2020 INDUSTRY PARTNER PROMOTIONAL OPPORTUNITIES

CACM

Revised 11/06/19

Connect and Build Powerful Relationships with California Community Managers

CACM is the only California-specific resource for community managers offering Industry Partners access to market their products or services to members statewide. It is our goal to provide quality opportunities for you to interact with these professionals that brand your company as a "go-to" provider within California.

All of the promotional opportunities detailed in this guide are designed to help you showcase your business and expertise in front of thousands of community managers, both regionally and statewide.

Why do business with California community managers?

Because they:

- Represent more than 53,400 associations (nearly 20% of the associations nationwide)
- Guide and implement the decisions of association boards
- Impact the development of communities' annual budgets and maintenance programs- which represent a combined total of more than $12.9 billion in buying power

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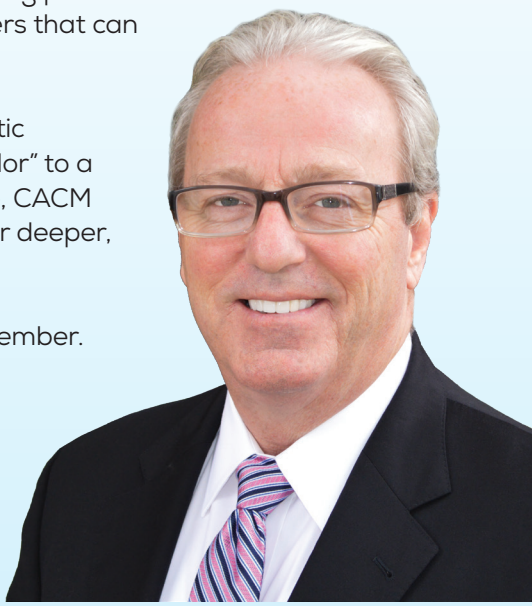
Our Industry Partner Plus and Industry Partner members offer unique perspectives on the industry and opportunities to solve complex issues that managers face on a day-to-day basis. Simply put – the industry needs you! You are an integral part of supporting education for our professional community manager members. Your support means that CACM can continue to focus on leading the community management industry in education, legislation and professionalism. For that, we are sincerely grateful.

We are proud that your membership dollars provide you statewide coverage of your marketing efforts. Unlike other organizations that require individual chapter dues and have their own set of sponsorships for you to commit to, CACM has one membership fee that allows you the freedom to use your marketing dollars in any (or all) regions of the state. The CACM team is ready to help you customize a marketing plan tailored to your business' needs. Furthermore, CACM limits the number of service providers that can take part in any one event.

Why is that important to you? We understand that your desire is to build authentic relationships with prospective manager clients that move you from a mere "vendor" to a true expert in your field – their trusted resource. In order to deliver on your desire, CACM ensures that suppliers meet managers in an environment that clears the path for deeper, more meaningful connections.

We sincerely hope you'll take advantage of all that CACM provides to you as a member. Here's to a successful and prosperous year together!

Thomas Freeley, President & CEO



2020 CACM Event Calendar

JANUARY
No scheduled events.

FEBRUARY
6-7 Northern California Law Seminar & Expo
Santa Clara Convention Center, Santa Clara

MARCH
12-13 Southern California Law Seminar & Expo
Disneyland Hotel & Convention Center
Anaheim

APRIL
No scheduled events.

MAY
5 Bakersfield Spring Forum (Luncheon)

6 Pomona Spring Forum (Luncheon)

12 Sacramento Spring Forum (Breakfast)

13 East Bay Spring Forum (Luncheon)

14 South Bay Spring Forum (Luncheon)

15 CACM Golf Classic (Northern California)
The Villages Golf & Country Club, San Jose

18 CACM Golf Classic (Coachella Valley)
Monterey Country Club
Palm Desert

20 Coachella Valley Spring Forum (Breakfast)

28 San Diego Spring Forum (Luncheon)

29 Orange County Spring Forum (Afternoon Networking Happy Hour)

JUNE
11-12 Executive Leadership Summit
Loews Coronado Bay, Coronado

JULY
No scheduled events.

AUGUST
No scheduled events.

SEPTEMBER
25 Orange County Fall Forum (Afternoon Networking Happy Hour)

29 Bakersfield Fall Forum (Luncheon)

30 Pomona Fall Forum (Luncheon)

OCTOBER
8-9 High Rise & Large Scale Summits
Northern California

14 San Diego Fall Forum (Luncheon)

20 Sacramento Fall Forum (Breakfast)

21 East Bay Fall Forum (Luncheon)

22 South Bay Fall Forum (Luncheon)

26 CACM Golf Classic: Trick or Tee (Southern California)
Oak Creek Golf Club, Irvine

28 Coachella Valley Fall Forum (Breakfast)

NOVEMBER
No scheduled events.

DECEMBER
4 Southern California Holiday Party

9 Northern California Holiday Party

TBD Local Holiday Experiences (3 throughout California)

A Look At CACM

- 2,127 Management company and manager members
- CACM members represent more than 53,400 associations
- California represents 20% of associations nationwide
- CACM is the only California-specific resource for the community management industry
- One membership fee provides Industry Partners with statewide coverage of marketing efforts

2020 CACM PROMOTIONAL OPPORTUNITIES CALENDAR

Location and date are subject to change. Visit cacm.org for up-to-date scheduling.

DATE	EVENT/PUBLICATION	LOCATION	PROMOTIONAL OPPORTUNITY	PRICE	INFO ON PAGE
JANUARY					
No Scheduled Events					
FEBRUARY					
6-7	Law Seminar & Expo	Northern California	Conference Bags	$10,000	9
6-7			Conference Lanyards	$8,000	9
6-7			Hotel Keycard & Presentation Folder Sponsor	$7,500	10
6-7			Event Photographer Sponsor	$5,000	10
6-7			Event App Experience Sponsor	$5,000	13
6-7			Exhibit Hall WiFi Sponsor	$4,000	11
6			Vision Award Sponsor	$3,000	14
6			Welcome Champagne Sponsor	$3,000	14
6			Vision Awards Entertainment Sponsor	$3,000	14
6			General Session Keynote Sponsor	$3,000	11
5			Professional Development Sponsor	$3,000	11
6-7			Registration Sponsor	$2,500	11
6-7			Luncheon Sponsor	$2,500	12
6 or 7			Breakfast Sponsor	$2,000	12
6			Vision Awards Bar	$2,000	14
6-7			Exhibit Hall Aisle Sign Sponsor	$1,500	12
6 or 7			Education Session Sponsor	$1,250	12
6-7			Coffee/Refreshment Break	$1,000	12
6-7			Event App Banner Ad & Landing	$1,000	13
6-7			Event App Push Notification	$1,000	13
6-7			Gamification Experience	$1,000	13
6-7			Law Seminar Scholarship Fund	$500	15
6-7			Event Listing Enhancements	Varies	15
15	E-Newsletter (myCommunity)	Online	Second Quarter Sponsor Deadline	$450	37
24	Vision Magazine	Online Publication	Spring 2020 Ad Deadline	Varies	42
MARCH					
12-13	Law Seminar & Expo	Southern California	Conference Bags	$10,000	9
12-13			Conference Lanyards	$8,000	9
12-13			Event Photographer Sponsor	$5,000	10
12-13			Event App Experience Sponsor	$5,000	13
12-13			Hotel Keycard Presentation Folder Sponsor	$4,500	10
12-13			Exhibit Hall WiFi Sponsor	$4,000	11
12			Vision Award Sponsor	$3,000	14
12			Welcome Champagne Sponsor	$3,000	14
12			Vision Awards Entertainment Sponsor	$3,000	14
12			General Session Keynote Sponsor	$3,000	11
11			Professional Development Sponsor	$3,000	11
12-13			Registration Sponsor	$2,500	11
12-13			Luncheon Sponsor	$2,500	12
12 or 13			Breakfast Sponsor	$2,000	12
12			Vision Awards Bar	$2,000	14
12-13			Exhibit Hall Aisle Sign Sponsor	$1,500	12
12 or 13			Education Session Sponsor	$1,250	12
12-13			Coffee/Refreshment Break	$1,000	12
12-13			Event App Banner Ad & Landing	$1,000	13
12-13			Event App Push Notification	$1,000	13
12-13			Gamification Experience	$1,000	13
12-13			Law Seminar Scholarship Fund	$500	15
12-13			Event Listing Enhancements	Varies	15
APRIL					
No Scheduled Events					

2020 CACM PROMOTIONAL OPPORTUNITIES CALENDAR

Location and date are subject to change. Visit cacm.org for up-to-date scheduling.

DATE	EVENT/PUBLICATION	LOCATION	PROMOTIONAL OPPORTUNITY	PRICE	INFO ON PAGE
MAY					
5	Forum Luncheon	Bakersfield	Manager Table Sponsor	$600	26
5		Bakersfield	Tabletop Display Sponsor	$600	26
5		Bakersfield	Meet and Greet Sponsor	$600	26
6	Forum Luncheon	Pomona	Manager Table Sponsor	$600	26
6		Pomona	Tabletop Display Sponsor	$600	26
6		Pomona	Meet and Greet Sponsor	$600	26
12	Forum Breakfast	Sacramento	Manager Table Sponsor	$600	26
12		Sacramento	Tabletop Display Sponsor	$600	26
12		Sacramento	Meet and Greet Sponsor	$600	26
13	Forum Luncheon	East Bay	Manager Table Sponsor	$600	26
13		East Bay	Tabletop Display Sponsor	$600	26
13		East Bay	Meet and Greet Sponsor	$600	26
14	Forum Luncheon	South Bay	Manager Table Sponsor	$600	26
14		South Bay	Tabletop Display Sponsor	$600	26
14		South Bay	Meet and Greet Sponsor	$600	26
15	E-Newsletter (myCommunity)	Online	Third Quarter Sponsor Deadline	$450	38
15	CACM Golf Classic	Northern California		Varies	17
18	CACM Golf Classic	Coachella Valley		Varies	17
20	Forum Breakfast	Coachella Valley	Manager Table Sponsor	$600	26
20		Coachella Valley	Tabletop Display Sponsor	$600	26
20		Coachella Valley	Meet and Greet Sponsor	$600	26
21	Forum Luncheon	San Diego	Manager Table Sponsor	$600	26
21		San Diego	Tabletop Display Sponsor	$600	26
21		San Diego	Meet and Greet Sponsor	$600	26
22	Vision Magazine	Print Publication	2020 Summer Ad Deadline	Varies	42
29	Forum Afternoon Networking Happy Hour	Orange County	Manager Table Sponsor	$600	26
29		Orange County	Tabletop Display Sponsor	$600	26
29		Orange County	Meet and Greet Sponsor	$600	26
JUNE					
11-12	Executive Leadership Summit	Coronado	Premier Event Sponsor	$4,500	24
11-12	Executive Leadership Summit	Coronado	Executive Sponsor	$2,500	24
JULY					
27	Law Journal Legal Directory	Digital Publication	2020/2021 Listing Deadline	$950	43
AUGUST					
15	E-Newsletter (myCommunity)	Online	Fourth Quarter Sponsor Deadline	$450	38
24	Vision Magazine	Digital Publication	Fall 2020 Ad Deadline	Varies	42
SEPTEMBER					
29	Forum Luncheon	Bakersfield	Manager Table Sponsor	$600	26
29		Bakersfield	Tabletop Display Sponsor	$600	26
29		Bakersfield	Meet and Greet Sponsor	$600	26
30	Forum Luncheon	Pomona	Manager Table Sponsor	$600	26
30		Pomona	Tabletop Display Sponsor	$600	26
30		Pomona	Meet and Greet Sponsor	$600	26
*25	Forum Afternoon Networking Happy Hour	Orange County			26
OCTOBER					
8-9	High Rise & Large Scale Summits	Northern California		Varies	25
14	Forum Luncheon	San Diego	Manager Table Sponsor	$600	26
14		San Diego	Tabletop Display Sponsor	$600	26
14		San Diego	Meet and Greet Sponsor	$600	26
Sept. 25*	Forum Afternoon Networking Happy Hour	Orange County	Manager Table Sponsor	$600	26
Sept 25*		Orange County	Tabletop Display Sponsor	$600	26
Sept. 25*		Orange County	Meet and Greet Sponsor	$600	26
20	Forum Breakfast	Sacramento	Manager Table Sponsor	$600	26
20		Sacramento	Tabletop Display Sponsor	$600	26
20		Sacramento	Meet and Greet Sponsor	$600	26
21	Forum Luncheon	East Bay	Manager Table Sponsor	$600	26
21		East Bay	Tabletop Display Sponsor	$600	26
21		East Bay	Meet and Greet Sponsor	$600	26
22	Forum Luncheon	South Bay	Manager Table Sponsor	$600	26
22		South Bay	Tabletop Display Sponsor	$600	26
22		South Bay	Meet and Greet Sponsor	$600	26
26	Golf Classic: Trick or Tee	Southern California		Varies	17

2020 CACM PROMOTIONAL OPPORTUNITIES CALENDAR

Location and date are subject to change. Visit cacm.org for up-to-date scheduling.

