

# CAI-RMC

# Sponsorship & Advertising

## 2024

BUILD YOUR  
BRAND  
WITH CAI



ROCKY MOUNTAIN CHAPTER

community  
ASSOCIATIONS INSTITUTE

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# Our Mission

**To provide a membership organization that offers learning and networking opportunities and advocates on behalf of its members.**

All of the following financial sponsorships provide a large portion of our chapter's operating funds to continually enrich our programming for members.

As the mission states above, our outreach, publications and networking are geared towards the advancement of community associations.

Your sponsorship and participation with CAI Rocky Mountain Chapter directly helps us fulfill that mission.

THANK YOU!



# What's the Process?

## Sales start on November 16th at 10:00am

Option 1: Do you want to reach a sponsorship level? Pick and choose sponsorship opportunities that equal the \$ amount of the applicable level. You may also choose the CLAC sponsorship, offered at different price points. \*Advertising and registration packages are **not** included in the amount to reach leveled sponsorship status.

Option 2: Are you only interested in certain sponsorships and not in reaching a specified level? OK! Just pick the opportunities that interest you.

Option 3: Do you want a guarantee to exhibit or attend certain events because you know they'll sell out? Great! Pick at least 2 sponsorships (total value must be \$4,000 or higher) to choose which registration package you'd like. This is the only prerequisite to purchasing a registration package.



# Sponsorship Levels

## ● **Titanium**

Minimum Cumulative Amount: \$10,000

Additional Media Sponsorship Amount: \$10,000

This is an exclusive sponsorship. If you are interested in the details of this sponsorship, please email Bridget directly.

## ● **Platinum**

Minimum Cumulative Amount: \$10,000

## ● **Gold**

Minimum Cumulative Amount: \$6,000

## ● **Silver**

Minimum Cumulative Amount: \$4,000

**Cumulative Amount = the amount you spend on sponsorships.**

**Advertising is not included in these amounts. The amounts are sponsorship based.**

If you would like to reach a sponsorship level, but sponsorships are sold out, you may choose the amount you would like to donate to the Colorado Legislative Action Committee (CLAC). The amount will be factored in to reaching a cumulative level.

# Titanium Level

Titanium Sponsors receive first priority on all sponsorships / advertising.

Minimum Cumulative Commitment: \$20,000

- Large logo on Chapter website homepage (top of sponsors) and prominent logo inclusion / link at sponsor listing
- Video link (2min max) on Chapter website homepage
- Large logo and link on standard Chapter email communications (logo on top)
- Meet our Titanium Sponsor email (2x per year)
- Full page, inside front cover advertisement in Common Interests Magazine
- Reference to sponsorship level included in magazine, directory, and sponsorship page
- Business Card advertisement in Magazine (2 categories max)
- Annual Directory Full Page Ad & Tab Ad
- Email signature graphic indicating level

# Platinum Level

Minimum Cumulative Commitment: \$10,000

- Large logo on Chapter's website homepage and prominent logo inclusion/ link at sponsor listing
- Business card advertisement in magazine service directory
- Large logo and link on standard Chapter email communications
- Reference to sponsorship level included in magazine, directory, and sponsorship page
- Business Card advertisement in Common Interests magazine
- Email signature graphic indicating level

# Gold Level

Minimum Cumulative Commitment: \$6,000

- Small logo inclusion on the Chapter website listing of sponsors with link
- Reference to sponsorship level included in magazine, directory, and sponsorship page
- Business Card advertisement in Common Interests magazine
- Email signature graphic indicating level

# Silver Level

Minimum Cumulative Commitment: \$4,000

- Text inclusion on the Chapter website listing of sponsors with link
- Reference to sponsorship level included in magazine, directory, and sponsorship page
- Business Card advertisement in Common Interests magazine
- Email signature graphic indicating level

# Registration Packages

- Due to limited availability, you may not add on to packages or buy more than one.
- 2024 Packages are only sold to members who pay for at least two sponsorships, of combined value greater than \$4,000 in 2024. These packages do not count towards your sponsorship cumulative levels. These prices do not include any sponsorships as those are purchased separately.



