



2021 Sponsor Investment Packet



Invest in the audience
that invests in you

**MARKETING OPPORTUNITIES TO
ENGAGE WITH NEFLCAI
YEAR-ROUND**

Thank you for your consideration.

Why Sponsor?

NEFLCAI's mission is to inspire professionalism, effective leadership and responsible citizenship—ideals reflected in associations that are preferred places to call home.

We exist to help neighborhoods run smoothly.

HOA Volunteers and Community Association Managers are responsible for ensuring their neighborhoods operate with the highest level of professionalism, efficiency, and engagement among the owners who live there.

Our education program is funded by the Sponsorship program that helps position our members as thought-leaders and experts to their neighborhoods through continuing education and connections to the full NEFLCAI membership, which is comprised of managers, board members and volunteer leaders and business partners.

How to Sponsor

Review the levels, select the one that best fits your goals, and complete the Sponsorship Commitment Form. We'll help you leverage all of your benefits and make the most of your engagement. Once you commit, we'll send you an invoice, which you can pay online or via a check.

Timeline/Other Details

- Sponsorships run for one calendar year from January 1 through December 31.
- Payment for sponsorships is due no later than February 28th of each year. Signed commitment must be received by January 15.
- Sponsorship amounts are subject to annual review and adjustment.
- Sponsor must provide art for their logo in electronic (jpeg, pdf, or eps) form.

Questions?

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Platinum Sponsor

- 50% off Trade Show Booth
- Discount on specific event sponsorships
- Two (2) Tickets to 2021 Annual Chapter Gala
- Opportunity to host onemonthly meeting at your facility and giving a 5-minute presentation
- Recognition at Social Events
- Lead-in message sent on meeting recap
- Full page ad in each quarterly magazine
- 12 months of promotional placement on website
- Recognition in each monthly newsletter
- One direct mailing to membership
- Logo on sponsorship banner
- Recognition on name badges
- :30 special intro at each meeting
- Table tent logo recognition
- Monthly Facebook promotions

Gold Sponsor

- 25% off Trade Show Booth
- Discount on specific event sponsorships
- Opportunity to give a 2-minute presentation about your company at one of our events
- Recognition at Social Events
- Lead-in message sent on meeting recap
- Half page ad in each quarterly magazine
- 12 months of promotional placement on website
- Logo on sponsorship banner
- Recognition on name badges
- :30 special introduction at each meeting
- Table tent logo recognition
- Every other month Facebook promotions

Silver Sponsor

- 10% off Trade Show Booth
- Recognition at Social Events
- Quarter page ad in each quarterly magazine
- 12 months of promotional placement on website
- Logo on sponsorship banner
- Recognition on name badges
- :30 special introduction at each meeting
- Table tent logo recognition
- Four times a year Facebook promotions

Bronze Sponsor

- Recognition at Social Events
- Logo listed in each quarterly magazine
- 12 months of promotional placement on website
- Logo on sponsorship banner
- Recognition on name badges
- Table tent logo recognition
- Twice a year Facebook promotions

Sponsorship At-a-Glance

Platinum Level

Investment: \$2,100

(New to 2021 Benefits Listed in Blue)

(Virtual Equivalent Listed in Green)

Sponsor will receive the following event-specific benefits:

- 50% off Trade Show Booth (Value: \$400)
 - *Booths would be breakout rooms*
- Discount on specific event sponsorships (Value: \$200)
 - *Events would happen via Zoom*
- Two (2) Tickets to 2021 Annual Chapter Gala (Value: \$200)
 - *Social Event would happen via Zoom*
- Opportunity to host a monthly meeting at your facility (coordinated by our Program Committee AND giving a 5-minute multimedia presentation about your company (Value: \$1,000)
 - *You could host a few smaller socially distant gatherings that we would promote to members (i.e. happy hour events)*
- Recognition at our Member Appreciation/Social Events (Value: \$400)
 - *Special Zoom background screens showcasing your sponsorship*
- Lead-in sponsored message sent on meeting recap, for meeting at which you are featured (Value: \$250)
 - *Same*

Sponsor will receive the following year-round benefits:

- Full page ad in each quarterly magazine (Value: \$1,200)
 - *Same*
- 12 months of promotional placement on the NEFLCAI Chapter website, including a link to your company, which you can request to be changed out as often as you like (Value: \$2,400)
 - *Same*
- Recognition in each monthly newsletter (Value: \$1,200)
 - *Same*
- One direct mailing to membership, does not include printing or postage, but is prepared by NEFLCAI admin support (Value: \$450)
 - *Same*
- Company logo on Sponsorship banner displayed at each meeting. (Value: \$450)
 - *Slideshow at beginning of virtual meeting*
- Special recognition as a sponsor on name badges (Value: \$100)
 - *Special Zoom background screens showcasing your sponsorship*
- :30 special introduction presentation at each program meeting (Value \$1,000)
 - *Same*
- Table tent logo recognition at every monthly meeting (Value: \$500)
 - *Slideshow at beginning of virtual meeting*
- Monthly Promotional recognition on chapter's Facebook page, video and pictures (Value: \$3,000)
 - *Same*