DATE	EVENT/PUBLICATION	LOCATION	PROMOTIONAL OPPORTUNITY	PRICE	INFO ON PAGE
OCTOBER					
28	Forum Breakfast	Coachella Valley	Manager Table Sponsor	$600	26
28		Coachella Valley	Tabletop Display Sponsor	$600	26
28		Coachella Valley	Meet and Greet Sponsor	$600	26
NOVEMBER					
2	Vision Magazine	Print Publication	2020 Winter Ad Deadline	Varies	42
16	E-Newsletter (myCommunity)	Online	Full Year Sponsor Deadline	$1600	38
16	E-Newsletter (myCommunity)	Online	First Quarter Sponsor Deadline	$450	38
DECEMBER					
4	Holiday Party	Southern California	Premier Sponsor	$4,000	28
			Photography Sponsor	$3,000	28
			Entertainment Sponsor	$2,000	28
			Drink Ticket Sponsor	$1,500	28
			Networking Sponsor	$600	28
9	Holiday Party	Northern California	Premier Sponsor	$4,000	28
			Photography Sponsor	$3,000	28
			Entertainment Sponsor	$2,000	28
			Drink Ticket Sponsor	$1,500	28
			Networking Sponsor	$600	28
TBD	Local Holiday Experiences (3 throughout CA)			Varies	28

NORTHERN & SOUTHERN CALIFORNIA LAW SEMINAR & EXPO SPONSORSHIP OPPORTUNITIES

NORTHERN CALIFORNIA
FEBRUARY 5 - 7, 2020
SANTA CLARA CONVENTION CENTER

SOUTHERN CALIFORNIA
MARCH 11-13, 2020
DISNEYLAND HOTEL & CONVENTION CENTER

MAXIMIZE YOUR PRESENCE AT THE LAW SEMINAR & EXPOS, CACM'S MOST HIGHLY ANTICIPATED EVENTS OF THE YEAR.

More than 500 community managers come together for each of these two-day events providing them with up-to-the minute legislative information from California legal experts and an exhibit hall packed with the latest offerings from industry service providers like you.

CONFERENCE BAG SPONSOR EXCLUSIVE

$10,000 SINGLE EXPO

SoCal available

2019 Law Seminar

WHAT YOU GET

- Priority booth registration (deadline applies)
- $800 discount on exhibitor booth cost
- Company name/logo on conference bag
- Distribution of company promotional piece in bag, if desired (CACM pre-approval required)
- Featured sponsor icon on event app menu screen
- Complimentary sponsor enhanced listing on the event app* ($400 value)
- Complimentary 90-day standard banner ad on CACM website scheduled around event ($750 value)
- Logo recognition on signage at event
- Company name recognition in Vision magazine, promotional mailings and event app
- Six (6) passes for company representatives to Vision Awards
- Logo linked to sponsor's website in email promotions and on CACM website

CONFERENCE LANYARD SPONSOR EXCLUSIVE

$8,000 SINGLE EXPO
$12,000 BOTH EXPOS

SOLD

WHAT YOU GET

- Priority booth registration (deadline applies)
- $500 discount on exhibitor booth cost
- Company name/logo on lanyards
- Featured sponsor icon on event app menu screen
- Complimentary enhanced listing on the event app* ($400 value)
- Complimentary 90-day standard banner ad on CACM website scheduled around event ($750 value)
- Logo recognition on signage at event
- Company name recognition in Vision magazine, promotional mailings and event app
- Four (4) passes for company representatives to Vision Awards
- Logo linked to sponsor's website in email promotions and on CACM website

HOTEL KEYCARD & PRESENTATION FOLDER SPONSOR

$7,500

EXCLUSIVE
NORCAL ONLY

- Priority booth registration (deadline applies)
- $500 discount on exhibitor booth cost
- Company & CACM branding on attendee guest room keycards (artwork provided by sponsor; deadline applies – approval by CACM)
- Company & CACM branding on attendee guest room keycard presentation folders (artwork provided by sponsor; deadline applies – approval by CACM)
- Featured sponsor icon on event app menu screen
- Mention in Welcome Letter provided to all CACM attendee hotel guests
- Complimentary enhanced listing on the event app* ($400 value)
- Complimentary 90-day standard banner ad on CACM website scheduled around event ($750 value)
- Logo recognition on signage at event
- Company name in Vision magazine, promotional mailings and event app
- Four (4) passes for company representatives to Vision Awards
- Logo linked to sponsor's website in email promotions and on CACM website

HOTEL KEYCARD PRESENTATION FOLDER SPONSOR

$4,500

EXCLUSIVE
SOCAL ONLY

- Company and CACM branding on attendee guest room keycard presentation folders (artwork provided by sponsor; deadline applies – subject to approval by Disney and CACM)
- Mention in Welcome Letter provided to all CACM attendee hotel guests
- Complimentary enhanced listing on the event app* ($400 value)
- Complimentary 60-day standard banner ad on CACM website scheduled around event ($500 value)
- Logo recognition on signage at event
- Company name in Vision magazine, promotional mailings and event app
- Three (3) passes for company representatives to Vision Awards
- Company name linked to sponsor's website in email promotions and on CACM website

EVENT PHOTOGRAPHER SPONSOR

$5,000

EXCLUSIVE

SoCal available

- Priority booth registration (deadline applies)
- Business card with photo gallery link and sponsored by company name/logo
- Post event, logo branding on all photos loaded to the CACM online photo gallery for viewing
- Inclusion in the post event thank you message from CACM providing attendees with the link for viewing photos
- Complimentary enhanced listing on the event app* ($400 value)
- Complimentary 60-day standard banner ad on CACM website scheduled around event ($500 value)
- Company name in Vision magazine, promotional mailings and event app
- Three (3) passes for company representatives to Vision Awards
- Logo linked to sponsor's website in email promotions and on CACM website

EXCLUSIVE

EXHIBIT HALL WI-FI SPONSOR

$4,000

- Company name/logo recognition on Wi-Fi page
- In-App notification and signage to attendees of Wi-Fi sponsor on the event app* ($400 value)
- Complimentary 60-day standard banner ad of CACM website ($500 value)
- Three (3) passes for company representatives to Vision Awards
- Company name linked to sponsor's website in email promotions and on CACM website

2019 Law Seminar

EXCLUSIVE

SOLD

REGISTRATION SPONSOR

$2,500

- Company name/logo on electronic confirmation received by all attendees
- Signage at the registration desk
- Complimentary enhanced listing on the event app* ($400 value)
- Three (3) passes for company representatives to Vision Awards
- Company name linked to sponsor's website in email promotions and on CACM website

EXCLUSIVE

SoCal available

GENERAL SESSION KEYNOTE SPONSOR

$3,000

- Logo, website and 50-word company bio on session materials
- A six-foot draped table for the display of marketing materials outside session room
- Branded gobo inside the General Session Room
- Complimentary enhanced listing on the event app* ($400 value)
- Three (3) passes for company representatives to Vision Awards
- Company name linked to sponsor's website in email promotions and on CACM website

EXCLUSIVE

PROFESSIONAL DEVELOPMENT SPONSOR

$3,000

Sponsor Pre-Law Seminar CACM Certification Courses (Wednesday)

- Meet and welcome new community managers to the industry
- A six-foot draped table for the display of marketing materials outside session room
- Three (3) passes for company representatives to Vision Awards
- Company name linked to sponsor's website in email promotions and on CACM website

BREAKFAST SPONSOR

$2,000

- A six-foot draped table for the display of marketing materials in breakfast area
- Company name/logo recognition on signage near breakfast
- Two (2) passes for company representatives to Vision Awards
- Company name linked to sponsor's website in email promotions and on CACM website

2019 Law Seminar

COFFEE/REFRESHMENT BREAK SPONSOR

$1,000

- Company name/logo recognition on sign near coffee/refreshments for breaks
- Meet manager attendees at the coffee station
- Two (2) passes for company representatives to Vision Awards
- Company name linked to sponsor's website in email promotions and on CACM website

EXHIBIT HALL AISLE SIGN

$1,500

- Opportunity to increase your company's visibility and remind attendees to visit your booth
- Company logo and booth number on a selected aisle sign
- Aisle sign, 2' x 3', in full color
- Company name linked to sponsor's website in email promotions and on CACM website

2019 Law Seminar

EDUCATION SESSION SPONSOR

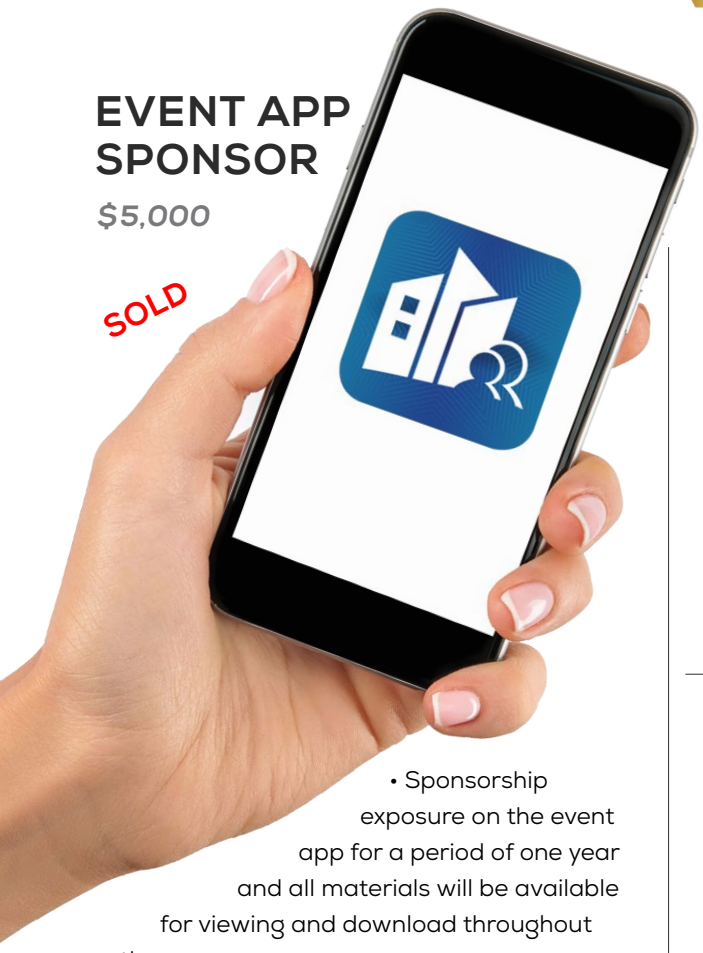
$1,250

- Company logo, website and 50-word company bio on session materials
- A six-foot draped table for the display of marketing materials outside session room
- Two (2) passes for company representatives to Vision Awards
- Company name linked to sponsor's website in email promotions and on CACM website

LUNCHEON SPONSOR

$2,500

- Sponsorship of lunch Thursday and Friday
- Luncheon table sign featuring company name/logo (lunch provided for all attendees)
- Recognition from stage by host
- Logo displayed on one slide
- Two (2) passes for company representatives to Vision Awards
- Company name linked to sponsor's website in email promotions and on CACM website



EVENT APP SPONSOR

$5,000

SOLD

- Sponsorship exposure on the event app for a period of one year and all materials will be available for viewing and download throughout the year
- Rotating banner ad (Ad rotates at the top of the app dashboard page and click-through to a full-screen App landing page)
- Multi-media video message (Sponsor provided video is downloadable from the exhibitor profile)
- Two push notifications to drive attendees to your booth (One notification daily)
- Exhibitor directory row highlighting (Background color draws attention to the overall App sponsor's listing in the exhibitor directory)
- Exhibit hall map booth background (Sponsor's booth space background is colorized on the interactive exhibit floor map)
- Complimentary enhanced listing on the event app* ($400 value)
- Three (3) passes for company representatives to Vision Awards
- Logo linked to sponsor's website in email promotions and on CACM website

EVENT APP BANNER AD AND LANDING PAGE PACKAGE

$1,000

- Sponsorship of the app is for a period of one year and all materials will be available for viewing and download throughout the year
- Rotating banner ad (Ad rotates at the top of the app Dashboard page and click-through to a full-screen App landing page.
- Full Screen App Landing Page (Customized page about your product, service or show specials will lead users to exhibitor listing or provided webpage URL)

EVENT APP PUSH NOTIFICATIONS

$1,000

Push notification alerts for both Apple and Android app versions will make it easy for users to simply tap the message to open the app and be taken to the alert message. Ways to make the most of your push notifications:

- One push notification to drive traffic to your booth with a giveaway or other on-site promotion
- Send an "after event message alert" to attendees with a special offer

GAMIFICATION EXPERIENCE SPONSOR

$1,000

In line with our theme, Hall of Fame, this interactive game guides manager attendees through the star-studded aisles of the exhibit hall. Attendees will stop once at sponsor's booth to obtain a custom code that will unveil the next stop on our star map. Ensure your company is one of the stops along the way with this customized and interactive experience.