Bowling Team  
Clay Shoot Squad  
Golf Foursome  
Mountain Conference Exhibit  
Spring Conference Exhibit  
Top Golf Team

CLAC Sponsor

**\$5,460**



Bowling Team  
Clay Shoot Squad  
Golf Foursome  
Spring Conference Exhibit  
Top Golf Team

CLAC Sponsor

**\$4,500**



Golf Foursome  
Mountain Conference Exhibit  
Spring Conference Exhibit

CLAC Sponsor

**\$3,600**



Bowling Team  
Clay Shoot Squad  
Golf Foursome  
Top Golf Team

CLAC Sponsor

**\$2,700**



# Annual Awards & Celebration



## **Presenting Sponsorship \$1,300**

Large logo on all marketing and promotion identified as Presenting Sponsor

Two (2) Company Registrations to event

Verbal recognition at event

Logo on signage at event

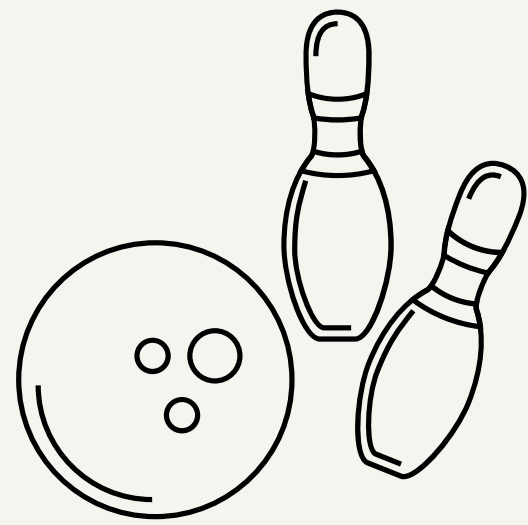
Registration desk presence available

## **Comedian Sponsorship \$600**

Small logo on signage at event

One (1) Company Registration to event





# Bowling Classic

## **Presenting Sponsorship \$2,500**

Large logo on all marketing and promotion identified as Presenting Sponsor  
Verbal recognition at event  
Logo on signage at event  
Team sponsorship (includes team of 5)  
Registration desk presence available

## **Awards Sponsorship \$500**

Small logo on signage at event and display screens  
Assist in handing out awards

**Supporting sponsors will receive recognition on supporting sponsor material.**

## **Drinks Sponsorship \$500**

Small logo on signage at event and display screens  
Assist in handing out tickets at registration  
Provide drink tickets with your logo at your discretion

## **Food Sponsorship \$500**

Small logo on signage at event and display screens  
Provide your own napkins if desired

# Clay Shoot

## **Presenting Sponsorship \$2,800**

Logo on all marketing and promotion  
identified as Presenting Sponsor  
Includes shooting station sponsorship  
Verbal recognition at event  
Logo on signage at event  
Registration desk presence available



## **Ammo Station Sponsorship \$1,300**

Small logo on signage at event  
Set up table and hand out CAI purchased ammo  
near registration (morning only)

## **Station Sponsorship \$1,000**

Small logo on signage at event  
Set up table at designated station

## **Run Around (CART) Sponsorship \$900**

Small logo to place on cart  
Drive cart throughout stations taking people to  
different locations, restrooms, etc...  
Help shooters get what they need

## **Drink Sponsorship \$400**

Small logo on signage at event  
Set up table near food truck – hand out drinks  
(at your cost)

## **Breakfast Sponsorship \$300**

Small logo on signage at event  
Provide breakfast burritos (at your cost) to all  
shooters \*approx 120  
Set up table near registration

# Golf Tournament

**\*Golf Tournament sponsorships do NOT include team registrations.**

## **Presenting Sponsorship \$3,200**

Includes Premium Hole Sponsorship  
Registration table presence  
Logo on all marketing and promotion  
Logo on main signage at event  
Verbal recognition at event

## **Premium Hole Sponsorship \$1,500**

Hole sponsorship with ability to serve alcohol at your own discretion / expense

## **Beverage Cart \$1,200**

Ride in beverage cart during play, touring entire course ;  
pay for drinks at your own discretion / expense

## **Contest Hole Sponsorship \$1,200**

Basic hole sponsorship; contest associated with hole  
Prize is given by CAI and not your responsibility



## **Basic Hole Sponsorship \$1,000**

Hole sponsorship, no alcohol allowed

## **Turn Sponsorship \$900**

Location sponsorship no alcohol allowed  
Location near area where carts stop for bathroom breaks at clubhouse

# Golf Tournament

As supporting sponsors, recognition on supporting sponsor material will be provided.

