



**Marketing Program** 

An Inclusive Marketing Plan that Ensures Company Exposure

# 2026

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## WHAT IS IT?



The 2026 Chapter Partner Program offers tiered partnership opportunities (Diamond, Gold, Silver, Bronze) for Business Partners and Management Companies to support and engage with CAI New England. Each level provides a package of marketing exposure, event sponsorship & ticketing, digital visibility, and advertising benefits.

#### **Key Components Include:**



#### Membership & Access

Each partner receives a CAI membership (up to a set value) and access to in-person and virtual events, plus exclusive sponsor opportunities (e.g. presenting sponsor roles).



#### **Event Benefits**

Allocation of tickets or registrations for select events, in-person & virtual. Partners are given credits or booths at events, and recognition during programs.



#### **Digital & Print Promotion**

Company name, logo, and links featured on the CAI–NE website (homepage, partner page, sliding banners), plus inclusion in promotional materials for events.



#### Media & Advertising

Listings and advertising credits in Condo Media magazine (monthly listings, digital ads, classified listings), and space in the annual resource directory. Partners also receive ad discounts and special spotlights.



#### **Benefit Scaling by Tier**

The level of benefits (number of event tickets, advertising credit, sponsor credits, visibility) increases with higher tiers (e.g. Diamond receives more than Gold, etc.).

In short, the program is designed to give partners a single annual investment that bundles membership, event exposure, digital presence, and advertising, scaled according to contribution level.



# Benefit Summary & Comparison

ITEMS BY LEVEL	DIAMOND	GOLD	SILVER	BRONZE
CAINE.ORG WEBSITE				
Company logo and website or video link on CAINE.ORG Home Page	<b>✓</b>			
Company logo on CAINE.ORG sliding billboard banner	✓			
PROMOTION -PRINT & DIGITAL				
Diamond Sponsor Email Spotlight Credit	\$1,050			
CONDO MEDIA				
5-line Classified Listing –12 months (or equivalent credit)	<b>✓</b>	<b>✓</b>	✓	
Display Advertising Discount	<b>√(10%)</b>	<b>√ (5%)</b>		
Digital Edition Banner Sponsorship –1 month	<b>✓</b>			
ANNUAL RESOURCE DIRECTORY				
Annual Resource Directory Display Ad –print & digital copy	\$1,575	\$800	\$500	\$375
ANNUAL CHAPTER DINNER				
Chapter Dinner Tickets	10	6	4	
Chapter Dinner Sponsorship Credit	\$800	\$300	\$200	\$100
ANNUAL GOLF TOURNAMENT				
Golf Tournament Sponsorship Credit	\$950	\$550	\$350	<b>\$150</b>
Golf Registrations	4 golfers	2 golfers		
SEMINARS, FORUMS & EXPOS, ELN EVENTS (in-person)				
ME/MA/NH/RI/VT Booth/Tabletop and/or Sponsor Credit	\$1,870	\$1,150	\$950	\$550
CAI-NE CondoConnect ONLY- FREE Registration code for distribution	✓			

### **ALL CHAPTER PARTNER LEVELS**

**EXCLUSIVE PRESENTING SPONSOR OPPORTUNITIES** 

#### **CAI MEMBERSHIP**

Includes CAI Membership (up to a \$685 value)

#### **CAINE.ORG WEBSITE**

Company name and website link on CAINE.ORG

Chapter Partner Page and Scrolling Bar

#### **PROMOTION -PRINT & DIGITAL**

Company name listed on in-person and virtual

program promotion/materials

#### **CONDO MEDIA**

Chapter Partner Page Monthly Listing

Partner Name on Condo Media Digital Ad - quarterly

**Emphasis on Classified Ad Listing** 

#### **ANNUAL RESOURCE DIRECTORY**

Annual Resource Directory Display Ad Credit\*

EVENTS
ANNUAL CHAPTER DINNER

ANNUAL CHAPTER DINNER

Chapter Dinner Tickets\*

Chapter Dinner Sponsorship Credit\*

**ANNUAL GOLF TOURNAMENT** 

Golf Tournament Sponsorship Credit\*

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**SEMINARS, FORUMS & EXPOS, ELN EVENTS (in-person)** 