- Company name linked to sponsor's website in email promotions and on CACM website

2020 VISION AWARDS BANQUET

Through the Vision Awards Program, CACM identifies those who exemplify the very best in the profession of community management; honors their contributions to the profession; and recognizes the positive difference that they have made in the lives of their colleagues, association homeowners and the communities that they serve.

VISION AWARD SPONSOR

$3,000

- VIP area access with high boy table near the stage, including two bottles of wine
- Pre-Award networking with nominees
- Announce nominees and winner of a Vision Award
- Post event, logo branding on the CACM online photo gallery for viewing
- Complimentary enhanced listing on the event app* ($400 value)
- Complimentary 60-day standard banner ad on CACM website scheduled around event ($500 value)
- Company name in Vision magazine, promotional mailings and event app
- Three (3) passes for company representatives to Vision Awards
- Logo linked to sponsor's website in email promotions and on CACM website

ENTERTAINMENT SPONSOR

EXCLUSIVE SOLD

$3,000

- Opportunity to introduce the entertainment from stage
- Company recognition from entertainment
- Opportunity to provide a prize drawing on stage during the entertainment introduction
- Sign featuring company name/logo near entertainment
- Three (3) passes for company representatives to Vision Awards
- Company name linked to sponsor's website in email promotions and on CACM website

WELCOME CHAMPAGNE SPONSOR

SoCal Available SOLD EXCLUSIVE

$3,000

- Champagne tower at entrance of Awards Show with signage
- Make a toast/welcome to all the attendees
- Company name/logo recognition on signage at Vision Awards
- Complimentary enhanced listing on the event app's exhibitor page* ($400 value)
- Two (2) passes for company representatives to Vision Awards
- Company name linked to sponsor's website in email promotions and on CACM website

VISION AWARD BAR SPONSOR

$2,000

- CACM to produce marketing piece with company logo to pass out to attendees promoting sponsorship
- Company name/logo recognition on signage at Vision Awards
- Complimentary enhanced listing on the event app's exhibitor page* ($400 value)
- Two (2) passes for company representatives to Vision Awards
- Company name linked to sponsor's website in email promotions and on CACM website

LAW SEMINAR EDUCATION SCHOLARSHIP FUND

$500

Show your commitment to education and professional development within the community management industry. This is a must-sponsor for those businesses unable to attend the Seminar.

- Dedicated social media thank you message with company website link on CACM's Facebook and LinkedIn pages for each $500 individual manager scholarship provided
- Provides CACM Law Seminar attendance for one community manager
- Company name linked to sponsor's website in email promotions and on CACM website

DIGITAL BANNER ADS ON CACM WEBSITE

$625 – $1,125

An eye-catching tool for gaining visibility, this sponsorship will draw attendees to your booth in a fun and engaging way. Having your banner ad on the CACM website allows you to be seen by thousands of visitors to be linked back to your company website. Special 6-month pricing for Exhibitors and Sponsors (value of 50%)

EVENT LISTING ENHANCEMENTS

$100 EACH OR $250 FOR A COMPLETE ENHANCEMENT PACKAGE (SAVE $50)

Designed to promote maximum engagement between you and the manager attendees. Sponsors automatically receive a basic listing that includes company name and website, but there are plenty of ways to make your listing stand out from the rest.

- Add your company description, logo, and social media links

CACM 2020 Law Seminar & Expo Sponsorship Contract

LAW SEMINAR SPONSORSHIPS		NORTHERN CALIFORNIA	SOUTHERN CALIFORNIA
Expo Conference Bag Exclusive	$10,000	SOLD	☐
Conference Lanyard Exclusive	$12,000	SOLD	SOLD
Expo Conference Bag	$10,000	SOLD	☐
Conference Lanyard	$8,000	SOLD	SOLD
Hotel Keycard	$7,500	☐	
Vision Award	$3,000	☐	☐
Event Photographer	$5,000	SOLD	☐
Event App Experience	$5,000	SOLD	SOLD
Hotel Keycard Presentation Folder	$4,500		☐
Exhibit Hall Wi-Fi	$4,000	☐	☐
Welcome Champagne	$3,000	SOLD	☐
Vision Awards Entertainment	$3,000	SOLD	SOLD
General Session Keynote	$3,000	SOLD	☐
Professional Development	$3,000	☐	☐
Registration	$2,500	SOLD	SOLD
Luncheon	$2,500	☐	☐
Breakfast	$2,000	☐	☐
Vision Awards Bar	$2,000	☐	☐
Exhibit Hall Aisle Sign	$1,500	☐	☐
Education Session	$1,250	☐	☐
Coffee/Refreshment Break	$1,000	☐	☐
Event App Banner Ad & Landing Page	$1,000	☐	☐
Event App Push Notification	$1,000	☐	☐
Gamification Experience	$1,000	☐	☐

LAW SEMINAR EDUCATION SCHOLARSHIP FUND		NORTHERN CALIFORNIA	SOUTHERN CALIFORNIA
Scholarship Fund	$500	☐	☐

EVENT LISTING ENHANCEMENTS		NORTHERN CALIFORNIA	SOUTHERN CALIFORNIA
6 month CACM Horizontal Banner Ad	$1,125	☐	☐
6 month CACM Standard Banner Ad	$625	☐	☐
Sponsor Enhancement Package	$250 *(save $50)*	☐	☐
Exhibitor/Sponsor Company Bio	$100	☐	☐
Exhibitor/Sponsor Logo	$100	☐	☐
Exhibitor/Sponsor Social Media Links	$100	☐	☐

STATEMENT OF PHOTO & VIDEO RELEASE
Photography and video recording will be taking place at the event as a part of CACM's ongoing marketing, public relations and social media efforts. By registering and/or attending this event, you grant CACM the right to film and photograph you or your team without compensation and release CACM from all liability in connection with the use and distribution of your likeness.

PLEASE FILL IN ALL FIELDS BELOW

CONTACT NAME/TITLE

COMPANY

STREET ADDRESS

CITY STATE ZIP

WEBSITE

EMAIL

PHONE MOBILE PHONE

PAYMENT METHOD *Full payment must accompany this form.*

☐ Amex ◯ Discover ◯ Mastercard ◯ Visa ◯ Check in the amount of $_____

PLEASE EMAIL A CREDIT CARD RECEIPT TO

CARD NUMBER

CVV EXPIRATION DATE BILLING ZIP CODE

CARDHOLDER NAME *(PRINT CLEARLY)*

AUTHORIZED SIGNATURE

TERMS: Full payment must accompany signed contract. CACM reserves the right to refuse any contract or to cancel any contract it deems appropriate to avoid conflicts of interest. Prepayment is required prior to all events. Cancellation of sponsorship contract will result in a 50% processing fee, plus related costs. No refund will be given within 120 days of event. Refunds or cancellations cannot be made after any promotional materials have been created.

NOTE: Sponsorships are reserved on a first come, first served basis and does not include entrance to the exhibit hall.
*Enhanced listing includes: logo, company description, and contact information, link to website and social media sites and link to company collateral/PDF

*The advertiser is responsible for providing all digital artwork matching CACM specifications and related information (such as website URL link) prior to banner ad placement. CACM reserves the right to determine ad placement location on the site and the right to withdraw or deny placement of a banner ad which it determines in its sole discretion to be inappropriate.

I acknowledge and accept all terms and policies on this form.

AUTHORIZED SIGNATURE DATE

PRINT NAME TITLE

PLEASE REMIT FORM TO

CACM

CACM via email **marketing@cacm.org** or

California Association of Community Managers, Inc.
Attn: Marketing
23461 South Pointe Dr. Ste. 200
Laguna Hills, CA 92653

CACM
California Association of Community Managers

2020
NORTHERN & SOUTHERN TOURNAMENTS

Sponsorship Opportunities

SPONSORSHIP OPPORTUNITIES & BENEFITS

PLATINUM SPONSOR $6,000

- Sponsor will have priority placement at the course's 3-Hole turn*
- A foursome which includes Tournament Awards Dinner
- Sponsor name/logo will appear with tournament name in all promotional materials
- Social media mentions on CACM's social media channels (LinkedIn, Facebook, Twitter & Instagram). Dates and content to be mutually determined by sponsor and CACM.
- Prominent placement of sponsor logo on event website with a hyperlink to company website
- Sponsor name will appear with tournament name on special signage at tournament entrance and sponsor board
- Special recognition at Tournament Awards Dinner
- Inclusion in the post event thank you message from CACM

GOLD SPONSOR $4,000

- Sponsor will have priority placement at the course's 2-Hole turn*
- A twosome which includes Tournament Awards Dinner
- Sponsor name/logo will be on all promotional materials
- Social media mentions on CACM's social media channels (LinkedIn, Facebook, Twitter & Instagram). Dates and content to be mutually determined by sponsor and CACM.
- Prominent placement of sponsor logo on event website with a hyperlink to company website
- Sponsor name will appear with tournament name on special signage at tournament entrance and sponsor board
- Special recognition at Tournament Awards Dinner
- Inclusion in the post event thank you message from CACM

CACM is delighted to bring unique networking opportunities to the membership. Join over 100 fellow golfers for a day of golf, prizes and networking.

CACM takes pride in developing mutually beneficial partnerships with industry partners. Our sponsorship opportunities are designed to complement strategic marketing objectives, foster new opportunities and increase visibility amongst the leaders of the California community management industry.

**All costs associated with sponsorship levels, including the serving of alcoholic beverages, are the responsibility of the sponsor.*

SPONSORSHIP OPPORTUNITIES & BENEFITS

Food Truck Sponsors
$3,000

- Sponsor name/logo will be on all promotional materials
- Invitation for one to the Tournament Awards Dinner
- Social media mention on CACM's social media channels (LinkedIn, Facebook, Twitter & Instagram). Dates and content to be mutually determined by sponsor and CACM.
- Prominent placement of sponsor logo on event website with a hyperlink to company website
- Sponsor name will appear with tournament name on special signage at tournament entrance and sponsor board
- Special recognition at Tournament Awards Dinner
- Inclusion in the post event thank you message from CACM

Tournament Photographer Sponsor
$2,500

- Invitation for one to the Tournament Awards Dinner
- Prominent placement of sponsor logo on event website with a hyperlink to company website
- Post event co-branding on all photos loaded to the CACM photo gallery for viewing
- Inclusion in the post event thank you message from CACM providing golfers with viewing
- Special recognition at Tournament Awards Dinner

SPONSORSHIP OPPORTUNITIES & BENEFITS

Mulligan Sponsor
$1,500

- Opportunity to provide branded golf ball to use as Mulligan balls that will raise money and awareness for the CACM Strong Foundation.
- Sponsor name/logo will be on all promotional materials
- Social media mention on CACM's social media channels (LinkedIn, Facebook, Twitter & Instagram). Dates and content to be mutually determined by sponsor and CACM.
- Prominent placement of sponsor logo on event website with a hyperlink to company website
- Sponsor name will appear with tournament name on special signage at tournament entrance and sponsor board
- Invitation for one to the Tournament Awards Dinner
- Special recognition at Tournament Awards Dinner

*Registration Beverage Sponsor**
$1,500

- Branded signage as registration beverage sponsor near registration area
- Table at registration area
- Company name with a hyperlink to company website on event website
- Sponsor name will appear with tournament name on sponsor board
- Invitation for one to the Tournament Awards Dinner

Golf Cart Sponsor
$1,000

- Sponsor logo on windshield insert for all carts during the tournament
- Company name with a hyperlink to company website on event website
- Sponsor name will appear with tournament name on sponsor board
- Invitation for one to the Tournament Awards Dinner

Adult Beverage Tee Box Sponsor*
$1,000

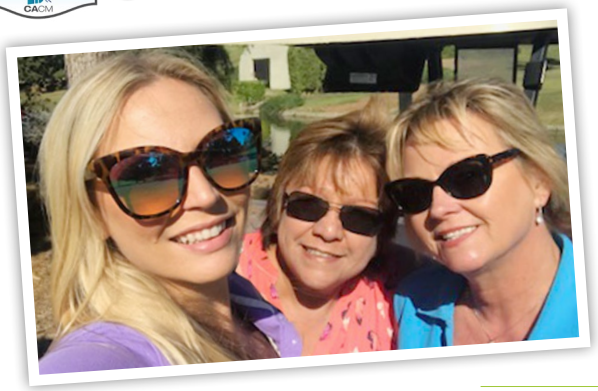
- Company logo on signage at specified priority Tee Box location
- Company name with a hyperlink to company website on event website
- Sponsor name will appear with tournament name on sponsor board
- Invitation for one to the Tournament Awards Dinner

Swag Bag Sponsor
$1,000

- Sponsor logo included on tournament swag bag
- Company name with a hyperlink to company website on event website
- Sponsor name will appear with tournament name on sponsor board
- Invitation for one to the Tournament Awards Dinner

**All costs associated with sponsorship levels, including the serving of alcoholic beverages, are the responsibility of the sponsor.*

SPONSORSHIP OPPORTUNITIES & BENEFITS



Pin Flag Sponsor $1,000

- Branded Pin flag at hole (flag supplied by sponsor)
- Sponsor name will be on all promotional materials
- Company name with a hyperlink to company website on event website sponsor name will appear with tournament name on sponsor board
- Invitation for one to the Tournament Awards Dinner

Cigar Sponsor $1,000

- Branded table and signage near registration OR near departure of golfers onto the course
- Opportunity to pass out cigars and/or have a cigar roller
- Company name with hyperlink to company website on event website
- Sponsor name will appear with tournament name on sponsor board
- Invitation for one to the Tournament Award Dinner

Registration Table Sponsor $750

- Table provided at registration
- Company name with a hyperlink to company website on event website
- Invitation for one to the Tournament Awards Dinner

Tee Box Sponsor $750

- Company logo on signage at specified priority Tee Box location
- Company name with a hyperlink to company website on event website
- Invitation for one to the Tournament Awards Dinner

Sponsor is not allowed to serve adult beverages at this location.