## **Golf Cart \$400**

Signage at location near carts

Logo on cards or electronic screen in carts

## **Driving Range or Putting Green Sponsorship \$400**

Set up marketing material at location

Morning only sponsorship

## **Lunch Sponsorship \$400**

Logo on signage near food buffet

## **Breakfast Sponsorship \$400**

Logo on signage near food

## **Bar Sponsorship \$400**

Logo at bar location

Ability to use bar space at your discretion / expense



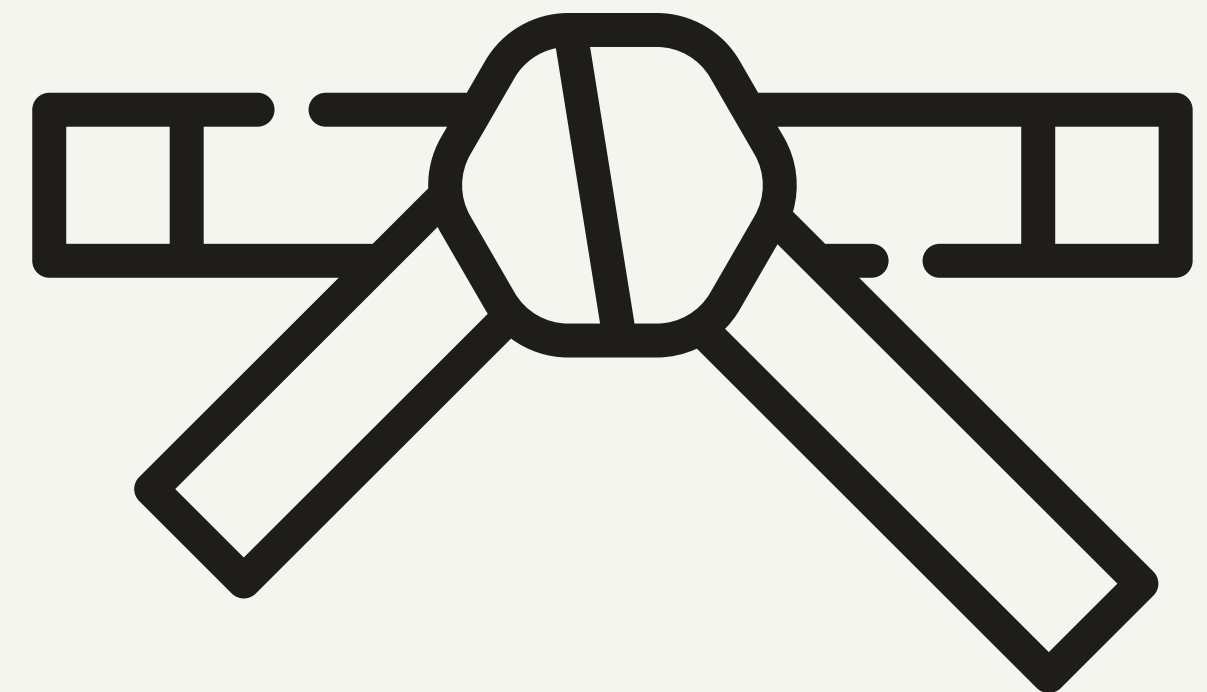


# Member Appreciation

Are you looking for a unique sponsorship opportunity that allows you to support and celebrate the most tenured community association players in the marketplace? Welcome to the ultra-exclusive Black Belt Club for our most loyal members! These members have spent at least 20 years in CAI RMC, thousands of hours of training, hundreds of classes and trade shows – you know them and you likely love them. They embody the very best of CAI RMC and we are committed to celebrating them!

## **Black Belt Club \$1,000**

Designed to recognize members who have held membership for 20+ years. Belts with "degrees" indicating years will be awarded to members at happy hour event. Sponsors will be allowed to participate in handing out belts and advertising at event.



# Mountain Conference

## Presenting Sponsorship \$3,000

Includes preferred exhibit space at event  
Logo on all marketing and promotion identified as Presenting Sponsor  
Includes 2 (two) registrations for staff  
Includes 5 (five) registrations for managers  
Verbal recognition at event  
Logo on signage at event  
Event registration list – including emails

## Event App Sponsorship \$800

Logo on event app home page, sponsor page, event details

## Tote Bag Sponsorship \$800

Logo on tote bag for attendees

## Sunday Night Happy Hour \$800

Logo on signage at event  
Ability to hand out prize (at your own cost / discretion)