ME/MA/NH/RI/VT Booth/Tabletop and/or Sponsor Credit\*

Recognition at in-person events

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**WEBINARS** 

Recognition at virtual events Unlimited Virtual event registrations for colleagues/clients (excluding PMDP)\*\*

\*Ticket/Credit Amount varies by Partnership Level

\*\*Event registrations exclude any classes offered outside of the New England Chapter



\$4,980/year \$415/month

## BRONZE Program

### **BENEFITS**



#### **CAI MEMBERSHIP**

Up to a \$685 value



#### **CAINE.ORG** Website

 Company name, logo and link on CAI-NE website Chapter Partner Page and Scrolling Bar and in Partner logo video

#### **Promotion - Print & Digital**

Company name listed on in-person and virtual program promotion/materials



#### **CONDO MEDIA Magazine**

- Chapter Partner Page Monthly Recognition
- Partner Name on Condo Media Digital Ad quarterly
- Emphasis on Classified Ad (upon purchase)

#### **Annual Resource Directory**

• \$375 advertising credit



#### **EVENTS**

**Exclusive Presenting Sponsor Opportunities** 

#### **Annual Chapter Dinner**

\$100 sponsor credit

#### **Golf Tournament**

• \$150 sponsor credit

#### <u>Seminars, Forums & Expos, ELN Events (in-person)</u>

- \$550 Booth/Tabletop or sponsor credit\*
- Partner recognition during program

- Partner recognition during program
- Unlimited virtual event registrations for colleagues/clients\*\*

<sup>\*</sup>Event credits are the total available for the partnership year.

<sup>\*\*</sup>Event registrations exclude any classes offered outside of the New England Chapter



## SILVER Program

\$6,960/year \$580/month

### **BENEFITS**



#### **CAI MEMBERSHIP**

Up to a \$685 value



#### **CAINE.ORG Website**

 Company name, logo and link on CAI-NE website Chapter Partner Page and Scrolling Bar and in Partner logo video

#### **Promotion - Print & Digital**

Company name listed on in-person and virtual program promotion/materials



#### **CONDO MEDIA Magazine**

- Chapter Partner Page Monthly Recognition
- Partner Name on Condo Media Digital Ad quarterly
- 5-line Classified Listing 12 months (or equivalent credit toward a classified ad)
- Emphasis on Classified Ad

#### **Annual Resource Directory**

\$500 advertising credit



#### **EVENTS**

**Exclusive Presenting Sponsor Opportunities** 

#### Annual Chapter Dinner

- 4 tickets
- \$200 sponsor credit

#### **Golf Tournament**

• \$350 sponsor credit

#### <u>Seminars, Forums & Expos, ELN Events (in-person)</u>

- \$950 Booth/Tabletop or sponsor credit\*
- · Partner recognition during program

- Partner recognition during program
- Unlimited virtual event registrations for colleagues/clients\*\*

<sup>\*</sup>Event credits are the total available for the partnership year.

<sup>\*\*</sup>Event registrations exclude any classes offered outside of the New England Chapter



## GOLD Program

### <u>BENEFITS</u>

\$9,000/year \$750/month



#### **CAI MEMBERSHIP**

Up to a \$685 value



#### **CAINE.ORG** Website

 Company name, logo and link on CAI-NE website Chapter Partner Page and Scrolling Bar and in Partner logo video

#### **Promotion - Print & Digital**

• Company name listed on in-person and virtual program promotion/materials



#### **CONDO MEDIA Magazine**

- Chapter Partner Page Monthly Recognition
- Partner Name on Condo Media Digital Ad quarterly
- Emphasis on Classified Ad
- 5-line Classified Listing 12 months (or equivalent credit toward a classified ad)
- 5% Display Advertising Discount

