

2024

sponsorship + advertising guide



ambassador

SPONSORSHIP PROGRAM

PLATINUM LEVEL

- Company name listed on Ambassador Sponsor Pop Up banner stand displayed at all SEVA-CAI events and in the Chapter office. **(Must sign up by February 15th to be listed)**
- Recognition in all monthly e-newsletters
- Hyperlinked listing on sevacai.org homepage
- Premier listing on Ambassador Sponsor page of the Chapter website. Includes full-color company logo and optional extended company profile with hyperlinks. Additional customization (ability to upload documents, connect to LinkedIn profiles, etc.) is available!
- Company name listed on Ambassador Sponsor slide during all Chapter educational programs
- Company thanked & featured on Chapter Facebook page with logo or company provided artwork once annually
- Ambassador nametags for all company employees at SEVA-CAI events
- Two complimentary tickets to the Holiday Luncheon
- Complimentary tickets to Summer Social [**Business Partners:** 2 per event | **Management Companies:** 4 per event]
- **Management Companies Only:** Four complimentary tickets to each Chapter education program
- \$500 credit towards CA Day (booth, attendee registration, or sponsorship)

{ **\$3,000** }

ambassador

SPONSORSHIP PROGRAM

GOLD LEVEL

- Company name listed on Ambassador Sponsor Pop Up banner stand displayed at all SEVA-CAI events and in the Chapter office.
(Must sign up by February 15th to be listed)
- Recognition in all monthly e-newsletters
- Hyperlinked listing on sevcai.org homepage
- Company name & logo on Ambassador Sponsor page of the Chapter website.
- Company name listed on Ambassador Sponsor slide during all Chapter educational programs
- Ambassador nametags for all company employees at SEVA-CAI events
- Two complimentary tickets to the Holiday Luncheon
- Complimentary tickets to Summer Social [**Business Partners:** 2 per event | **Management Companies:** 4 per event]
- **Management Companies Only:** Four complimentary tickets to each Chapter education program
- \$250 credit towards CA Day (booth, attendee registration, or sponsorship)

{ \$1,750 }

ca day 2024

TRADE SHOW & EDUCATION EXPO

Saturday, March 16th 2024
7:30 AM
Virginia Beach Convention Center
Virginia Beach, VA

EVENT SPONSOR: { \$8,250 } LIMIT OF 1

Limit of 1 – Exclusivity - this level of sponsorship is only available to SEVA-CAI Business Partners

- First choice of booth space (up to 4 booths)
- Two Complimentary 6' x 8' Booths OR One 8'x12' Booth
- One full page color advertisement on back cover of booklet
- One business card color ad in booklet
- Company banner on display in pre-function space
- Signage at registration (subject to Committee approval)
- Can display vehicle in front of venue (subject to VBCC approval)
- One digital ad on Chapter website or social media (a \$750 value)
- Company can provide a one page piece of company's literature to be included in the CA Day tote bag

COMPANY LOGO WILL BE DISPLAYED ON:

- Front cover of CA Day booklet
- All event marketing
- Registration Forms
- Email blasts promoting CA Day
- Signage at center stage of trade show arena
- Punch Cards and CA Day Tote Bags

AD SIZES:

Business Card: 3.5"w x 2"h | **Full Page:** 8"w x 10.5"h

All ads will be included in the CA Day booklet and the digital download file.

DECORATING SPONSOR: { \$4,500 } LIMIT OF 1

- 2nd Choice of Booth Space
(this benefit is only available to SEVA-CAI Business Partners)
- One complimentary 6' x 8' Booth with recognition sign
(this benefit is only available to SEVA-CAI Business Partners)
- OR** 10 Complimentary Tickets to CA Day
- Company Name or Logo will appear on signage at registration and on signage at center stage of trade show arena. Signage provided by Chapter OR company, max size 24"x36"
(Subject to Committee approval)
- 1 product placement at center stage *(Subject to Committee approval)*
- One full page ad in CA Day booklet
- One business card color ad in CA Day booklet
- Company can display 3' x 8' Banner
- Company can provide a one page piece of company's literature to be included in the CA Day tote bag

VALET SPONSOR: { \$4,500 } LIMIT OF 1

- 3rd choice of booth space
(this benefit is only available to SEVA-CAI Business Partners)
- One Complimentary 6' x 8' Booth with recognition sign
(this benefit is only available to SEVA-CAI Business Partners)
- OR** 10 Complimentary Tickets to CA Day
- Company logo will appear on all valet tickets & signage
- One full page ad in CA Day booklet
- One business card color ad in CA Day booklet
- Company can display 3' x 8' Banner
- Can display vehicle in front of venue *(subject to VBCC approval)*
- Company can provide a giveaway keychain to valet users & one page piece of literature to be included in the tote bag

ca day 2024

TRADE SHOW & EDUCATION EXPO

WELCOME RECEPTION SPONSOR: { \$3,500 } LIMIT OF 4

Limit of 4 – Company Type Exclusivity

This sponsorship includes one sponsor gift to be presented at the Welcome Reception (i.e., iPad, Microsoft Surface, etc.)