Bathroom Concierge Sponsor $750

- Opportunity to drive one golf cart throughout course during tournament to escort golfers and sponsors to restroom facilities
- Company name with a hyperlink to company website on event website
- Invitation for one to the Tournament Awards Dinner

Practice Range Sponsor $250

- Opportunity to place a table and/or tent at the location
- Company name with a hyperlink to company website on event website
- Invitation for one to the Tournament Awards Dinner

Swag Sponsor $75

- Opportunity to provide content for golf tournament swag bag

Dinner is not included in this sponsorship. Individual dinner tickets are available for purchase. Examples of quality swag inclusions: sun screen, visor, water bottle, golf tees, golf balls, golf towel, ball cleaner, divot tool, etc.

**All costs associated with sponsorship levels, including the serving of alcoholic beverages, are the responsibility of the sponsor.*

CONTEST & AWARD SPONSORS

Hole in One Sponsor
$2,000

- Opportunity to position a car on tee box as giveaway
- Sponsor name/logo will be on all promotional materials
- Social media mention on CACM's social media channels (LinkedIn, Facebook, Twitter & Instagram). Dates and content to be mutually determined by sponsor and CACM.
- Prominent placement of sponsor logo on event website with a hyperlink to company website
- Sponsor name will appear with tournament name on special signage at tournament entrance and sponsor board
- Invitation for one to the Tournament Awards Dinner
- Special recognition at Tournament Awards Dinner

**Sponsor is allowed to serve adult beverages at this location*

Putting Contest Sponsor
$500

- Two representatives on site to help facilitate the contest
- Company name with a hyperlink to company website on event website
- Opportunity to place a table and/or tent at the location
- Invitation for one to the Tournament Awards Dinner

Closest to the Pin Contest Sponsor
$1,500

- Sponsor name will be on all promotional materials
- Company name with a hyperlink to company website on event website
- Sponsor name will appear with tournament name on sponsor board
- Invitation for one to the Tournament Awards Dinner
- Present award to winner at Tournament Awards Dinner

**Sponsor is allowed to serve adult beverages at this location*

Longest Drive Sponsor (Men)
$1,000

- Sponsor name will be on all promotional materials
- Company name with a hyperlink to company website on event website
- Invitation for one to the Tournament Awards Dinner
- Present Award To Winner at Tournament Awards Dinner

Longest Drive Sponsor (Ladies)
$1,000

- Sponsor name will be on all promotional materials
- Company name with a hyperlink to company website on event website
- Invitation for one to the Tournament Awards Dinner
- Present award to winner at Tournament Awards Dinner

Golf Classic Awards Sponsor
$1,000

- Invitation for one to the Tournament Awards Dinner
- Provide co-branded awards and present to winners at Tournament Awards Dinner In the following categories:
  - Best Costume
  - Best Foursome Costume
  - Lowest Scores (1st, 2nd and 3rd place)
- Highest Score
- Company name with a hyperlink to company website on event website
- Sponsor name will appear with tournament name on sponsor board

**Cost of trophies not included.*

SPONSORSHIP REGISTRATION FORM

Sponsorships

- ☐ Platinum Sponsor | $6,000
- ☐ Gold Sponsor | $4,000
- ☐ Food Truck Sponsor | $3,000
- ☐ Tournament Photographer Sponsor | $2,500 (Exclusive, one available)
- ☐ Hole In One Sponsor | $2,000 (Exclusive, one available)
- ☐ Mulligan Sponsor | $1,500 (Exclusive, one available)
- ☐ Registration Beverage Sponsor | $1,500 (One available)
- ☐ Closest to the Pin Contest Sponsor | $1,500 (Three available)
- ☐ Golf Cart Sponsor | $1,000 (One available)
- ☐ Longest Drive Sponsor (Men) | $1,000 (One available)
- ☐ Longest Drive Sponsor (Ladies) | $1,000 (One available)
- ☐ Golf Classic Awards Sponsor | $1,000 (One available)
- ☐ Adult Beverage Sponsor | $1,000 (Eight available)
- ☐ Swag Bag Sponsor | $1,000 (Three available)
- ☐ Pin Flag Sponsor | $1,000 (Eighteen available)
- ☐ Cigar Sponsor | $1,000 (One available)
- ☐ Tee Box Sponsor | $750 (Six available)
- ☐ Bathroom Concierge Sponsor | $750 (Two available)
- ☐ Registration Table Sponsor | $750 (Six available)
- ☐ Putting Contest Sponsor | $500
- ☐ Practice Range Sponsor | $250 (One available)
- ☐ Swag Sponsor | $75 (Twenty available)

CONTACT NAME/ TITLE

COMPANY

ADDRESS

CITY / STATE / ZIP

WEBSITE

EMAIL

PHONE MOBILE

Payment Method

Full payment must accompany this form.

Please remit form to via email to: *marketing@cacm.org* or mail to:
CACM, Attn: Marketing, 23461 South Pointe Dr., Ste. 200, Laguna Hills, CA 92653

☐ Visa ☐ MasterCard ☐ Amex ☐ Discover

☐ Check Enclosed (made payable to CACM) Total Amount Enclosed: $_____

CARD NUMBER

EXP. DATE CVV CODE

CARDHOLDER'S NAME

AUTHORIZED SIGNATURE

YES, please email credit card receipt to _____

AUTHORIZED SIGNATURE

DATE

Sponsorships are limited and reserved on a first come, first served basis with full payment.

CACM's Golf Classic sponsorships are designed to complement strategic marketing objectives, foster new opportunities and increase visibility amongst leaders of the California community management industry.

TERMS: Full payment must accompany signed contract. Sponsorships are processed on a first come, first served basis. Prepayment is required prior to all events. Cancellation of sponsorship contract or foursome will result in a 50% processing fee, plus related costs.
No refund will be given within 90 days of event. Refunds or cancellations cannot be made after any promotional materials have been created. Submission guidelines and deadlines apply to all sponsorship opportunities. CACM reserves the right to refuse any contract or to cancel any contract it deems appropriate to avoid conflicts of interest. I acknowledge and accept all terms and policies on this form.

STATEMENT OF PHOTO & VIDEO RELEASE
Photography and video recording will be taking place at the event as a part of CACM's ongoing marketing, public relations and social media efforts. By registering and/or attending this event, you grant CACM the right to film and photograph you or your team without compensation and release CACM from all liability in connection with the use and distribution of your likeness.

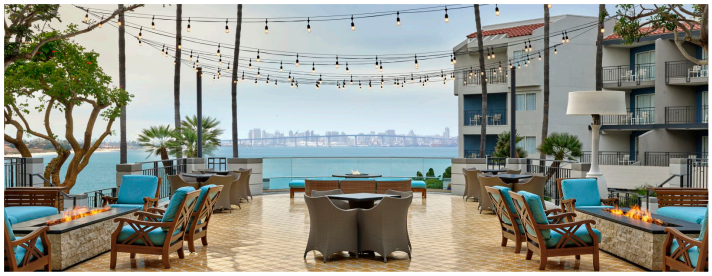
Executive Leadership Summit

June 11-12, 2020
Loews Coronado Bay
4000 Coronado Bay Rd. | Coronado

A rare marketing opportunity that all businesses who service this industry should strongly consider.

Connect with the CEOs and executives from California's top management companies! This once-a-year, professional and collaborative event takes you out of the "vendor" category and into the "knowledgeable leader" category providing you the opportunity to solve industry challenges alongside these top level decision makers!

ABOUT OUR VENUE: Perched on its own 15-acre peninsula, Loews Coronado Bay is a private oasis of tranquility near San Diego. This Coronado hotel offers views of the shimmering bay waters and the San Diego skyline.



PREMIER EVENT SPONSOR

$4,500 (TWO AVAILABLE)

- Conference registration for two company representative (excludes dinner ticket)
- Three tickets to VIP Dinner
- One tabletop display in prime location
- 10% discount on additional conference registrations for company representatives
- Recognition in Vision magazine and program brochure
- Link to sponsor website in email promotions and on CACM website
- Signage at event
- Sponsor ribbon for company attendees
- Electronic list of manager attendees post event

EXECUTIVE SPONSOR

$2,500

- Conference registration for one company representative (excludes dinner ticket)
- Two tickets to VIP Dinner
- 10% discount on additional conference registrations for company representatives
- Recognition in Vision magazine and program brochure
- Link to sponsor website in email promotions and on CACM website
- Signage at event
- Sponsor ribbon for company attendees
- Electronic list of manager attendees post event

TWO DISTINCT SUMMITS FOR TWO VERY UNIQUE MANAGEMENT SPECIALTIES

Premier Sponsorships are released to *Industry Partner Plus* members first. Ask how you can upgrade today!

HIGH RISE & LARGE SCALE SUMMITS

October 8-9, 2020
Northern California

The High Rise and Large Scale Summits are tailored to the unique needs of the managers that support these special communities. Managers in attendance will benefit from engaging keynote speakers, interactive breakout sessions and virtual tours, in addition to time to collaborate on issues specific to the communities they serve.

Industry Partners will benefit from the relaxed and intimate setting where building authentic relationships are front and center.

2020 REGIONAL FORUMS

Face-to-Face Interaction with Community Managers

Penetrate the California market by region! These educational breakfast or luncheon forums focus on key topics and trends specific to the California community management industry. Not only do these forums provide you with one-on-one interactions, but it continues to grow you and your team's understanding of the challenges managers face in the workplace. With this knowledge, you can become a part of their solutions!

Regional Forum Dates & Locations

Bakersfield Luncheon
May 5 | September 29

Pomona Luncheon May 6 | September 30

Sacramento Breakfast
May 12 | October 20

East Bay Luncheon
May 13 | October 21

South Bay Luncheon
May 14 | October 22

Coachella Valley Breakfast
May 20 | October 28

San Diego Luncheon
May 28 | October 14

Orange County Afternoon Networking Happy Hour
May 29 | September 25

MANAGER TABLE SPONSOR

$600

Invite managers to take a seat and enhance their knowledge! As a manager table sponsor, you'll dine with managers at an educational forum – the perfect chance to strengthen your connections and show you support their professional growth.

- Six tickets for your company to invite manager attendees, who will be seated at your reserved table
- Table with reserved sign including company logo
- Two tickets for company attendees
- Recognition at the event
- Recognition in Vision magazine
- Link to sponsor website on CACM in email promotions
- Sponsor ribbon for company attendees

TABLETOP SPONSOR

$600

Connect and network with managers, answer their questions about your services and solidify business relationships with new and existing clients.

- Tabletop display at event
- Two tickets to sponsored event
- Recognition at event
- Recognition in Vision magazine
- Link to sponsor website in email promotions
- Sponsor ribbon for company attendees

MEET & GREET SPONSOR

$600 (ONE AVAILABLE)

- Small table near registration to greet attendees and hand out company literature/giveaway
- Two tickets to sponsored event
- Recognition at event
- Recognition in Vision magazine
- Link to sponsor website in email promotions
- Sponsor ribbon for company attendees

Revised 11/06/19

REGIONAL CONNECTIONS

CACM strives to create business interactions with our manager members that are memorable for all involved. Regional Connections are unique marketing opportunities that elevate your brand and provide you quality time with managers and key executives that build relationships.

MEMBER DINNER

$750 (ONE AVAILABLE PER REGION)

It's not just dinner, it's a game changer! This dinner is an opportunity to break down barriers and really get to know managers and key executives within the region in an intimate setting. These dinners are held in conjunction with regional forums and provide all present to enjoy a fabulous dinner and lively conversation and sharing.

- Dinner event with new members to get acquainted in a casual, fun atmosphere
- One sponsor attendee
- Event planning and logistics provided by CACM
- Recognition at event
- Recognition in Vision magazine

CUSTOMIZABLE NETWORKING EVENTS

$750

- Networking happy hour or after work event experience in local market
- Event planning, logistics and marketing provided by CACM
- Recognition at event
- Recognition in Vision magazine

KNOWLEDGE SHARING LUNCH

$750 (PER SPONSOR)

- Networking lunch with community managers
- Two to three sponsors sharing their expertise on industry issues
- Event planning, logistics and marketing provided by CACM
- Recognition at event
- Recognition in Vision magazine

Holiday Parties

It's Time to Celebrate the Successes of 2020

SOUTHERN CALIFORNIA | BALBOA BAY RESORT
December 4, 2020

NORTHERN CALIFORNIA | EAST BAY
December 9, 2020

CACM is delighted to bring holiday parties to locations throughout California. Join us for a holiday party to remember! Let's celebrate the successes of 2019 together. From music and dancing to connecting with other professionals, these are celebrations you don't want to miss!