#### **Annual Resource Directory**

• \$800 advertising credit



#### **EVENTS**

**Exclusive Presenting Sponsor Opportunities** 

#### **Annual Chapter Dinner**

- 6 tickets
- \$300 sponsor credit

#### **Golf Tournament**

- 2 golfer registrations
- \$550 sponsor credit

#### Seminars, Forums & Expos, ELN Events (in-person)

- \$1,150 Booth/Tabletop or sponsor credit\*
- Partner recognition during program

- Partner recognition during program
- Unlimited virtual event registrations for colleagues/clients\*\*

<sup>\*</sup>Event credits are the total available for the partnership year.

<sup>\*\*</sup>Event registrations exclude any classes offered outside of the New England Chapter



## DIAMOND Program

\$14,340/year \$1,195/month

### **BENEFITS**



#### **CAI MEMBERSHIP**

Up to a \$685 value

#### **CAINE.ORG** Website

- Company name, logo and link on CAINE.ORG Chapter Partner Page, Scrolling Bar and in Partner logo video
- Company logo and website or video link on CAINE.ORG Home Page
- Company logo on CAINE.ORG website sliding billboard banner

#### **Promotion - Print & Digital**

- Company name listed on in-person and virtual program promotion/materials
- Diamond Partner Email Spotlight \$1,050 credit

#### **CONDO MEDIA Magazine**

- Chapter Partner Page Monthly Recognition
- Partner Name on Condo Media Digital Ad quarterly
- · Emphasis on Classified Ad
- 5-line Classified Listing 12 months (or equivalent credit toward a classified ad)
- 10% Display Advertising Discount
- Digital Edition Banner Sponsorship 1 month TBD

#### **Annual Resource Directory**

• \$1,575 advertising credit

### EVENT

#### **EVENTS**

**Exclusive Presenting Sponsor Opportunities** 

#### **Annual Chapter Dinner**

- 10 tickets
- \$800 sponsor credit

#### **Golf Tournament**

- 4 golfer registrations
- \$950 sponsor credit

#### <u>Seminars, Forums & Expos, ELN Events (in-person)</u>

- \$1,870 Booth/Tabletop or sponsor credit\*
- Partner recognition during program
- CAI-NE CondoConnect ONLY- FREE Registration code for distribution

- Partner recognition during program
- Unlimited virtual event registrations for colleagues/clients\*\*



<sup>\*</sup>Event credits are the total available for the partnership year.

<sup>\*\*</sup>Event registrations exclude any classes offered outside of the New England Chapter



## Chapter Partner Agreement



**Chapter Partnership** 

CAI Membership

Start Date:\_ Expires On:

#### Return completed form to

Renewal included starts on:

888 Worcester St, Ste 20, Wellesley, MA 02482

ageller@caine.org

ASSOCIATIONS INSTITUTE									
Partner Name:  (Company name as it will appear in all Company Name:  Primary Contact:  Company Address:  City:  Phone:		State:	Zip:						
CHAPTER PARTNER PROGRAM LEVEL  Please select one option below:  DIAMOND GOLD SILVER BRONZE									
\$14,340 / year \$1,195 / month	\$9,000 / year \$750 / month	\$6,960 / year \$580 / month	\$4,980 / year \$415 / month						
Partner signature:  I agree to the terms/benefits of the chapter partnership program selected and understand that this is a binding contract by authorization via mail or electronic format. I agree that Partner payments are due within 30 days from the date on the invoice. The person signing this agreement on behalf of the Partner warrants that they are authorized to make agreements and to bind their principals to this agreement. If the Partner terminates this agreement before the end of the 12-month program, the partner will be responsible for the full amount of the annual Partnership fees at the level selected above.									
PAYMENT INFORMATION:  Billing Frequency:									
FOR CHAPTER USE ONLY Chapter Authorization: (0)	<del></del>	(signature)							





**Marketing Program** 

## **Contact Us**

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