## Badge Sponsorship \$700

Small logo on attendee name badges

## Classroom Sponsorship \$600

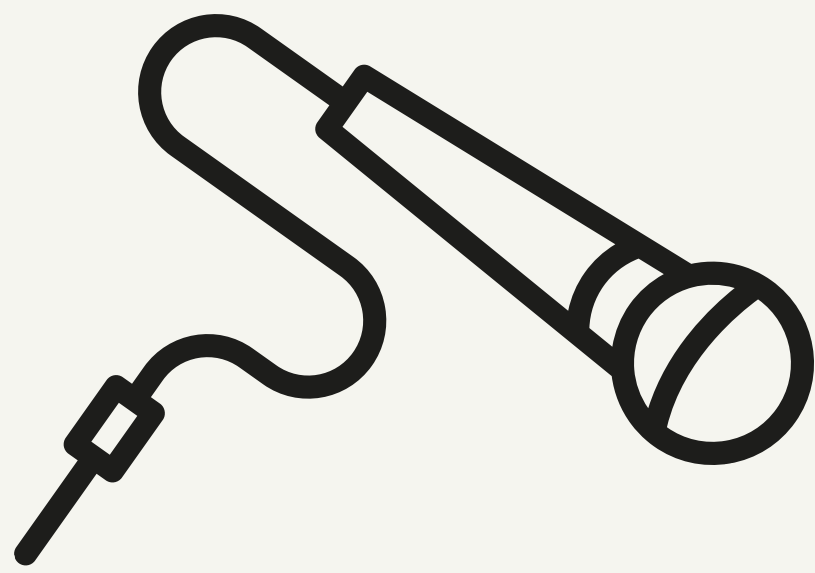
Logo on classroom information display  
Verbal company recognition at beginning of session

**The Sponsorships to the left do NOT include exhibitor table or conference registration. As supporting sponsors, recognition on supporting sponsor material will be provided.**

## Food and Beverage Sponsorship \$400

Logo on signage near food and beverage





# Speaker Spotlight

We've improved our Speaker Spotlight event and our 2023 program showcased the popularity of it!

This event will continue to feature a renowned speaker and will be held at the same location, Improper City in Denver.

## **Presenting Sponsorship \$1,200**

- Large logo on all marketing and promotion identified as Presenting Sponsor
- Verbal recognition at event
- Logo on signage at event
- Registration desk presence available
- Ability to place banners at location

HAPPY  
HOUR



# Spring Conference

## **Tote Bag Sponsorship \$1,500**

Logo on tote bag for attendees

## **Event App Sponsorship \$1,200**

Logo on event app home page, sponsor page, event details

## **Badge Sponsorship \$1,000**

Small logo on attendee name badges

## **Happy Hour Sponsorship \$900**

Logo on happy hour signage; ability to hand out your own happy hour prize.

## **Classroom Sponsorship \$900**

Logo on classroom information display  
Verbal company recognition at beginning of session

## **Food and Beverage Sponsorship \$500**

Logo on signage near food and beverage

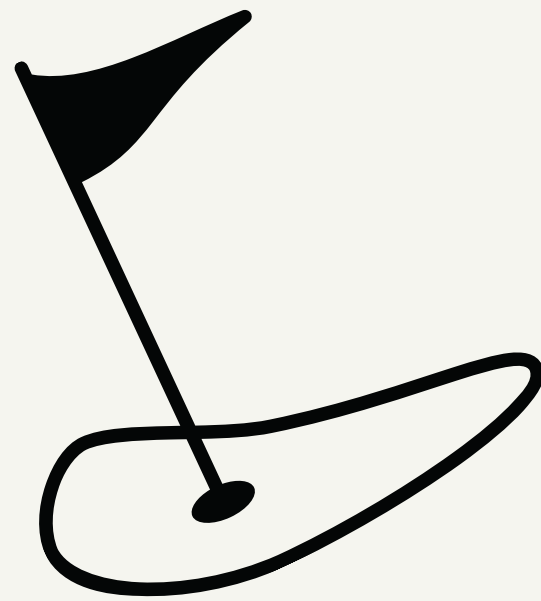
## **Presenting Sponsorship \$4,500**

Includes preferred exhibit space at event  
Logo on all marketing and promotion identified as Presenting Sponsor  
Includes 2 (two) registrations for staff  
Includes 5 (five) registrations for managers  
Verbal recognition at event  
Logo on signage at event  
Event registration list - including emails

**The Sponsorships to the left do NOT include exhibitor table or conference registration. As supporting sponsors, recognition on supporting sponsor material will be provided.**



Celebrate Colorado with CAI-RMC in 2024 at the Gaylord Rockies!



