

# CAI - San Diego Marketing Plan 2010

## Order Form

### Advertising Opportunities

#### Common Assessment

##### 4 consecutive insertions - (annual contract)

	Price	Price Extension
1/6 page - B/W Only	\$ 700.00	
1/3 page - B/W	\$ 1,400.00	
1/3 page - Color	\$ 1,600.00	
1/2 page - B/W	\$ 1,760.00	
1/2 page - Color	\$ 2,160.00	
2/3 page - B/W	\$ 2,000.00	
2/3 page - Color	\$ 2,600.00	
Full page - B/W	\$ 2,540.00	
Full page - Color	\$ 3,340.00	

##### **Premium Positions (Subject to availability. Call chapter office for details) - 4 Consecutive Insertions**

Inside Front Cover - Color Only	\$ 5,640.00	
Inside Back Cover - Color Only	\$ 5,640.00	
Outside Back Cover - Color Only	\$ 5,200.00	

##### Single insertion rates - (1-3 insertions)

1/6 page - B/W Only	# of issues	X	\$ 220.00
1/3 page - B/W	# of issues	X	\$ 440.00
1/3 page - Color	# of issues	X	\$ 490.00
1/2 page - B/W	# of issues	X	\$ 550.00
1/2 page - Color	# of issues	X	\$ 650.00
2/3 page - B/W	# of issues	X	\$ 600.00
2/3 page - Color	# of issues	X	\$ 750.00
Full page - B/W	# of issues	X	\$ 660.00
Full page - Color	# of issues	X	\$ 860.00

#### 2010-2011 Resource Directory

Full page - Color	\$ 1,025.00	
Full page - B/W	\$ 825.00	
1/2 page - Color	\$ 535.00	
1/2 page - B/W	\$ 435.00	
1/4 page - Color	\$ 350.00	
1/4 page - B/W	\$ 300.00	

##### **Premium Positions - Color only (Subject to availability. Call chapter office for details)**

Outside Back Cover	\$ 1,850.00	
Inside Back Cover	\$ 1,300.00	
Inside Front Cover	\$ 1,300.00	
Tab Back	\$ 1,200.00	
Tab Front	\$ 1,100.00	

Enhanced Listing	X	\$ 70.00
Additional Listings	# of listings	X \$ 40.00
Additional Enhanced Listings	# of listings	X \$ 110.00

**Trade Shows - 4 per year \***

**\*Exhibit booth spaces sold through the Marketing Plan are limited and sold on a first-come, first served basis. Purchase of all 6 exhibiting events (Trade Shows, Educational Conference and Annual Awards Luncheon) requires purchase of one other non-exhibiting marketing plan item.**

Please circle the shows you want to exhibit at: February June August October

Keynote Speaker Sponsor - June Aug Oct	# of shows	X	\$	1,000.00
Exhibitor booth without electricity	# of shows	X	\$	450.00
Exhibitor booth with electricity	# of shows	X	\$	450.00

**Educational Conference & Trade Show - April \***

A full day event featuring a keynote speaker, two breakout educational sessions, luncheon and standard Trade Show.

Keynote Speaker Sponsorship - April Conference & Trade Show		\$	1,000.00
Breakout Educational Session #1 sponsor		\$	200.00
Luncheon Trade Show Exhibitor without Electricity		\$	450.00
Luncheon Trade Show Exhibitor with Electricity		\$	450.00
Breakout Educational Session #2 sponsor		\$	200.00

**Annual Awards Luncheon & Trade Show\***

Diamond		\$	1,000.00
Emerald		\$	650.00
Exhibitor		\$	450.00
Sapphire		\$	250.00

**Social Event Sponsorship Opportunities**

**Monte Carlo Night**

High Roller		\$	3,000.00
Ace		\$	1,000.00
Disc Jockey Sponsor		\$	1,000.00
Photography sponsor		\$	750.00
Raffle Grand Prize Sponsor		\$	500.00
King		\$	500.00
Decorations Sponsor		\$	300.00
Coffee Sponsor		\$	200.00