PREMIER SPONSOR
$4,000 (ONE PER LOCATION)

- Eight tickets to sponsored event
- Draped table for marketing materials/giveaway and welcoming attendees
- Signage at event
- Recognition in Vision magazine
- Logo as link to sponsor website in email promotions and on CACM website
- Sponsor ribbon for company attendees

PHOTOGRAPHY SPONSOR
$3,000 (ONE PER LOCATION)

- Four tickets to sponsored event
- Company logo branded on photos
- Business card with photo gallery link
- Signage at event
- Recognition in Vision magazine
- Link to sponsor website in email promotions and on CACM website
- Sponsor ribbon for company attendees

ENTERTAINMENT SPONSOR
$2,000

- Join CACM to introduce the entertainment
- Opportunity to provide a raffle prize during the entertainment introduction
- Two tickets to sponsored event
- Sign featuring company name/logo near entertainment
- Company recognition from entertainment
- Signage at event
- Recognition in *Vision* magazine
- Link to sponsor website in email promotions and on CACM website
- Sponsor ribbon for company attendees

DRINK TICKET SPONSOR
$1,500

- Two tickets to sponsored event
- 50 drink tickets (personalized with your company name) to pass out to manager attendees
- Signage at event
- Recognition in Vision magazine
- Link to sponsor website in email promotions and on CACM website
- Sponsor ribbon for company attendees

NETWORKING SPONSOR
$600

- Two tickets to sponsored event
- Signage at event
- Recognition in Vision magazine
- Link to sponsor website in email promotions and on CACM website
- Sponsor ribbon for company attendees

2020 CACM Event Sponsorship Contract

Sponsorships are processed on a first come, first served basis. Prepayment is required 150 days prior to the start date of all events. Cancellation of sponsorship contract will result in a 50% processing fee, plus related costs. No refund will be given if cancellation occurs within 120 days of event. Submission guidelines and deadlines apply to all sponsorship opportunities.

COMPANY NAME (PLEASE PRINT CLEARLY)

EVENT CONTACT

ADDRESS

CITY/STATE/ZIP

PHONE

EMAIL (REQUIRED)

WEBSITE (REQUIRED)

TOTAL DUE:

☐ Check payable to CACM ☐ Visa ☐ MasterCard ☐ Amex ☐ Discover

CARD NUMBER CVV CODE

CARDHOLDER NAME

EXPIRATION DATE (REQUIRED)

AUTHORIZED SIGNATURE

APPROVED BY

TITLE

☐ YES, PLEASE EMAIL A CREDIT CARD RECEIPT TO THE EMAIL ADDRESS ABOVE.

APPROVED BY

TITLE

CACM

EMAIL YOUR CONTRACT TO
marketing@cacm.org

OR MAIL:
California Association
of Community Managers, Inc.
23461 South Pointe Dr., Ste. 200
Laguna Hills, CA 92653

949.916.2226, ext. 318
949.340.6816
www.cacm.org

I agree to comply with the terms of this contract, including payment in full for the referenced sponsorship(s). My signature constitutes acceptance of the terms and conditions outlined on the CACM website, www.cacm.org.

EXECUTIVE LEADERSHIP SUMMIT

	Payment Enclosed	Bill Me	Office Use Only A	Office Use Only WL
Premier Event Sponsor | $4,500	☐	☐	☐	☐
Executive Sponsor | $2,500	☐	☐	☐	☐

REGIONAL FORUMS: MANAGER TABLE SPONSOR

	Payment Enclosed	Bill Me	Office Use Only A	Office Use Only WL
Bakersfield Spring | $600	☐	☐	☐	☐
Bakersfield Fall | $600	☐	☐	☐	☐
Coachella Valley Spring | $600	☐	☐	☐	☐
Coachella Valley Fall | $600	☐	☐	☐	☐
East Bay Spring | $600	☐	☐	☐	☐
East Bay Fall | $600	☐	☐	☐	☐
Orange County Spring | $600	☐	☐	☐	☐
Orange County Fall | $600	☐	☐	☐	☐
Pomona Spring | $600	☐	☐	☐	☐
Pomona Fall | $600	☐	☐	☐	☐
Sacramento Spring | $600	☐	☐	☐	☐
Sacramento Fall | $600	☐	☐	☐	☐
San Diego Spring | $600	☐	☐	☐	☐
San Diego Fall | $600	☐	☐	☐	☐
South Bay Spring | $600	☐	☐	☐	☐
South Bay Fall | $600	☐	☐	☐	☐

REGIONAL FORUMS: TABLETOP SPONSOR

	Payment Enclosed	Bill Me	Office Use Only A	Office Use Only WL
Bakersfield Spring | $600	☐	☐	☐	☐
Bakersfield Fall | $600	☐	☐	☐	☐
Coachella Valley Spring | $600	☐	☐	☐	☐
Coachella Valley Fall | $600	☐	☐	☐	☐
East Bay Spring | $600	☐	☐	☐	☐
East Bay Fall | $600	☐	☐	☐	☐
Orange County Spring | $600	☐	☐	☐	☐
Orange County Fall | $600	☐	☐	☐	☐
Pomona Spring | $600	☐	☐	☐	☐
Pomona Fall | $600	☐	☐	☐	☐
Sacramento Spring | $600	☐	☐	☐	☐
Sacramento Fall | $600	☐	☐	☐	☐
San Diego Spring | $600	☐	☐	☐	☐
San Diego Fall | $600	☐	☐	☐	☐
South Bay Spring | $600	☐	☐	☐	☐
South Bay Fall | $600	☐	☐	☐	☐

REGIONAL FORUMS: MEET AND GREET SPONSOR

	Payment Enclosed	Bill Me	Office Use Only A	Office Use Only WL
Bakersfield Spring | $600	☐	☐	☐	☐
Bakersfield Fall | $600	☐	☐	☐	☐
Coachella Valley Spring | $600	☐	☐	☐	☐
Coachella Valley Fall | $600	☐	☐	☐	☐
East Bay Spring | $600	☐	☐	☐	☐
East Bay Fall | $600	☐	☐	☐	☐
Orange County Spring | $600	☐	☐	☐	☐
Orange County Fall | $600	☐	☐	☐	☐
Pomona Spring | $600	☐	☐	☐	☐
Pomona Fall | $600	☐	☐	☐	☐
Sacramento Spring | $600	☐	☐	☐	☐
Sacramento Fall | $600	☐	☐	☐	☐
San Diego Spring | $600	☐	☐	☐	☐
San Diego Fall | $600	☐	☐	☐	☐
South Bay Spring | $600	☐	☐	☐	☐
South Bay Fall | $600	☐	☐	☐	☐

MEMBER DINNER

	Payment Enclosed	Bill Me	Office Use Only A	Office Use Only WL
Bakersfield Spring | $750	☐	☐	☐	☐
Bakersfield Fall | $750	☐	☐	☐	☐
Coachella Valley Spring | $750	☐	☐	☐	☐
Coachella Valley Fall | $750	☐	☐	☐	☐
East Bay Spring | $750	☐	☐	☐	☐
East Bay Fall | $750	☐	☐	☐	☐
Orange County Spring | $750	☐	☐	☐	☐
Orange County Fall | $750	☐	☐	☐	☐
Pomona Spring | $750	☐	☐	☐	☐
Pomona Fall | $750	☐	☐	☐	☐
Sacramento Spring | $750	☐	☐	☐	☐
Sacramento Fall | $750	☐	☐	☐	☐
San Diego Spring | $750	☐	☐	☐	☐
San Diego Fall | $750	☐	☐	☐	☐
South Bay Spring | $750	☐	☐	☐	☐
South Bay Fall | $750	☐	☐	☐	☐

KNOWLEDGE SHARING LUNCH

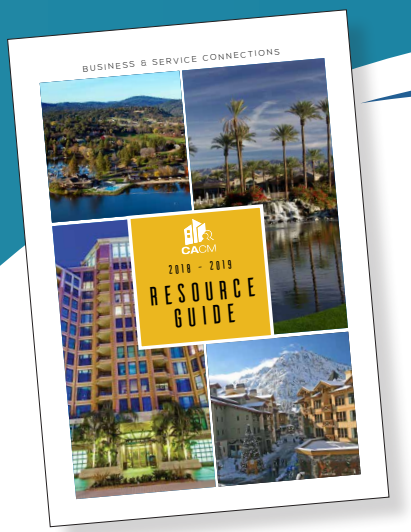
	Payment Enclosed	Bill Me	Office Use Only A	Office Use Only WL
Bakersfield Spring | $750	☐	☐	☐	☐
Bakersfield Fall | $750	☐	☐	☐	☐
Coachella Valley Spring | $750	☐	☐	☐	☐
Coachella Valley Fall | $750	☐	☐	☐	☐
East Bay Spring | $750	☐	☐	☐	☐
East Bay Fall | $750	☐	☐	☐	☐
Orange County Spring | $750	☐	☐	☐	☐
Orange County Fall | $750	☐	☐	☐	☐
Pomona Spring | $750	☐	☐	☐	☐
Pomona Fall | $750	☐	☐	☐	☐
Sacramento Spring | $750	☐	☐	☐	☐
Sacramento Fall | $750	☐	☐	☐	☐
San Diego Spring | $750	☐	☐	☐	☐
San Diego Fall | $750	☐	☐	☐	☐
South Bay Spring | $750	☐	☐	☐	☐
South Bay Fall | $750	☐	☐	☐	☐

NORTHERN CALIFORNIA HOLIDAY PARTY

	Payment Enclosed	Bill Me	Office Use Only A	Office Use Only WL
Premier Sponsor | $4,000	☐	☐	☐	☐
Photography Sponsor | $3,000	☐	☐	☐	☐
Entertainment Sponsor | $2,000	☐	☐	☐	☐
Drink Ticket Sponsor | $1,500	☐	☐	☐	☐
Networking Sponsor | $600	☐	☐	☐	☐

SOUTHERN CALIFORNIA HOLIDAY PARTY

	Payment Enclosed	Bill Me	Office Use Only A	Office Use Only WL
Premier Sponsor | $4,000	☐	☐	☐	☐
Photography Sponsor | $3,000	☐	☐	☐	☐
Entertainment Sponsor | $2,000	☐	☐	☐	☐
Drink Ticket Sponsor | $1,500	☐	☐	☐	☐
Networking Sponsor | $600	☐	☐	☐	☐



2021 RESOURCE GUIDE PRINT & ONLINE DIRECTORY BUNDLES

Branding your company both online and in print with CACM solidifies your place in the community management industry. These manager "go-to" directories makes finding great service providers a snap! A must for all businesses that service this industry.

RESOURCE GUIDE COVER BUNDLE INCLUDES PRINT AND ONLINE! BUNDLE PRICE: $3,045 | SAVE $500!

(off a la carte pricing)

Resource Guide Directory (Print) Premium Cover Placement

- Print Advertisement
- Choice of Placement: Inside Front Cover, Inside Back Cover, Outside Back Cover (first come, first served)
- Logo Listing included in Primary Category

CACM Online Directory Premium Listing + Enhancements

- Logo
- Company Bio
- Digital Display Ad (PDF)
- Social Media Links

HOA Boardsite Online Directory Premium Listing + Enhancements

- Logo
- Company Bio
- Digital Display Ad (PDF)
- Social Media Links

Print and digital ad example

Online Premium Listing example

Bundle print and online advertising and save!

RESOURCE GUIDE TAB BUNDLE INCLUDES PRINT AND ONLINE! BUNDLE PRICE: $2,745 | SAVE $300!

(off a la carte pricing)

Resource Guide (Print) Premium Tab Placement - Front or Back

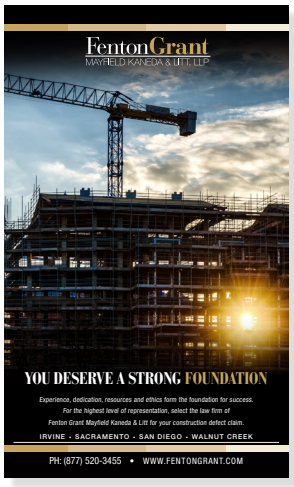
- Choice of Tab Placement: About CACM, Management Businesses, Managers, Industry Partners and Index (first come, first served)
- Logo Listing included in Primary Category

CACM Online Directory Premium Listing + Enhancements

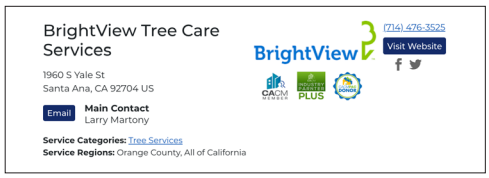
- Logo
- Company Bio
- Digital Display Ad (PDF)
- Social Media Links

HOA Boardsite Online Directory Premium Listing + Enhancements

- Logo
- Company Bio
- Digital Display Ad (PDF)
- Social Media Links



Print and digital ad example



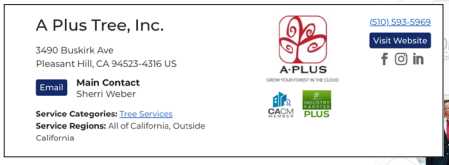
RESOURCE GUIDE FULL PAGE ADVERTISING BUNDLE INCLUDES PRINT & ONLINE! BUNDLE PRICE: $1,650 | SAVE $250!