### **Presenting Sponsorship \$2,800**

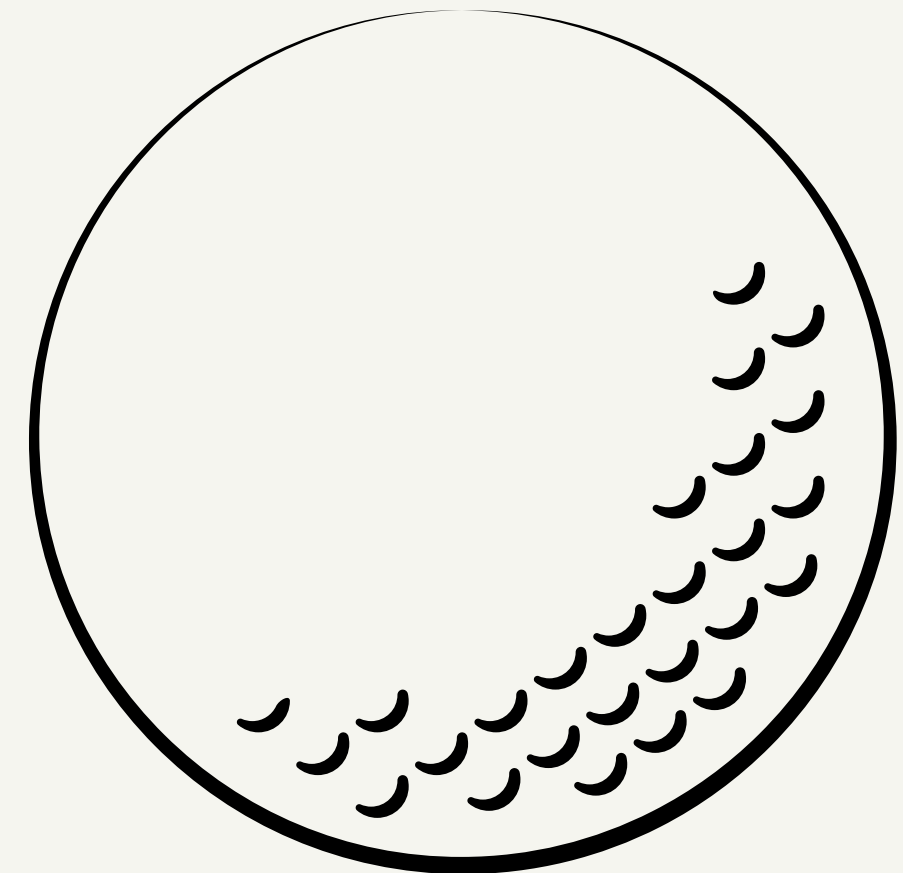
- Large logo on all marketing and promotion identified as Presenting Sponsor
- Verbal recognition at event
- Logo on signage at event
- Bay / team sponsorship (includes team of 5)
- Highly visible bay location (by entrance)
- Registration desk presence available
- Ability to place banners at bay and 3rd Floor Entrance

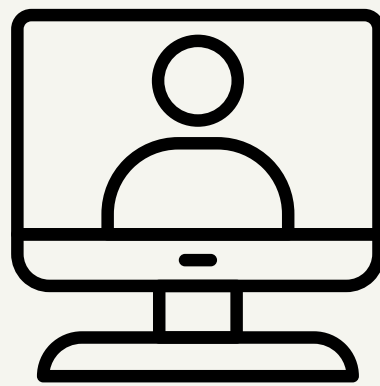
### **Drinks Sponsorship \$500**

- Small logo on signage at event
- Name recognition on event registration page and event reminders

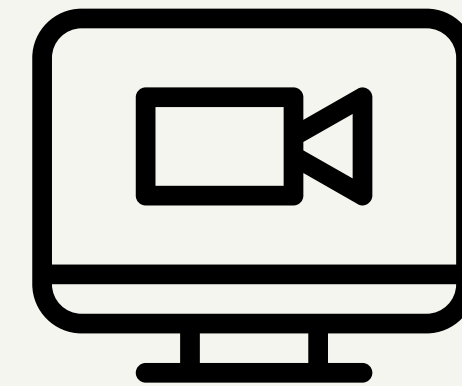
### **Food Sponsorship \$500**

- Small logo on signage at event
- Name recognition on event registration page and event reminders