- 4th Choice of Booth Space
(this benefit is only available to SEVA-CAI Business Partners)
- One Complimentary 6' x 8' Booth with recognition sign
(this benefit is only available to SEVA-CAI Business Partners)

OR 8 Complimentary Tickets to CA Day

- One full page ad in CA Day booklet
- One business card ad in CA Day booklet
- Company Logo will be displayed on drink tickets
- Company logo on email blast invitations to event
- Company can display 3'x8' Banner at Reception & CA Day
- Company can provide a one page piece of company's literature to be included in the CA Day tote bag

FOOD & BEVERAGE SPONSOR: { \$3,000 } LIMIT OF 10

- 5th choice of booth space
(this benefit is only available to SEVA-CAI Business Partners)
- One Complimentary 6' x 8' Booth with recognition sign
(this benefit is only available to SEVA-CAI Business Partners)

OR 8 Complimentary Tickets to CA Day

- One full page ad in CA Day booklet
- One business card ad in CA Day booklet
- Company can display 3' x 8' Banner
- Company can provide a one page piece of company's literature to be included in the CA Day tote bag
- Food and Beverage Sponsor to be announced all day
- Option for company to provide promo item on beverage and coffee stations

SUPER FRIEND SPONSOR: { \$1,250 } NO LIMIT

- One full page ad in CA Day booklet
- One complimentary ticket to CA Day

BEST FRIEND SPONSOR: { \$750 } NO LIMIT

- One half page ad in CA Day booklet
- One complimentary ticket to CA Day

FRIEND OF CA DAY SPONSOR: { \$250 } NO LIMIT

- One business card ad in CA Day booklet

EXHIBIT SPACE

6x8 Booth	Member: \$900 Non-Member: \$1,300
6x10 Booth	Member: \$1,050 Non-Member: \$1,550
8x10 Booth	Member: \$1,125 Non-Member: \$1,700
8x12 Booth	Member: \$1,775 Non-Member: \$2,600

Electricity: \$150

Additional Booth Reps: \$75/ea

TERMS

No contract will be processed without its applicable deposit and/or full payment. Payment must accompany signed sponsorship and exhibitor contract. A \$100 non-refundable deposit is due at time of application and a 25% deposit is due within 30 days of initial application. **Payments for CA Day must be received in full no later than February 15, 2024.**

SEVA-CAI reserves the right to refuse any exhibitor and/or sponsorship application or to cancel any prepaid exhibitor and/or sponsorship it deems appropriate to avoid conflicts of interest. Sponsorship refunds or cancellations cannot be made after the contract is received as potential sponsors will be turned away as a result of your acceptance.

legal & legislative update

Hampton, VA
Date TBD

BREAKFAST SPONSOR: { \$750 } LIMIT OF 3

- Business card in binder
- Recognition in slideshow
- Announcement during event
- Recognition in printed materials
- Name advertised on breakfast buffet

LUNCH SPONSOR \$750 | LIMIT 3

- Business card in binder
- Recognition in slideshow
- Announcement during event
- Recognition in printed materials
- Name advertised on lunch buffet

COFFEE SPONSOR \$750 | LIMIT 3

- Business card in binder
- Recognition in slideshow
- Announcement during event
- Recognition in printed materials
- Name advertised on coffee/dessert tables

LEGAL EAGLE \$650 | LIMIT 6

This level of sponsorship is only available to SEVA-CAI Member Attorneys

- Attorney business partners may participate in a 1 hour panel (Almost Free Legal Advice)
- Attorney name and company name on advertising
- One business card ad in Legal Update binder
- Recognition in slideshow
- Announcement of company's name at event


FRIEND OF THE EXPO \$250 | NO LIMIT


- Business card in binder
- Recognition in slideshow
- Announcement during event

*This event will be held in conjunction with the
Summer Social - more information to come!*

golf classic

SPONSORSHIPS 2024

 **new date!** Thursday
September 12th 2024
12:00 PM
Sleepy Hole Golf Course
Suffolk, VA

 **new location!**

EVENT SPONSOR: { \$6,500 } LIMIT OF 1

- 2 Foursomes
- Set up at 1st choice of approved set up location, with provided signage. *May serve food and alcohol.*
- Name and/or logo on participant goody bag
- Chapter-provided goody bag item (200 ct)
- Full page ad in the Yearbook
- Option to provide logo flags for all holes
- Option to provide feather flags for cart area
- Signage at entrance, exit, and registration areas
- Signage on golf carts for sponsor's foursomes
- Recognition in all announcements during the event
- Company logo included in all promotional materials
- Company "Thanked/Featured" in dedicated Facebook Post with company provided logo or artwork