**Billiards Tournament**

Game Ball		\$	750.00
High Run (Table Sponsor)		\$	500.00
Drink Bucks		\$	300.00

**Day at the Races**

Win		\$	1,000.00
Place		\$	500.00
Show		\$	250.00

**Golf Tournament**

Eagle		\$	3,000.00
Birdie		\$	1,000.00
Par		\$	500.00
Hole in One		\$	750.00
Putting Contest		\$	500.00
Driving Range		\$	500.00
Breakfast/Lunch		\$	350.00
Mulligans		\$	300.00
Drink Bucks		\$	250.00
Decorations		\$	200.00
Water for Golf Carts (Limited to the first 4 sponsorships)		\$	200.00

**Morning Educational Programs - 4 per year**

Program Sponsor	# of programs	X	\$	200.00	
<b>Other Marketing Opportunities</b>					
<b>Website</b>					
Weblink - 12 consecutive months			\$	180.00	
Website Banner Ad -- Premium Placement			\$	700.00	
Website Banner Ad - Standard Placement			\$	450.00	
	Total				
	Less Discount (if applicable)				
	Sub Total				
	Non Discounted Raffle Prize Cash Sponsor				
	Suggested CLAC Donation				\$25
	CLAC E-Newsletter Sponsorship				
	Baker/Dolnick or CLAC donation				
	Grand Total				

**Marketing Plan Discounts**

Purchases of \$8500.00+                      15% Discount  
Purchases of \$6000 - 8499.00              10% Discount

**Non - Discounted Raffle Prize Cash Sponsor**

Golf Tournament      Amount of Donation (in \$100.00 increments) \$ \_\_\_\_\_  
Monte Carlo Night      Amount of Donation (in \$100.00 increments) \$ \_\_\_\_\_

I am interested in purchasing and donating a prize for the 2010 Golf Tournament, please contact me!  (indicate by placing  
I am interested in purchasing and donating a prize for the 2010 Monte Carlo Night, please contact me!  a check in the box)

**Non - Discounted Donation Opportunities**

CLAC (California Legislative Action Committee)                      Amount of Donation      \$ \_\_\_\_\_  
CLAC E-Newsletter Sponsorship (\$100/issue, 4 per year)      \_\_\_ issues @ \$100      \$ \_\_\_\_\_  
Baker Dolnick Education Foundation                      Amount of Donation      \$ \_\_\_\_\_  
*Provides CAI membership scholarships to homeowners*

**Payment Plan - for \$3000.00 level and up**

1/2 of grand total due January 4, 2010  
1/2 of grand total due February 1, 2010

**All purchases of \$1 - 2999.00, payment is due in full with mailing of this form**

**Terms and Conditions**

Benefits of sponsorship are subject to change without notice. Please pay from this order form, a separate billing will not follow. Events may be cancelled without prior notice. Should an event be cancelled, payment for the event shall be fully refunded. Some levels of sponsorships are limited to a specific number. All sponsorships are on a first-come, first-serve basis. Payment plan is available only to Platinum, Gold and Bronze marketing plan sponsor levels. All others must remit full payment with the order form. Plan payments must be received IN FULL by 2-1-10 to receive the discount and company name on signage. Any late payments will void the discount and you will be billed for the difference. Sorry, no exceptions. Discounts are not cumulative. **This agreement must be received by the chapter office no later than December 31, 2009** in order to be accepted into the Marketing Plan

**Agreement**

The undersigned represents that they have the authority to enter into this agreement on behalf of the company, and hereby accepts and agrees to be bound by the terms and conditions herein.

Signature \_\_\_\_\_

Date \_\_\_\_\_

Printed Name \_\_\_\_\_

**Company Information**

Company Name \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

Fax \_\_\_\_\_

\_\_\_\_\_

E-Mail \_\_\_\_\_

Contact Person \_\_\_\_\_

**Method of Payment**

Check      Amount Enclosed \$ \_\_\_\_\_

Master Card    Card # \_\_\_\_\_      Exp. \_\_\_\_\_

Visa Card      Card # \_\_\_\_\_      Exp. \_\_\_\_\_

American Express    Card # \_\_\_\_\_      Exp. \_\_\_\_\_

Credit Card Billing Address Zip Code \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

**Please keep a copy for your records and return all four pages of this form no later than December 31, 2009 to:**

CAI San Diego Chapter  
1081 Camino del Rio South, Suite 207  
San Diego, CA 92108  
Phone: 619-299-1376  
Fax: 619-299-1377  
Web: cai-sd.org