(off a la carte pricing)

Resource Guide (print)
- Full page color advertisement in Primary Category
- Logo Listing in Primary Category

Resource Guide Online Directory
Premium Listing + Enhancements:
- Logo
- Digital Display Ad (PDF)

HOA Boardsite Online Directory
Premium Listing + Enhancements:
- Logo
- Digital Display Ad (PDF)



Online Premium Listing example

Print and digital ad and logo listing example

RESOURCE GUIDE HALF PAGE ADVERTISING BUNDLE INCLUDES PRINT & ONLINE! BUNDLE PRICE: $1,400 | SAVE $150!

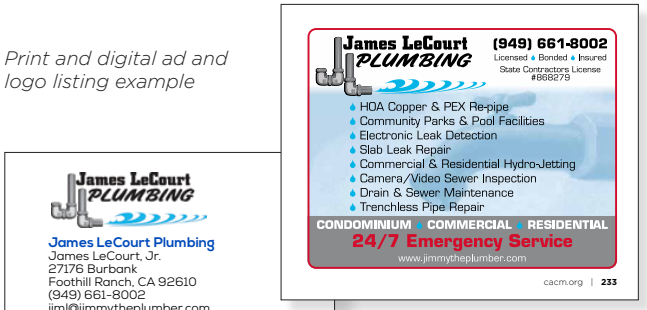
(off a la carte pricing)

Resource Guide (print)
- Half page color advertisement in Primary Category
- Logo Listing in Primary Category

Resource Guide Online Directory
Premium Listing + Enhancements:
- Logo
- Digital Display Ad (PDF)

HOA Boardsite Online Directory
Premium Listing + Enhancements:
- Logo
- Digital Display Ad (PDF)

Print and digital ad and logo listing example



Online Premium Listing example

Resource Guide Category Line Listing Selection

CACM Industry Partner members receive one FREE line listing in our annual Resource Guide as part of their member benefit package. Promote additional service lines, offices and contacts by purchasing extra line listings for a nominal fee. Categories available for purchase include:

A

- ☐ Access Controls
- ☐ Accountants
- ☐ Acoustical Engineers/Consultants
- ☐ ADA Compliance
- ☐ Air Conditioning & Heating Services
- ☐ Animal Control Services
- ☐ Arbitrators & Mediators
- ☐ Architects
- ☐ Artificial Turf
- ☐ Asphalt Repair & Paving
- ☐ Assessment Collection Services
- ☐ Attorneys
- ☐ Awnings

B

- ☐ Backflow Services
- ☐ Billing Documents & Services
- ☐ Builders & Developers

C

- ☐ Cable Communication Services
- ☐ Chimney Repairs & Services
- ☐ Community Association Consulting
- ☐ Computer Products & Services
- ☐ Concierge Services
- ☐ Concrete Products & Services
- ☐ Construction Defect Analysis
- ☐ Construction Management Consultants
- ☐ Credit Reporting

D

- ☐ Decking Products & Services
- ☐ Drone Inspections
- ☐ Dry Rot Repairs & Replacement

E

- ☐ Election Administration
- ☐ Electrical Contractors
- ☐ Elevator Products & Services
- ☐ Employment Services & Consulting
- ☐ Energy Management
- ☐ Energy Providers
- ☐ Engineering Services/Consultants
- ☐ Environmental Products & Services
- ☐ Escrow Documents
- ☐ Expert Witness

F

- ☐ Fencing, Gates & Doors
- ☐ Financial Management
- ☐ Financial Services
- ☐ Fire Safety
- ☐ Fitness Equipment & Services
- ☐ Flooring
- ☐ Foreclosures

G

- ☐ Garage Doors
- ☐ General Contractors
- ☐ Geotechnical Consulting & Investigation
- ☐ Graffiti Removal
- ☐ Green Products & Services

H

- ☐ Hazardous Materials Management

I

- ☐ Insurance Agency
- ☐ Insurance Management Services
- ☐ Insurance Valuations
- ☐ Interior Design Products & Services
- ☐ Internet Services
- ☐ Investment Counselors

J

- ☐ Janitorial Services

L

- ☐ Lake & Stream Management
- ☐ Landscape Consulting
- ☐ Landscape Design Services
- ☐ Landscape Maintenance
- ☐ Landscape Materials & Supplies
- ☐ Laundry Facility Services
- ☐ Leak Prevention & Detection
- ☐ Lighting Services
- ☐ Locksmith Services

M

- ☐ Mailbox Installation
- ☐ Maintenance & Repairs
- ☐ Maintenance Manuals & Consulting
- ☐ Management Services
- ☐ Management Software Solutions
- ☐ Mold Specialists

P

- ☐ Paint Manufacturers & Consultants
- ☐ Painting Contractors
- ☐ Parking Enforcement
- ☐ Parliamentarians
- ☐ Patio Furniture & Restoration
- ☐ Pest Control Services
- ☐ Pet Waste & Removal
- ☐ Playground Products & Services
- ☐ Plumbing & Boiler Repairs
- ☐ Pool Maintenance & Services
- ☐ Pool Repair & Resurfacing Services
- ☐ Power Washing & Steam Cleaning
- ☐ Printing & Publications
- ☐ Property & Real Estate Services
- ☐ Public Adjuster

R

- ☐ Rain Gutters
- ☐ Recreation Facility Services
- ☐ Reserve Study Firms
- ☐ Restoration Services - Emergency
- ☐ Restoration Services - Structural
- ☐ Restroom Restoration
- ☐ Risk Management
- ☐ Roof System Replacement
- ☐ Roof & Water Consultants
- ☐ Roofing Contractors
- ☐ Roofing Products

S

- ☐ Security Services & Systems
- ☐ Seismic Retrofitting
- ☐ Senior Services
- ☐ Sewer/Septic Cleaning
- ☐ Shade Covers
- ☐ Siding Products & Services
- ☐ Signs
- ☐ Site Plans & Maps
- ☐ Slurry Seal, Sealcoat & Striping
- ☐ Solar Products & Services
- ☐ Special Event Planning & Decorating
- ☐ Street Sweeping Services
- ☐ Structural Engineers

T

- ☐ Technology Services
- ☐ Tennis Court Maintenance & Repair
- ☐ Termite Control Services
- ☐ Towing Services
- ☐ Trade Associations
- ☐ Tree Services

U

- ☐ Utility Auditors

V

- ☐ Vendor Compliance

W

- ☐ Waste Management & Services
- ☐ Waste Removal Services
- ☐ Water Management & Services
- ☐ Water Feature Maintenance
- ☐ Water Truck Service
- ☐ Waterproofing
- ☐ Weatherproofing
- ☐ Web Design
- ☐ Window Cleaning Services
- ☐ Window Replacement

2021 Resource Guide Free & Additional Listing Information Sheet

Please complete FREE information.
For Additional Line Listings fill out for each additional category, office location or individual contact listing. Use extra sheets if necessary.

FREE LISTING INFO

FREE LINE LISTING INFORMATION (REQUIRED)

Contact Name _____

Company _____

Address _____

City/State/Zip _____

Phone _____

Email _____ Website _____

Primary Service Category _____

ADDITIONAL LINE LISTING INFORMATION (OPTIONAL)

Add'l Listing # _____ **(Check one please)** ☐ **Additional Category** ☐ **Additional Office Location** ☐ **Additional Contact Person**

Contact Name _____

Company _____

Address _____

City/State/Zip _____

Phone _____

Email _____ Website _____

Additional Service Category _____

Add'l Listing # _____ **(Check one please)** ☐ **Additional Category** ☐ **Additional Office Location** ☐ **Additional Contact Person**

Contact Name _____

Company _____

Address _____

City/State/Zip _____

Phone _____

Email _____ Website _____

Additional Service Category _____

Add'l Listing # _____ **(Check one please)** ☐ **Additional Category** ☐ **Additional Office Location** ☐ **Additional Contact Person**

Contact Name _____

Company _____

Address _____

City/State/Zip _____

Phone _____

Email _____ Website _____

Additional Service Category _____

Add'l Listing # _____ **(Check one please)** ☐ **Additional Category** ☐ **Additional Office Location** ☐ **Additional Contact Person**

Contact Name _____

Company _____

Address _____

City/State/Zip _____

Phone _____

Email _____ Website _____

Additional Service Category _____

TOTAL ADDITIONAL LINE LISTINGS DESIRED (@ $99 each) _____

NOTE: THIS MUST BE SUBMITTED WITH THE SIGNED CONTRACT AND PAYMENT IN FULL TO BE ACCEPTED.

Display Advertising Specifications

Deadline: June 30, 2020 | Distribution: 3,500+, Statewide

Just want a FREE company listing?

To verify your membership information is up to date, go to www.cacm.org, login and review your company information. You can quickly and easily make any changes needed. Changes and updates must be completed by 6/30/19 to be included in the Resource Guide.

Want even greater visibility? Then choose from the following options:

1. Purchase a display ad.

If you want to purchase a full-color display ad, determine the size and mark it on the contract. For maximum visibility, consider a premium location such as a tab or back cover.

2. Add a color logo to your listing.

For brand recognition, add your color logo above your free line or additional listings.

3. Promote additional service categories, office locations or contacts.

Select from available categories and complete the attached Additional Line Listing Sheet. If you don't see your needed category, please call and we may be able to add it. Remember, the information on the FREE LISTING INFO is already included at no charge. Indicate the number of the listing (e.g., 1, 2, 3, etc.) and total the billable listings at the bottom of the page where noted. Use an extra sheet if necessary. Then, total that information on the contract. THE ADDITIONAL LINE LISTING SHEET MUST BE ACCOMPANIED BY A COMPLETED CONTRACT TO BE ACCEPTED.

Complete the contract in full and submit to ResourceGuide@cacm.org

Remember to include totals, signature and credit card information and email to ResourceGuide@cacm.org, or mail with your check payable to CACM.

QUESTIONS? Please call 949.340.6878 or email ResourceGuide@cacm.org.

ADVERTISING SPECIFICATIONS

SUBMISSION OF MATERIALS

Please include member name in file and reference the publication for insertion identification. Label all materials with client name and phone number, along with agency name, contact and phone number, if applicable. Publisher reserves the right to reject improper or incorrectly prepared materials.

MATERIALS MAY BE SUBMITTED VIA:

- Email to ResourceGuide@cacm.org (10MB or smaller, compressed,)
- Use a file sending service such as www.hightail.com

DIGITAL ART GUIDELINES

ALL artwork must meet the following requirements:

1. Print Quality PDF or TIFF format
   A. PDF submissions (preferred):
      - All high resolution images and fonts MUST be embedded.
      - Use Postscript fonts. No True Type fonts allowed.
   B. TIFF submissions:
      - 300 dpi minimum.

2. Black and white ads must be grayscale. Color ads must be CMYK. RGB is not acceptable. Images must be minimum 300 dpi.

3. CACM is not responsible for errors that would have been avoided if an accurate proof had been provided or for incorrectly created artwork.

USE THE CACM MEMBER LOGO!!

Download a copy in the Members Only section. Log in at **www.cacm.org**, click on Affiliate Members and then on Affiliate Member Logo.

TERMS AND CONDITIONS

Payment is due with the signed contract and your artwork submission. Membership must be maintained throughout the duration of the contract. There is no cancellation or refund.

PAYMENT POLICIES AND TERMS

Payment for all advertising must be received by CACM prior to publication. Failure on the part of advertising agencies to pay for space ordered does not release the client company from obligation to pay all costs contracted on their behalf.

RESERVED RIGHTS

Acceptance and publication of an ad shall in no way constitute approval or endorsement of the product or service by CACM. CACM reserves the right to withhold publication of any material it deems inaccurate or otherwise misleading. Advertisers will indemnify, defend and hold harmless CACM from any claim and all loss, expenses or liability arising from the publication of any advertising content. The liability of CACM for any error, omission or delay for which it may be held generally responsible shall in no event exceed the cost of the advertising space.

BEST VALUE: Choose full color advertising for greater visibility and optimum results! Display ads are placed on same or facing page of listing whenever possible. Logo with listing is placed directly above company listing.

DISPLAY ADVERTISING
RESOURCE GUIDE BUNDLE PRICING
(Please call first to ensure availability.)

☐ Cover Bundle - 4.5" x 7.5"	$3,045
☐ Tab Bundle – 4.5" x 7.5"	$2,745
☐ Full Page Bundle – 4.5" x 7.5"	$1,650
☐ Half Page Bundle - 4.5" x 3.5"	$1,400

A LA CARTE - PREMIUM PLACEMENT FULL COLOR + BLEED
(Please call first to ensure availability.)