## Virtual / Promotional Sponsorships



### **Community Workshop (Qty 3)**

Presenting Sponsorship: \$800  
Logo on all marketing and promotion  
Ability to exhibit (table space) at event  
Verbal recognition at event  
Attendee contact list w/ emails

### **Homeowner Leader Education (Qty 1)**

Presenting Sponsorship: \$500  
Logo on all marketing and promotion  
Verbal recognition at event

### **Management Company Forums (Qty 3)**

Presenting Sponsorship: \$800\*  
Logo on all marketing / promotion of events  
Verbal recognition at event

### **Peak Education Series (Qty 3)**

Presenting Sponsorship: \$800  
Logo on all marketing / promotion of all  
events  
Verbal recognition at events  
Attendee contact lists w/ emails

\*Pricing is series based (if there are multiple events per series).  
If you purchase this sponsorship, you are a sponsor of all events  
within the series. Number of events are listed as QTY.

# Did You Know

According to Colorado homeowners, cleanliness/attractiveness is the top benefit of living in a community association, followed by the maintenance-free lifestyle. The majority of Colorado residents (83%) rate their overall community association living experience as “very good” or “good” (49%) or “neutral” (34%).

“Community associations are often described as having three core functions—governance, business, and creating community,” says Dawn M. Bauman, CAE, executive director of the Foundation for Community Association Research and CAI’s senior vice president of government and public affairs. “The Foundation’s research allows us to examine these functions and benchmark how our communities are working to serve today’s homeowners—especially as our society adapts to new changes in the way we live and work. We believe that a highly functional community of neighbors sharing interests and resources speaks to our human needs and shows why community associations are so important today.”

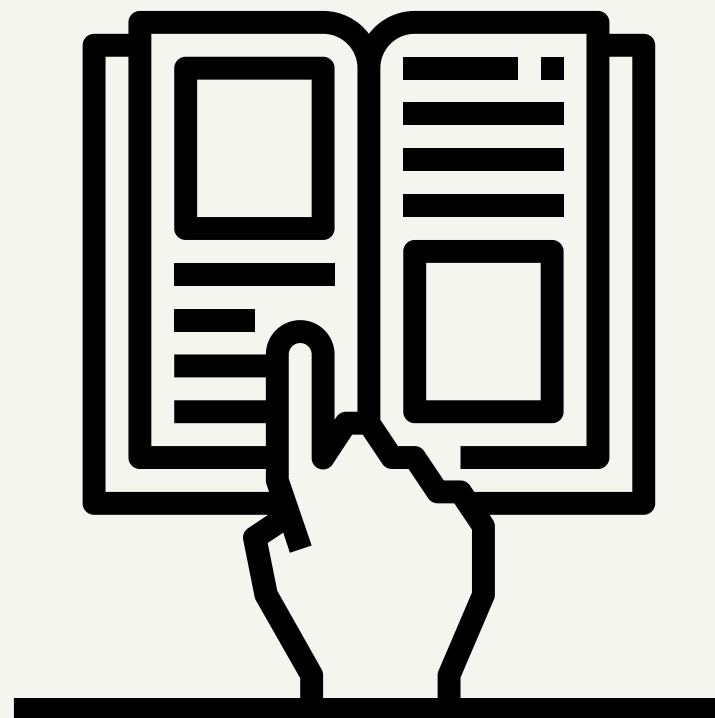
Add a little bit of body text



# Annual Chapter Directory

One of the benefits of membership in CAI-RMC is the ability to advertise in the Annual Membership Directory (which is both printed and available online). The directory is mailed to all members early each year and is a year-long resource for managers, homeowners, and other business partners.

Deadline to advertise in the 2023 Annual Directory is **December 2, 2022**.



## Security Products and Services

### Allied Universal

Michael Daley  
390 Union Blvd Ste 410  
Lakewood, CO 80228-1556  
Phone (720) 496-0025  
Fax (720) 496-0035  
michael.daley@alliedbarton.com

### Arapahoe County Security Center, Inc.

Sheila Rossman  
15200 E Iliff Ave Ste C  
Aurora, CO 80014-4550  
Phone (303) 745-5500  
Fax (303) 745-5567  
sheila@arapahoesecurity.com

### Global Gate Controls

Jim Fuqua  
7830 W Alameda Ave # 103  
Lakewood, CO 80226-3093  
Phone (800) 873-0442  
Fax (800) 249-0122  
jimf@globalgatecontrols.com