Total Value: \$12,750

Total Investment: \$2,100

ROI: \$10,650 plus Lifetime Value, with just one customer secured

Gold Level

Investment: \$1,500

(New to 2021 Benefits Listed in Blue)

(Virtual Equivalent Listed in Green)

Sponsor will receive the following event-specific benefits:

- 25% off Trade Show Booth (Value: \$150)
 - *Booths would be breakout rooms*
- Discount on specific event sponsorships (Value: \$200)
 - *Events would happen via Zoom*
- Opportunity to give a 2-minute multimedia presentation about your company at one of our program events (Value: \$750)
 - *You could host a few smaller socially distant gatherings that we would promote to members (i.e. happy hour events)*
- Recognition at our Member Appreciation/Social Events (Value: \$400)
 - *Special Zoom background screens showcasing your sponsorship*
- Lead-in sponsored message sent on meeting recap, for meeting at which you are featured (Value: \$250)
 - *Same*

Sponsor will receive the following year-round benefits:

- Half-page ad in each quarterly magazine (Value: \$800)
 - *Same*
- 12 months of promotional placement with logo on the NEFLCAI Chapter website (Value: \$1,800)
 - *Same*
- Company logo on Sponsorship banner displayed at each meeting. (Value: \$450)
 - *Slideshow at beginning of virtual meeting*
- Special recognition as a sponsor on name badges (Value: \$100)
 - *Special Zoom background screens showcasing your sponsorship*
- :30 special introduction presentation at each program meeting (Value \$1,000)
 - *Same*
- Table tent logo recognition at every monthly meeting (Value: \$500)
 - *Slideshow at beginning of virtual meeting*
- Every other month promotional recognition on chapter's Facebook page, video and pictures (Value: \$1,500)
 - *Same*

Total Value: \$7,900

Total Investment: \$1,500

ROI: \$6,400 plus Lifetime Value, with just one customer secured

Silver Level

Investment: \$900

(New to 2021 Benefits Listed in Blue)

(Virtual Equivalent Listed in Green)

Sponsor will receive the following event-specific benefits:

- 10% off Trade Show Booth (Value: \$80)
 - *Booths would be breakout rooms*
- Recognition at our Member Appreciation/Social Events (Value: \$400)
 - *Special Zoom background screens showcasing your sponsorship*

Sponsor will receive the following year-round benefits:

- Quarter page ad in each quarterly magazine (Value: \$400)
 - *Same*
- 12 months of promotional placement with your name on the NEFLCAI Chapter website (Value: \$1,500)
 - *Same*
- Company logo on Sponsorship banner displayed at each meeting (Value: \$450)
 - *Slideshow at beginning of virtual meeting*
- Special recognition as a sponsor on name badges (Value: \$100)
 - *Special Zoom background screens showcasing your sponsorship*
- :30 special introduction presentation at each program event (Value \$1,000)
 - *Same*
- Table tent logo recognition at every monthly meeting (Value: \$500)
 - *Slideshow at beginning of virtual meeting*
- Four times a year promotional recognition on chapter's Facebook page, video and pictures (Value: \$1,000)
 - *Same*

Total Value: \$5,430

Total Investment: \$900

ROI: \$4,530 plus Lifetime Value, with just one customer secured

Bronze Level

Investment: \$600

(New to 2021 Benefits Listed in Blue)

(Virtual Equivalent Listed in Green)

Sponsor will receive the following event-specific benefits:

- Recognition at our Member Appreciation/Social Events (Value: \$400)
 - *Special Zoom background screens showcasing your sponsorship*

Sponsor will receive the following year-round benefits:

- Logo listed in each quarterly magazine (Value: \$200)
 - *Same*
- 12 months of promotional placement with your name on the NEFLCAI Chapter website (Value: \$1,500)
 - *Same*
- Company logo on Sponsorship banner displayed at each meeting. (Value: \$450)
 - *Slideshow at beginning of virtual meeting*
- Special recognition as a sponsor on name badges (Value: \$100)
 - *Special Zoom background screens showcasing your sponsorship*
- Table tent logo recognition at every monthly meeting (Value: \$500)
 - *Slideshow at beginning of virtual meeting*
- Twice a year promotional recognition on chapter's Facebook page, video and pictures (Value: \$500)
 - *Same*

Total Value: \$3,650

Total Investment: \$600

ROI: \$3,050 plus Lifetime Value, with just one customer secured

NEFLCAI Investment Commitment Form

____ YES, I would like to reach new potential customers by being a 2021 sponsor of the NEFLCAI

Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-Mail: _____

SELECT YOUR LEVEL OF SPONSORSHIP:

- ____ Platinum Sponsor \$2,100
- ____ Gold Medal Sponsor \$1,500
- ____ Silver Medal Sponsor \$ 900
- ____ Bronze Medal Sponsor \$ 600

By email: Robin Miller, ced@neflcai.com

SPONSORSHIP RESERVATION DEADLINE: Return this form by December 27, 2020.

PAYMENT DUE: February 28, 2021. Full benefits will not be activated until payment is received.

**Schedule/benefits subject to change, due to COVID. Every consideration will be made to give an equivalent benefit.