☐ Outside Back Cover - 6.25" x 8.75"	$2,295
☐ Inside Front Cover - 6.25" x 8.75"	$2,295
☐ Inside Back Cover - 6.25" x 8.75"	$2,295

A LA CARTE - FULL COLOR TABS
(Please call first to ensure availability.)

☐ Industry Partners, front - 4.5" x 7.5"	$1,995
☐ Industry Partners, back - 4.5" x 7.5"	$1,995
☐ Index, front - 4.5" x 7.5"	$1,995
☐ Index, back - 4.5" x 7.5"	$1,995
☐ Mgmt. Companies, front - 4.5" x 7.5"	$1,595
☐ Mgmt. Companies, back - 4.5" x 7.5"	$1,595

A LA CARTE - AFFILIATE SECTION
(Indicate category for placement below)

☐ Full Page, Full Color - 4.5" x 7.5"	$1,250
☐ Full Page, Black Ink - 4.5" x 7.5"	$1,200
☐ Half Page, Full Color - 4.5" x 3.5"	$900
☐ Half Page, Black Ink - 4.5" x 3.5"	$850
☐ Quarter Page, Full Color - 2" x 3.5"	$550
☐ Quarter Page, Black Ink - 2" x 3.5"	$500
☐ Logo with primary and/or add'l listings (Minimum .375" H, 300 dpi, JPG, PNG or PDF)	$250
☐ Additional Listings (each)	$99

☐ **I WILL SUPPLY A NEW AD**
☐ **I WILL SUPPLY A NEW LOGO**
☐ **USE THE SAME AD AS LAST YEAR**
☐ **USE THE SAME LOGO AS LAST YEAR**

SERVICE CATEGORY FOR AD PLACEMENT

SERVICE CATEGORY FOR LOGO PLACEMENT

DIGITAL GUIDELINES
All artwork must meet the following requirements:

- Press Quality PDF or TIFF format
- Images must be minimum 300 dpi
- Black and white ads must be grayscale
- Print ads must be CMYK

If artwork does not conform to these specifications, a pre-press charge of $100 may be incurred.

CACM 2021 Resource Guide Advertising Contract

COMPANY NAME

CONTACT

BILLING ADDRESS

CITY/STATE/ZIP

PHONE

EMAIL (REQUIRED)

WEBSITE

Payment Method ☐ Check ☐ Visa ☐ Mastercard ☐ Discover ☐ American Express

CARD NUMBER

EXP. DATE CCV

AUTHORIZED SIGNATURE

TOTAL DUE

ADVERTISING
Total Display Ad Cost $_____

ADDITIONAL LINE LISTING(S)
Total number of add'l listings _____ @ $99 ea. = $_____

(Please attach Additional Line Listing Sheet with all pertinent information)

TOTAL ENCLOSED $_____

I agree to comply with the terms of this agreement including payment in full of the above referenced costs. My signature below constitutes my acceptance of these terms.

SIGNATURE

TITLE

All ads must conform to digital specifications and be paid at time of submission. If artwork does not conform to specifications, a minimum charge of $100 will be incurred.

Questions? Call 949.340.6878 or email ResourceGuide@cacm.org.

Easy Ways to Submit Your Contract

1. Email: scanned form(s) to ResourceGuide@cacm.org
2. Mail: California Association of Community Managers, Inc.
   23461 South Pointe, Dr., Ste. 200 | Laguna Hills, CA 92653

DIGITAL MARKETING OPPORTUNITIES

CACM has the largest contingent of community manager members and we are proud that our website is a resource for them. Advertising your brand with CACM's digital marketing opportunities mean you are a part of their interaction with their professional organization. It solidifies your place as a leader in the community management industry.

CACM banner ads are available exclusively to our members. Industry Partner Plus members receive one complimentary 30-day standard placement banner ad (a $250 value). Ask how you can upgrade today!

HORIZONTAL BANNER ADS

Size: 2800 pixels x 360 pixels
This premium ad placement provides advertisers with visibility on CACM's most frequented pages–the Calendar page, Credentialing, Professional Development and Events pages. These ads rotate randomly.

FREQUENCY/RATES

3 Months	6 Months	9 Months	12 Months
$1,250	$2,250	$3,000	$3,500

STANDARD BANNER AD

Size: 1600 pixels wide by 900 pixels high
These banners are placed on the bottom of the homepage, Calendar page, Credentialing, Professional Development and Events pages. These ads rotate randomly.

FREQUENCY/RATES

3 Months	6 Months	9 Months	12 Months
$750	$1,250	$1,750	$2,000

**CACM reserves the right to determine ad placement location on the site and the right to withdraw or deny placement of a banner ad which it determines in its sole discretion to be inappropriate.*

DETAILS AND SUBMISSION GUIDELINES

Submit your advertisement in a JPG or PNG file with a ratio of 16:9 (width:height), with dimensions of at least 1600px by 900px. The ad will not be displayed at this resolution on every device and will likely be displayed smaller than 1600px by 900px on many devices. If you wish to submit a file with a resolution less than 1600px by 900px please be aware that the display quality on some high resolution displays may be less than optimal. While we request a high resolution image file for your ad, please avoid use of small design elements including large amounts of text that may not be legible if the ad is being viewed on a smaller screen such as a mobile phone. We recommend reviewing the ads on at the bottom of the page on www.cacm.org on multiple devices for sample designs from current advertisers.

Format: GIF, PNG or JPEG. File size not to exceed 150k. Ads may be animated, but limited to a maximum of 8 seconds and 2 loops. Advertiser is responsible for providing all digital artwork conforming to required specifications and related information (such as website URL link) prior to banner ad placement.

ONLINE SERVICE DIRECTORY & HOA BOARDSITE LISTING ENHANCEMENTS

The CACM online Industry Partner Directory (www.hoasupplier.com) and HOA BoardSite (www.hoaboardsite.com) allow consumers to search for your company by category of service, company name, city and more. Industry Partner members receive a complimentary basic line listing on both sites, but there are plenty of ways to enhance your listings and ensure managers, board members or homeowners can find you quickly and easily.

Logo Display | $100 per site
Build brand recognition (applies to all online directory listings on selected site)

Collateral Link | $100 per site
Link to company brochure, flyer or special promotion. Showcase your services (applies to all online directory listings on selected site)

Promotional Video | $100 per site
Make a memorable impression (applies to all online directory listings on selected site)

Additional Categories | $100 each per site
For companies with multiple services (see list of service categories)

Additional Location/Contact Person | $100 each per site
Separate listings for key employees and each city you service; fill in the information below for each

E-NEWSLETTER SPONSORSHIP ADVERTISEMENT & LOGO PLACEMENT

With industry-leading open and click through rates, our e-newsletter provides outstanding visibility. It's the perfect tool to reach clients – and only $450 per quarter! CACM's *myCommunity* e-newsletters reach more than 2,000 community managers monthly with career path advice, industry news, upcoming events and professional development opportunities.

RATES

FULL YEAR - $1600 | Deadline: November 15, 2019

FIRST QUARTER - $450 | Deadline: November 15, 2019

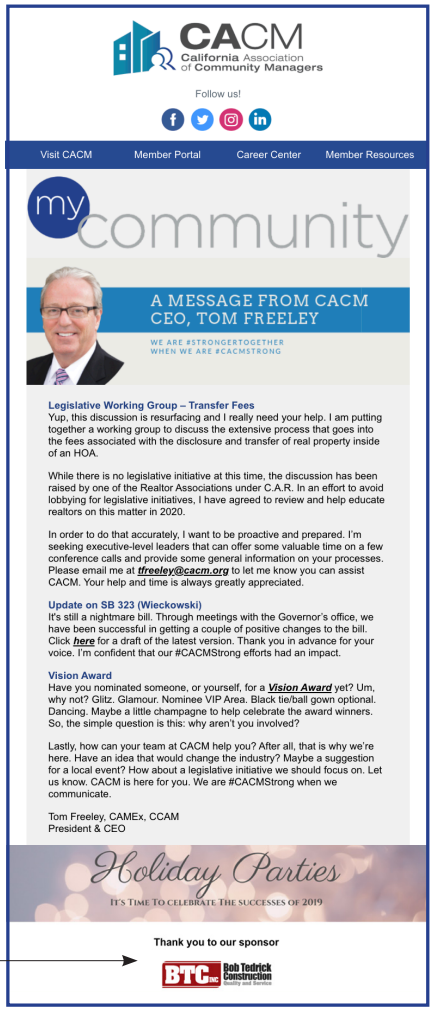
SECOND QUARTER - $450 | Deadline: February 17, 2020

THIRD QUARTER - $450 | Deadline: May 18, 2019

FOURTH QUARTER - $450 | Deadline: August 17, 2020

DETAILS AND SUBMISSION GUIDELINES

E-newsletter advertising is available quarterly and includes insertions in three consecutive e-newsletters. Sponsorship includes sponsor logo or advertisement, 144 pixels x 144 pixels, 72 dpi, linked to sponsor's website or email. A maximum of six sponsorships are sold per quarter; sponsor logos will appear in the order in which contracts are received.



Company logo and URL link.

Images displayed in this catalog are for demonstration purposes only and are not meant to be an actual representation of sponsorship benefit.

2020 CACM Digital Marketing Opportunities Contract

Email both pages of your completed contract to marketing@cacm.org

CACM
23461 South Pointe Drive, Ste. 200
Laguna Hills, CA 92653
949.916.2226 | www.cacm.org
marketing@cacm.org

CONTACT NAME/ TITLE

COMPANY

ADDRESS

CITY / STATE / ZIP

EMAIL WEBSITE

PHONE MOBILE

CACM WEBSITE BANNER ADS

	3 Months	6 Months	9 Months	12 Months
Horizontal Banner Ad	☐ $1,250	☐ $2,250	☐ $3,000	☐ $3,500
Standard Banner Ad	☐ $750	☐ $1,250	☐ $1,750	☐ $2,000

ONLINE DIRECTORY LISTING ENHANCEMENTS

Complete addtional office, contact or service category information on page 2.

INDUSTRY PARTNER DIRECTORY

Industry Partners are featured on CACM.org and the HOA Board Site.

☐ Logo Display	$100
☐ PDF Brochure/Flyer Link	$100
☐ Promotional Video	$100
☐ Each Add'l Service Category	$100
☐ Each Add'l Office and/or Contact	$100

E-NEWSLETTER SPONSORSHIP LOGO/AD PLACEMENT

☐ Full Year (12% savings)	$1,600
☐ First Quarter	$450
☐ Second Quarter	$450
☐ Third Quarter	$450
☐ Fourth Quarter	$450

ONLINE DIRECTORY LISTING ENHANCEMENTS CONTINUED

#1 ADDITIONAL ☐ CONTACT ☐CATEGORY ☐OFFICE (CHECK ALL THAT APPLY)

EMAIL

OFFICE ADDRESS

CITY / STATE / ZIP

PHONE

WEBSITE

#2 ADDITIONAL ☐ CONTACT ☐CATEGORY ☐OFFICE (CHECK ALL THAT APPLY)

EMAIL

OFFICE ADDRESS

CITY / STATE / ZIP

PHONE

WEBSITE

#3 ADDITIONAL ☐ CONTACT ☐CATEGORY ☐OFFICE (CHECK ALL THAT APPLY)

EMAIL

OFFICE ADDRESS

CITY / STATE / ZIP

PHONE

WEBSITE

PAYMENT METHOD

Please remit form via email to: marketing@cacm.org or mail to:
CACM, Attn: Marketing, 23461 South Pointe Dr., Ste. 200
Laguna Hills, CA 92656

☐ Visa ☐ MasterCard ☐ Amex ☐ Discover
☐ Check Enclosed (made payable to CACM)

Total Amount Enclosed: $ _____

CARD NUMBER

EXP. DATE CVV CODE

CARDHOLDER'S NAME

AUTHORIZED SIGNATURE

YES, please email credit card receipt to _____

TERMS AND CONDITIONS
Payment is due with the signed contract. Membership must be maintained throughout the duration of the contract. There is no cancellation or refund.

RESERVED RIGHTS
Acceptance and publication member materials shall in no way constitute approval or endorsement of the product or service by CACM. CACM reserves the right to withhold publication of any material it deems inaccurate or otherwise misleading. Advertisers will indemnify, defend and hold harmless CACM from any claim and all loss, expenses or liability arising from the publication of any sponsor logo. The liability of CACM for any error, omission or delay for which it may be held generally responsible shall in no event exceed the cost of the sponsorship.

I acknowledge and accept all terms and policies on this form.