## Saddle Rock Security

Kellie Cobb  
7009 S Potomac St., Ste 303  
Centennial, CO 80112  
Phone (720) 647-2711  
sales@saddlerocksecurity.com

## Signage

### Architectural Signs, LLC

Mary Harris  
7302 S Alton Way Ste B  
Centennial, CO 80112-2313  
Phone (303) 696-6109  
Fax (720) 389-8628  
mary@architecturalsigns.com

## Snow Retention

### TRA Snow and Sun

Gary Heslington  
1657 S 580 E  
American Fork, UT 84003-3548  
Phone (801) 380-6544  
Fax (801) 756-7891  
gheslington@trasnowandsun.com



## SMART ACCESS CONTROLS

### ALL ABOUT US

We are dedicated to our clients, and we enjoy partnering with them to fulfill their mission and vision. Our background in technology and cloud security has led us to find security solutions that are IP based and cloud native.

We are the exclusive installers of Openpath Technology in the Mountain Region!

### TARGET MARKETS:

- >> HOAs
- >> Retirement Communities
- >> Bed & Breakfast
- >> Schools
- >> Gyms
- >> Property Management

### CONTACT DETAILS

7009 S. Potomac  
Centennial, CO. 80112

>> support@saddlerocksecurity.com  
>> saddlerocksecurity.com

Phone No. 720-647-2711

### OUR TRUSTED PARTNERS

- >> Openpath
- >> Digital Watchdog
- >> LiftMaster
- >> Ajhua Technology
- >> Assa Abloy

# Directory

## Ad Type x Ad Size

Inside Front Cover, Inside Back Cover, or Back Cover:

Full Page: 5.75" W x 8.75" H with full bleed **\$1,600**

Tabs:

Section Divider Tab Full Page **\$1,400**

4.75" W x 7.50" H

Directory Pages:

Full Page: 4.75" W x 7.50" H **\$900**

Half Page: 4.5" W x 3.75" H **\$700**

Third Page: 4.5" W x 2.50" H **\$500**

Included with your annual membership fee is one standard listing in the Annual Directory. This listing must be updated through CAI National at [www.caionline.org](http://www.caionline.org). No changes will be made after Dec 2, 2022. Check your listing by visiting the National site.

\* Do not update through the Rocky Mountain Chapter. Verify your information at [www.caionline.org](http://www.caionline.org).

\* You may bold your membership listing through our Chapter for **\$200** in the printed directory.

\* First directory listing is included with membership – additional directory categories are **\$200** each; no discounts for multiple listings.



Send in your ad when you submit your order.

# Common Interests Advertising

CAI's Educational mission includes a publication! Common Interests magazine is the premier magazine in Colorado that reaches community association leaders, professional managers, management companies, and service providers.

Recognized nationally for its focused editorial content on industry trends, operational issues, technology, legislation and chapter programs, Common Interests is a "must read" for community association volunteer leaders, community managers and business partners.

Our magazine is published six times per year, adding value to the publication. A copy is sent to each active member of our Chapter and additional copies are handed out at all our events, as well as mailed to prospective members and select businesses—making our circulation to well over 1,000 community association individuals!

The magazine is available online as well, expanding our reach to members and non-members alike.



## Options Available

In addition to the full-page ad size (8.75" x 11.25"), the following partial ad sizes are available:

The diagram illustrates five ad size options within three blue rectangular frames. The first frame on the left contains two options: a Quarter Page (3.75" x 4.75") and a Half Page Horizontal (7.5" x 4.75"). The middle frame contains one option: a Half Page Vertical (3.75" x 9.88"). The third frame on the right contains two options: a Third Page Vertical (3.75" x 6.25") and a Third Page Horizontal (7.5" x 3.25"). Each option is presented in a yellow box with black text.

Ad Type	1-2 Issues	3-4 Issues	5-6 Issues
Full Inside Front Cover	\$950 each	\$850 each	\$750 each
Full Inside Back Cover	\$925 each	\$825 each	\$725 each
Full Interior	\$900 each	\$800 each	\$700 each
Half Page	\$600 each	\$500 each	\$400 each
Third Page	\$450 each	\$350 each	\$250 each
Quarter Page	\$400 each	\$300 each	\$200 each
Service Directory			\$750 annual





# Magazine

**Copy due the 15th of the month, one month in advance.**

(Example: April print is due March 15th)

\*You are responsible for sending in your ads. If you forget to send on time, we will publish without it and you will not be refunded. Very important to get your ads in before they're due!