EAGLE SPONSOR: { \$2,750 } LIMIT OF 5

- 1 Foursome
- Set up at 2nd choice of hole, with provided signage at tee box, fairway, and green.
- One half page ad in the Yearbook
- Company "Thanked/Featured" in Facebook post with company provided logo or artwork

WELCOME BAR SPONSOR: { \$2,750 } LIMIT OF 1

- Set up at designated location by registration. *May serve food and alcohol.*
- Refreshments to serve are provided by the Chapter

BEVERAGE CART SPONSOR : { \$2,000 } LIMIT OF 2

- Company name on beverage cart signage
- Company representative may accompany Beverage Cart

WATERING HOLE SPONSOR: { \$2,000 } LIMIT OF 2

- Set up at designated watering hole, with provided signage at tee box, fairway, and green
- Refreshments to serve are provided by the Chapter

PUTT PUTT SPONSOR: { \$1,750 } LIMIT OF 1

- Set up at Putting Green area with provided signage
- Company may host putting competition
- *May serve food and alcohol*

TEE BOX CRAWL SPONSOR: { \$1,250 } LIMIT OF 2

- Company name on signage for two standard shuttle carts reserved for "touring" around the course
- Company representative may drive the shuttle carts
- *May not serve food or alcohol on cart*

ALL SPONSORS, REGARDLESS OF LEVEL:

- Company may place a promotional item in the Goody Bag given to 200 golf participants (company provided)
 - Listed on website, social media & marketing emails

golf classic

SPONSORSHIPS 2024

HOLE-IN-ONE SPONSOR: { \$1,250 } LIMIT OF 1

- Set up at designated hole, with provided signage
- Company name on hole-in-one prize signage
- *May serve food and alcohol*

SUPER SHOT SPONSOR: { \$1,250 } LIMIT OF 1

- Set up at designated hole, with provided signage
- Company name on Super Shot tickets
- *May serve food and alcohol*

HOLE SPONSOR: { \$1,000 } LIMIT OF 8

- Company may set up on assigned hole, provided signage at tee box. *May serve food, but not alcohol.*

TRANSPORTATION SPONSOR: { \$750 } LIMIT OF 1

- Company name on signage in each golf cart with Uber code for participant use
- Company logo on pre-event email blasts & social media posts promoting the Uber code service

DINNER SPONSOR: { \$500 } LIMIT OF 10

- Company name on banner in dining area
- Company name on table tents in dining area

DRIVING RANGE SPONSOR: { \$375 } LIMIT OF 10

- Company name on signage at driving range

FOUR PERSON TEAM: { \$600 } LIMIT OF 36

- Includes boxed lunch, catered dinner, and drinks all day

IMPORTANT INFORMATION:

The ability to serve food and alcohol on the course has been limited. Please read sponsorship descriptions carefully to ensure you make a selection that works for you.

Only members of SEVA-CAI are permitted to sign up for teams. Non-members may play on a team, but a member must register them and pay in full.

There will be a single PM flight of 36 teams. Non-golfers tickets will be available for those wishing to participate in the dinner party and additional activities.

All teams and sponsors must pay in full before the day of the tournament or they will not be able to participate.

ALL SPONSORS, REGARDLESS OF LEVEL:

- Company may place a promotional item in the Goody Bag given to 200 golf participants (company provided)
 - Listed on website, social media & marketing emails

additional

OPPORTUNITIES

EDUCATION PROGRAMS

Support the community associations your company serves by becoming an Education Sponsor!

- Company recognition & intro at each sponsored education event. May pass out (or email) materials.
- Table space at each sponsored program (if in-person)
- Company logo on the website registration page, promotional e-mails, and social media event.
- One complimentary ticket for each sponsored program
- Attendee list for sponsored program

{ \$500/EACH } LIMIT 2

***save! FOUR PACK: \$1,600**

advertising

OPPORTUNITIES

*new!

THE BLOG

Your ad will be featured in a post on our new blog, *The Anchor*. Ads are clickable, and will link readers directly to your website. Ads will remain on the post for the lifetime of the blog.

EXCLUSIVE BANNER

- Digital banner ad (7.5" w x 1" h) appearing after the first paragraph of the post.