AUTHORIZED SIGNATURE

PRINT NAME

TITLE

DATE

DIGITAL MARKETING CONTRACT PAGE 2 of 2

Online Directory Additional Listing/Service Categories

A

- ☐ Access Controls
- ☐ Accountants
- ☐ Acoustical Engineers/Consultants
- ☐ ADA Compliance
- ☐ Air Conditioning & Heating Services
- ☐ Animal Control Services
- ☐ Arbitrators & Mediators
- ☐ Architects
- ☐ Artificial Turf
- ☐ Asphalt Repair & Paving
- ☐ Assessment Collection Services
- ☐ Attorneys
- ☐ Awnings

B

- ☐ Backflow Services
- ☐ Billing Documents & Services
- ☐ Builders & Developers

C

- ☐ Cable Communication Services
- ☐ Chimney Repairs & Services
- ☐ Community Association Consulting
- ☐ Computer Products & Services
- ☐ Concierge Services
- ☐ Concrete Products & Services
- ☐ Construction Defect Analysis
- ☐ Construction Management Consultants
- ☐ Credit Reporting

D

- ☐ Decking Products & Services
- ☐ Drone Inspections
- ☐ Dry Rot Repairs & Replacement

E

- ☐ Election Administration
- ☐ Electrical Contractors
- ☐ Elevator Products & Services
- ☐ Employment Services & Consulting
- ☐ Energy Management
- ☐ Energy Providers
- ☐ Engineering Services/Consultants
- ☐ Environmental Products & Services
- ☐ Escrow Documents
- ☐ Expert Witness

F

- ☐ Fencing, Gates & Doors
- ☐ Financial Management
- ☐ Financial Services
- ☐ Fire Safety
- ☐ Fitness Equipment & Services
- ☐ Flooring
- ☐ Foreclosures

G

- ☐ Garage Doors
- ☐ General Contractors
- ☐ Geotechnical Consulting & Investigation
- ☐ Graffiti Removal
- ☐ Green Products & Services

H

- ☐ Hazardous Materials Management

I

- ☐ Insurance Agency
- ☐ Insurance Management Services
- ☐ Insurance Valuations
- ☐ Interior Design Products & Services
- ☐ Internet Services
- ☐ Investment Counselors

J

- ☐ Janitorial Services

L

- ☐ Lake & Stream Management
- ☐ Landscape Consulting
- ☐ Landscape Design Services
- ☐ Landscape Maintenance
- ☐ Landscape Materials & Supplies
- ☐ Laundry Facility Services
- ☐ Leak Prevention & Detection
- ☐ Lighting Services
- ☐ Locksmith Services

M

- ☐ Mailbox Installation
- ☐ Maintenance & Repairs
- ☐ Maintenance Manuals & Consulting
- ☐ Management Services
- ☐ Management Software Solutions
- ☐ Mold Specialists

P

- ☐ Paint Manufacturers & Consultants
- ☐ Painting Contractors
- ☐ Parking Enforcement
- ☐ Parliamentarians
- ☐ Patio Furniture & Restoration
- ☐ Pest Control Services
- ☐ Pet Waste & Removal
- ☐ Playground Products & Services
- ☐ Plumbing & Boiler Repairs
- ☐ Pool Maintenance & Services
- ☐ Pool Repair & Resurfacing Services
- ☐ Power Washing & Steam Cleaning
- ☐ Printing & Publications
- ☐ Property & Real Estate Services
- ☐ Public Adjuster

R

- ☐ Rain Gutters
- ☐ Recreation Facility Services
- ☐ Reserve Study Firms
- ☐ Restoration Services - Emergency
- ☐ Restoration Services - Structural
- ☐ Restroom Restoration
- ☐ Risk Management
- ☐ Roof System Replacement
- ☐ Roof & Water Consultants
- ☐ Roofing Contractors
- ☐ Roofing Products

S

- ☐ Security Services & Systems
- ☐ Seismic Retrofitting
- ☐ Senior Services
- ☐ Sewer/Septic Cleaning
- ☐ Shade Covers
- ☐ Siding Products & Services
- ☐ Signs
- ☐ Site Plans & Maps
- ☐ Slurry Seal, Sealcoat & Striping
- ☐ Solar Products & Services
- ☐ Special Event Planning & Decorating
- ☐ Street Sweeping Services
- ☐ Structural Engineers

T

- ☐ Technology Services
- ☐ Tennis Court Maintenance & Repair
- ☐ Termite Control Services
- ☐ Towing Services
- ☐ Trade Associations
- ☐ Tree Services

U

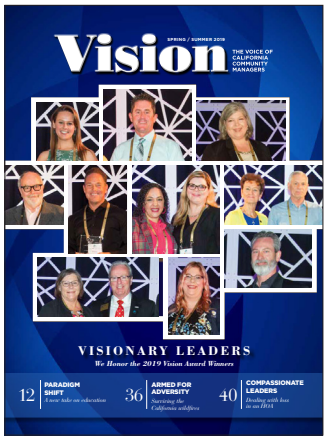
- ☐ Utility Auditors

V

- ☐ Vendor Compliance

W

- ☐ Waste Management & Services
- ☐ Waste Removal Services
- ☐ Water Management & Services
- ☐ Water Feature Maintenance
- ☐ Water Truck Service
- ☐ Waterproofing
- ☐ Weatherproofing
- ☐ Web Design
- ☐ Window Cleaning Services
- ☐ Window Replacement



2020 Vision Magazine Advertising Contract

VISION ADVERTISING DEADLINES

Spring (Digital)..... 2/24/2020
Summer (Print)..... 5/22/2020
Fall (Digital)..... 8/24/2020
Winter (Print) 11/2/2020

ISSUE SELECTION

☐ Spring ☐ Summer
☐ Fall ☐ Winter

AD SIZES

Full Page/Back Cover (7.5" w x 10" h)
Two-Thirds Page (4.75" w x 10" h)
Half Page (7.5" w x 4.75" h)
Quarter Page (3.5" w x 4.75" h)

COLOR AD RATES (PRICE PER ISSUE)

Ad Size	1x	2x - 3x	4x
Back Cover	☐ $1,730	☐ $1,600	☐ $1,470
Full Page	☐ $1,225	☐ $1,150	☐ $1,075
2/3 Page	☐ $1,075	☐ $1,000	☐ $925
1/2 Page	☐ $860	☐ $800	☐ $740
1/4 Page	☐ $590	☐ $550	☐ $510

B/W AD RATES (PRICE PER ISSUE)

Ad Size	1x	2x - 3x	4x
Full Page	☐ $800	☐ $750	☐ $700
2/3 Page	☐ $675	☐ $625	☐ $575
1/2 Page	☐ $510	☐ $475	☐ $440
1/4 Page	☐ $330	☐ $310	☐ $290

Non-members: Add 30% to ad rates.

DIGITAL GUIDELINES
All artwork must meet the following requirements:

- Press Quality PDF or TIFF format
- Images must be minimum 300 dpi
- Black and white ads must be grayscale
- Print ads must be CMYK

If artwork does not conform to these specifications, a pre-press charge of $100 may be incurred.

COMPANY NAME (PLEASE PRINT CLEARLY)

ADDRESS

CITY/STATE/ZIP

PHONE

EMAIL (REQUIRED) WEBSITE (REQUIRED)

PAYMENT INFORMATION

☐ Payment in Full ☐ Payment for first issue, bill me for second issue.

Number of issues x Cost per ad = TOTAL DUE $ _____

Please email a credit card receipt to: _____

☐ Check payable to CACM ☐ Visa ☐ MasterCard ☐ Amex ☐ Discover

CARD NUMBER CVV CODE

CARD HOLDER NAME

EXPIRATION DATE (REQUIRED)

AUTHORIZED SIGNATURE

SUBMISSION OF MATERIALS – Please include member name with submission and reference the publication for insertion identification. Publisher reserves the right to reject improper or incorrectly prepared materials. Email materials to marketing@cacm.org (10MB or smaller, zipped, self-extracting).

TERMS AND CONDITIONS – Payment is due with the signed contract and your artwork submission. Membership must be maintained throughout the duration of the contract. There is no cancellation or refund.

PAYMENT POLICIES AND TERMS – Payment for all advertising must be received by CACM 60 days prior to publication. Failure on the part of advertising agencies to pay for space ordered does not release the client company from obligation to pay all costs contracted on their behalf.

RESERVED RIGHTS – Acceptance and publication of an ad shall in no way constitute approval or endorsement of the product or service by CACM. CACM reserves the right to withhold publication of any material it deems inaccurate or otherwise misleading. Advertisers will indemnify, defend and hold harmless CACM from any claim and all loss, expenses or liability arising from the publication of any advertising content. The liability of CACM for any error, omission or delay for which it may be held generally responsible shall in no event exceed the cost of the advertising space.

23461 South Pointe Drive, | Ste. 200 | Laguna Hills, CA 92653
949.916.2226 | www.cacm.org | marketing@cacm.org

CACM

2020 Law Journal Legal Directory Listing Contract

CACM's *Law Journal* is a quarterly digital newsletter designed to provide managers with easy-to-understand interpretations of legal matters. Starting with the Fall issue, the Legal Directory is included in each issue of the newsletter, which is distributed electronically quarterly to over 2,600 community management professionals. Plus, each issue is added to CACM's Members Only online section for managers to access electronically, giving your listing an added shelf life!

Legal Directory sales are limited to the legal-related services listed below:

LISTING FEES (Check one)
- ☐ Member $950
- ☐ Non-Member $1,600

AVAILABLE CATEGORIES (Check one)
- ☐ ADA Compliance
- ☐ Arbitrators & Mediators
- ☐ Assessment Collection Services
- ☐ Attorneys
- ☐ Construction Defect Analysis
- ☐ Election Administration
- ☐ Expert Witness
- ☐ Parliamentarians
- ☐ Reserve Study Firms
- ☐ Vendor Compliance

Email your completed contract to
marketing@cacm.org

CACM

23461 South Pointe Drive, Ste. 200
Laguna Hills, CA 92653
949.916.2226 | www.cacm.org | marketing@cacm.org

COMPANY NAME (PLEASE PRINT CLEARLY)

CONTACT NAME

ADDRESS

CITY/STATE/ZIP

PHONE EMAIL (REQUIRED)

LEGAL DIRECTORY LISTING INFORMATION
(Print or type. Max. 55 characters per line. No substitutions.)

☐ SAME LISTING AS LAST YEAR

FIRM NAME

AREA OF SPECIALTY (e.g., Community Association Law, Construction Defect Litigation, General Counsel, etc.)

PRINCIPAL OR PARTNER NAME(S) (if desired)

TAGLINE OR OFFICE LOCATIONS (Either one or the other. If multiple locations, only cities may be listed.)

OFFICE ADDRESS (Primary location only, including street, city, state, zip.)

PHONE FAX

EMAIL WEBSITE

PAYMENT INFORMATION

Signature below constitutes sponsor's agreement to terms and conditions outlined herein, including payment in full of the referenced costs.

☐ Check payable to CACM ☐ Visa ☐ MasterCard ☐ Amex ☐ Discover

CARD NUMBER CVV CODE

CARD HOLDER NAME

EXPIRATION DATE (REQUIRED)

AUTHORIZED SIGNATURE

Please email a credit card receipt to: _____

TERMS AND CONDITIONS – Payment is due with the signed contract and listing submission. Membership must be maintained throughout the duration of the contract. There is no cancellation or refund.

RESERVED RIGHTS – Acceptance and publication of listing content shall in no way constitute approval or endorsement of the product or service by CACM. CACM reserves the right to withhold publication of any material it deems inaccurate or otherwise misleading. Advertisers will indemnify, defend and hold harmless CACM from any claim and all loss, expenses or liability arising from the publication of any listing. The liability of CACM for any error, omission or delay for which it may be held generally responsible shall in no event exceed the cost of the listing.

SUPPORT CACM EDUCATION

Helping California community managers acquire the skills needed to be successful in a fast-paced industry is a great way to develop relationships and build rapport with key contacts.

GET INVOLVED. HERE'S HOW.

SPEAK AT CACM EVENTS

CACM looks to its members to share their knowledge and experience with their colleagues. We are always looking for industry experts to serve as speakers and facilitators at CACM events. Join our speaker/facilitator pool by completing the online Speaker Submission form located in the Members Only section at www.cacm.org.

BECOME A CONTINUING EDUCATION PARTNER

CACM values the seminars and events that you sponsor. As a Continuing Education partner, your attendees may receive CACM continuing education credits for their attendance as well. For every three-hour seminar or event, that session may qualify for one credit toward CCAM recertification. Download the Continuing Education Provider Application from the Members Only section at www.cacm.org. Please note that applications must be submitted for review at least 90 days prior to the event.

SHARE YOUR SPACE

Do you have a large meeting room that can accommodate 20 or more community managers? Becoming a course host is a great way to maintain your visibility and guarantee community managers are visiting you. Contact Patty Sedia, Education & Credentialing Administrator at psedia@cacm.org for more information.

JOIN A REGIONAL FORUM COMMITTEE

Expand your influence on California community manager education by helping to develop and facilitate the educational program featured at the CACM Spring and Fall Regional Forums. Contact Judy Levinsohn, Director of Education and Credentialing at jlevinsohn@cacm.org for more information.

CACM

With nearly 3,000 members, CACM is California's premier association serving individual community managers, management businesses and service providers.

CACM provides a broad range of services that promote professionalism and help to solve the industry's most pressing needs including education, credentialing, compliance, networking and marketing opportunities, legislative advocacy and specialized business solutions.

California Association of Community Managers, Inc.
23461 South Pointe Dr. | Ste. 200 | Laguna Hills, CA 92653
949.916.2226 | marketing@cacm.org