All ads are in color. Full bleed, full page ads need to have 1/8" bleed on all sides of trim size (8.50" x 11"). There are no bleed sizes for partial ads. Any ad files not to specification will be returned to the advertiser for correction.

Please make sure all ad files are sent in one of the following formats: TIFF, EPS, JPEG, BMP, or PDF. Ads should be 300 dpi or higher. All color ads need to be in CMYK format. Ads sent as EPS or PDF should have fonts embedded or converted to outlines. Fonts in Photoshop TIFF files should be rasterized.

## Ad Type / Size

**Full Page Interior Color** 8.75" x 11.25" (Includes Bleed)

**Full Inside Front Color** 8.75" x 11.25" (Includes Bleed)

**Full Inside Back Color** 8.75" x 11.25" (Includes Bleed)

**Half Page Color** 7.5" x 4.75" or 3.75" x 9.88"

**Third Page Color** 3.75" x 6.25" or 7.5" x 3.25"

**Quarter Page Color** 3.75" x 4.75"

**Business Card Ad (Service Directory)** 3.50" x 2.00"



# Service Directory

## Common Interests Magazine

Service Directory Ads are 3.50" x 2.00" (252 pixels x 144 pixels), full color, 10 per page, sorted by category and then alphabetically by business name.

This is an inexpensive way to give people access to your business card and something that manager members refer to often!

Service Directory ads are your business card in the back of the magazine - PDF proofs of your business card are required and should be sent with your order. Taking a picture of your business card, or a scanned copy of your business card, will **not** suffice.

\$750 Annually / 6 issues (no more, no less)

## Service Directory

ASPHALT

**COATINGS, INC.**  
 1900 LAMAR STREET, APODCA, CO 80803  
 P: 303-423-4303 • F: 303-423-4304  
 www.coatingsinc.net

Proudly Serving Colorado Since 1979  
 CRACK SEAL • INTERIOR-EXTERIOR • SEAL COAT • TERRAZZO-COURTS

ATTORNEYS

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 Construction Defects  
 Denied & Underpaid Insurance Claims  
 720.898.9480  
 www.constructiondefects.law

**Hindman Sanchez**  
 875 Langford, Suite 100  
 Lakewood, CO 80026

Phone: 303.402.8999  
 Colorado Springs: 719.534.9223  
 Loveland: 970.977.8998  
 Fax: 303.402.8992  
 www.hindmansanchez.com  
 Email: hindman@hindmansanchez.com

Strong Allies - Strong Communities

**McKenzie Rhody**  
 Construction Defect Attorneys

Kristen Jenks  
 Marketing Director

1900 West (303) 796-1770  
 1000 (303) 203-1025  
 kjenks@mcckenzie.com

**MOELLER GRAF**  
 ENGINEERS & ARCHITECTS

Moeller Graf PC  
 101 Interstate Parkway  
 Suite 200  
 Englewood, CO 80110  
 Phone: 303-274-0348  
 Fax: 303-274-0349  
 www.moellergraf.com

ATTORNEYS

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 INSURANCE LAWYERS  
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Christopher M. Drake, Attorney  
 118 Inverness Dr. E. Suite 270  
 Denver, CO 80112  
 Phone (303) 442-8000  
 Fax (303) 442-8083  
 christ@speightsfirm.com

**LEFF FURN & PAYNE**

Mark Payne  
 1000 South Street, Suite 1100  
 Denver, Colorado 80201  
 303.688.1870  
 Fax: 303.687.1870

CONCRETE

**ATLAS CONCRETE SOLUTIONS**

SCOTT LUBENSLAMM  
 302.204.7165  
 slubensl@atlasconcrete.com

www.atlasconcretesolutions.com

CONSTRUCTION

**Interstate**

SENCO KORDY  
 Regional Account Manager

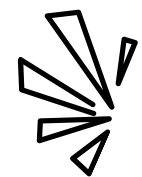
303-423-4300  
 303-252-0889  
 303-423-4888

4001 Canyon Street  
 Suite 101  
 Denver CO 80218  
 skordy@interstateconstruction.com

**Payments must be made via check.  
Do NOT send your checks to the office in VA.  
Only membership payments go there.**

**Chapter specific items, like sponsorships and registrations, go to the address on the invoices.**

CAI Rocky Mountain Chapter  
11001 W 120th Ave, Suite 400  
Broomfield, CO 80021



Payment plans are not accepted. Payment must be paid in full by January 15, 2024.