- No additional ads on this post.

{ \$275/EACH }

*save! **FOUR PACK: \$1,000**

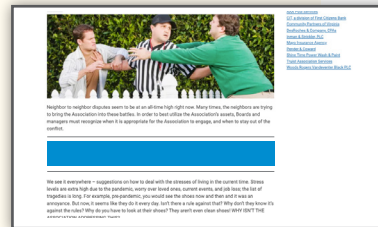
SQUARE AD

- Digital ad (3.5" w x 3.5" h) appearing mid-post, side-by-side with another ad.

{ \$200/EACH }

*save! **FOUR PACK: \$700**

All ad artwork must be submitted in a final, print ready format (ie, .JPG or .PDF)



*new!

THE YEARBOOK

Take this opportunity to advertise in the inaugural issue of our Chapter yearbook. This printed piece will be a compilation of the best of SEVA-CAI over the past year - our top performing articles, photos from events, and more! A hard copy will be mailed to every member, additional copies will be available to prospective members at events, and a digital copy will live online all year long!*

FULL PAGE AD { \$1,500 }

HALF PAGE AD { \$1,000 }

BUSINESS CARD AD { \$300 }**

~~INSIDE FRONT COVER (FULL PAGE) { 2,000 }~~

~~INSIDE BACK COVER (FULL PAGE) { 2,000 }~~

~~BACK COVER (HALF PAGE) { 1,500 }~~

*Content will be compiled throughout 2023, for publication in early 2024.

**in exclusive Service Directory Section!

All ad artwork must be submitted in a final, print ready format (ie, .JPG or .PDF)

2024 sponsorship & advertising contract



AMBASSADORS

- Platinum \$3,000
- Gold \$1,750

CA DAY 2024

- Event Sponsor \$8,250
- Decorating \$4,500
- Valet Sponsor \$4,500
- Welcome Reception \$3,500
- Food & Beverage \$3,000
- Super Friend \$1,250
- Best Friend \$750
- Friend of \$250
- 6x8 Booth (M) \$900
- 6x8 Booth (NM) \$1,300
- 6x10 Booth (M) \$1,050
- 6x10 Booth (NM) \$1,550
- 8x10 Booth (M) \$1,125
- 8x10 Booth (NM) \$1,700
- 8x12 Booth (M) \$1,775
- 8x12 Booth (NM) \$2,600
- Electricity \$150
- Additional Reps \$75 ea.

LEGAL UPDATE

- Breakfast \$750
- Lunch \$750
- Coffee \$750
- Legal Eagle \$650
- Friend \$250

GOLF CLASSIC

- Event \$6,500
- Eagle \$2,750
- Welcome Bar \$2,750
- Beverage Cart \$2,000
- Watering Hole \$2,000
- Putt Putt \$1,750
- Tee Box Crawl \$1,250
- Hole-in-One \$1,250
- Super Shot \$1,250
- Hole Sponsor \$1,000
- Transportation \$750
- Dinner \$500
- Driving Range \$375
- Foursome \$600

EDUCATION

- Education Program \$500
- Edu. Program 4 Pack \$1,600

BLOG ADVERTISING

- Exclusive Banner Ad \$275
- Exl. Banner Ad 4 Pack \$1,000
- Square Ad \$200
- Square Ad 4 Pack \$700

YEARBOOK ADVERTISING

- Full Page Ad \$1,500
- Half Page Ad \$1,000
- Business Card Ad \$300
- Inside Front Cover \$2,000
- Inside Back Cover \$2,000
- Back Cover \$1,500

TOTAL _____

Company Name _____

Contact Name _____

Business Phone _____

Mobile Phone _____

Email _____

Signature _____

Date _____

thank you for
your support!

The firm listed above wishes to advertise or become a sponsor with SEVA-CAI for 2024 and hereby authorizes SEVA-CAI to reserve the choices selected on this form. We understand a 25% deposit must be paid in order to reserve our selections, and payment must be made in full in advance of all events and publications.

Please select your preferred payment below

- Invoice Us
- Payment Enclosed

SEVA-CAI retains the right to edit or reject any advertising. Advertiser agrees to hold the Chapter harmless from any and all claims or suits arising out of publication of any accepted advertising. The Chapter will not be held responsible for any errors occurring after return of proofs or delivery of print ready copy or artwork. Preferred advertising positions and sponsorship opportunities will be filled on a first come, first served basis.

All artwork and contracts must be received by February 15, 2024 in order for all listed benefits to be fulfilled.

Please return signed contracts to: info@sevacai.org

For questions and assistance, please contact the Chapter at 757-558-8128