find your company in the Business Partner Finder. Check as applicable. Three categories are included with your purchase. Additional categories can be purchased for \$50 each.

- | | | |
|---|--|--|
| <input type="checkbox"/> Accountants/CPAs | <input type="checkbox"/> Garage Door Services | <input type="checkbox"/> Real Estate Services |
| <input type="checkbox"/> Attorneys | <input type="checkbox"/> General Contractors | <input type="checkbox"/> Recreation/Playground Equipment |
| <input type="checkbox"/> Banking & Finance Services | <input type="checkbox"/> Heating, Ventilation & Air Conditioning | <input type="checkbox"/> Remodeling/Restoration Services |
| <input type="checkbox"/> Builder/Developers | <input type="checkbox"/> Information and Technology | <input type="checkbox"/> Reserve Analysis |
| <input type="checkbox"/> Collections | <input type="checkbox"/> Inspection Services | <input type="checkbox"/> Roofing/Chimney |
| <input type="checkbox"/> Concierge Services | <input type="checkbox"/> Insurance | <input type="checkbox"/> Security Products & Services |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Interior Maintenance/Remodeling | <input type="checkbox"/> Siding |
| <input type="checkbox"/> Credit Reporting | <input type="checkbox"/> Internet Technology | <input type="checkbox"/> Signs |
| <input type="checkbox"/> Data Analytics | <input type="checkbox"/> Janitorial | <input type="checkbox"/> Skylights/Solar Energy |
| <input type="checkbox"/> Deck Products/Services | <input type="checkbox"/> Landscaping/Lawn Care/Snow Removal | <input type="checkbox"/> Telecommunications/TV Video |
| <input type="checkbox"/> Elevators/Escalators | <input type="checkbox"/> Laundry | <input type="checkbox"/> Training/Board Development |
| <input type="checkbox"/> Engineering Services | <input type="checkbox"/> Painting Services | <input type="checkbox"/> Tree Care |
| <input type="checkbox"/> Exterior Maintenance | <input type="checkbox"/> Paving, Asphalt, or Concrete | <input type="checkbox"/> Tuckpointing |
| <input type="checkbox"/> Fencing | <input type="checkbox"/> Pest Control | <input type="checkbox"/> Vent Cleaning |
| <input type="checkbox"/> Fire Safety Equipment | <input type="checkbox"/> Plumbing Services | <input type="checkbox"/> Waste Management |
| <input type="checkbox"/> Flooring | <input type="checkbox"/> Pool Services | <input type="checkbox"/> Windows & Doors |

Please include a short statement (fewer than 150 words) about your company and the services you offer. *(Enhanced only.)*

ENHANCED BP FINDER

Partner	Member	Non-Member
<input type="radio"/> \$0	<input type="radio"/> \$250	<input type="radio"/> \$1,000 (Includes CAI Membership up to \$625)

All member firms are entitled to one free listing in the category of their choice, displaying contact information only. The Enhanced Business Partner Finder listing includes three categories with a company description.

ADDITIONAL OPTIONS

Additional Categories: \$50 each × _____ categories = \$_____



BP Finder Total \$ _____



ADVERTISING

The *Minnesota Community Living Magazine* is CAI-MN's primary vehicle for communicating information and resources to homeowners, managers, and businesses. It is a goal of CAI-MN to have the *Minnesota Community Living Magazine* reach every homeowner association in the state. We pursue this goal by providing free subscription to homeowners and requesting that business partners and management companies distribute copies of the magazine to their clients.

The monthly NewsBrief e-blast will feature one banner advertisement per edition in 2021 (first come, first served).

ADVERTISING RATES

Ad Size	Member	Non-Member
○ Full Page (7.5"w x 10" h)	\$1,250	\$1,875
○ Half Page/Horizontal (7.5"w x 4.5" h)	\$875	\$1,325
○ Half Page/Vertical (3.5"w x 10" h)	\$875	\$1,325
○ 1/4 Page/Vertical (3.5"w x 4.5" h)	\$525	\$775
○ 1/8 Page/Bus. Card (3.5"w x 2" h)	\$350	\$525
○ NewsBrief Banner Ad (600px x 200px)	\$300	\$450

PREMIUM PLACEMENT (Partners Only)

Ad Position - Full Page	Member
Back Cover	\$1,500
Inside Front Cover	\$1,350

ANNUAL PARTNER VALUE

Partner Level	Benefit	Credit
Titanium	Full Page, 4 issues	○ \$6,000
Rhodium	Full Page, 4 issues	○ \$5,400
Platinum	Full Page, 4 issues	○ \$5,000
Gold	Half Page, 4 issues	○ \$3,500
Silver	1/4 Page, 4 issues	○ \$2,100
Bronze	1/8 Page, 4 issues	○ \$1,400

ANNUAL PARTNERS: The ad you submit for the Q1-2021 magazine will appear in all four 2021 publications unless you indicate otherwise by submitting a new ad prior to the quarterly advertising deadline.

1. Cost of ad _____ × number of issues it will run _____ = \$ _____

2. Subtract Annual Partner Advertising Credit _____ - \$ _____

Advertising Total \$ _____



MAGAZINE EDITORIAL SCHEDULE

The *Community Living* magazine is produced four times per year. Firms interested in placing advertising have the following opportunities for 2021:

Issue	Ad Deadline	Est. Publication Date
○ 1st Quarter	February 5	March 12
○ 2nd Quarter	May 21	June 25
○ 3rd Quarter	August 6	September 10
○ 4th Quarter	November 12	December 17

ADVERTISING SPECIFICATIONS

All print ads must be submitted as follows:

- Supply a high resolution, print-quality PDF or EPS file. If this is not available, a high resolution (300 dpi minimum) JPEG will also be accepted.
- Microsoft Word files are not accepted, unless advertiser is supplying straight copy for our department to design. Word ads are subject to a one time set-up fee of \$75 per hour, with a 1 hour minimum.
- Display ads that need to be designed or reworked because of incorrect materials are subject to an hourly charge of \$75, with a 1 hour minimum.
- Please email all materials to ced@cai-mn.com.
- Compress large print files. Maximum e-mail size is 20MB.

Banner ads should be submitted as 72-dpi png files. The ad deadline is the 1st of the reserved month.

OUR PARTNERS ATTEST TO THE VALUE OF CAI-MN

"We have been a business partner for years. CAI-MN provides quality networking opportunities, fun events, and relevant education. We enjoy volunteering and getting to know prospective clients and community managers."

SUNNIE

"Since partnering with CAI, we have gained valuable relationships with community managers. CAI is a well run organization and truly cares about its members."

DAN

"Our involvement in CAI is a critical part of our business. Through CAI, we've met some incredible people in HOA related organizations. I can't imagine a more active group and positive experience as a new Member and Annual Partner in 2020."

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TOTALS & BILLING INFORMATION

A.	ANNUAL PARTNERSHIP	\$ _____
B.	VENDOR FINDER	+ \$ _____
C.	ADVERTISING	+ \$ _____
	GRAND TOTAL	= \$ _____

Questions? Contact Tim Broms at ced@cai-mn.com or 612-504-0567

CAI-MN will accept this form via email to Tim Broms at ced@cai-mn.com.

Company _____

Contact Name _____

Address _____

City/State/Zip _____

Phone _____ E-mail _____

Approved by _____ Date _____

Method of Payment: Check Enclosed (Payable to CAI-MN) Invoice Me (Invoice has instructions for paying via credit card)

Submit this form (along with pages A, B & C as applicable) with payment to:

Community Associations Institute - Minnesota Chapter
Attn: Tim Broms
PO Box 390181 | Edina, MN 55439