

# CAI-CLAC Marketing Plan

We are excited to introduce the new 2026 Marketing Plan for CAI-CLAC, which introduces expanded sponsorship opportunities tailored to empower business partners in amplifying their marketing and networking initiatives.

## ANNUAL SPONSORSHIPS

- 2026 CAI-CLAC Supporter Sponsor | \$250 (New!)**
  - Receive a digital graphic showcasing your support in 2026 for CAI-CLAC to add to company email signatures. Graphic provided by CAI-CLAC.
- Virtual Town Hall Sponsor | \$750 (Limit 5)**
  - Opportunity to provide a 30-second recorded company commercial. Purchase two sponsorships for a one minute commercial.
  - Commercial aired during all three CAI-CLAC Town Halls throughout 2026.
  - Customized company Zoom background for company use at all Town Halls in 2026, provided by CAI-CLAC.
  - Company logo, with a live link to your website, featured on the CAI-CLAC website and in Town Hall promotional emails.

**new!**

## ADVOCACY DAYS 2026 SPONSORSHIPS

- Advocacy Ally Sponsor | \$1,750**
  - Includes two (2) registrations for both days of event.
  - Receive a digital graphic showcasing your support for CAI-CLAC Advocacy Days to add to company email signatures. Graphic provided by CAI-CLAC.
  - Opportunity for a company representative to provide a brief introduction and deliver a toast during Tuesday's *Happy Hour!* event.
  - Company representative photographed with each award winner, photos shared on CAI-CLAC's social media.
  - Company logo and sponsor-provided QR code featured on the Advocacy Days Attendee Folder distributed to all attendees. Deadline for QR code submission is Wednesday, March 13, 2026 by 5:00 p.m. (PST)
  - Company logo, linked to your website, featured on the CAI-CLAC Advocacy Days event web page and in email promotions.
  - Recognition during all attendee meetings.
- Mini Expo Sponsor | \$900 (Limit 6)**
  - Includes one (1) registration for both days of event.
  - One 6' draped table in the Capitol View Room throughout the event.
  - Receive a digital graphic showcasing your support for CAI-CLAC Advocacy Days to add to company email signatures. Graphic provided by CAI-CLAC.
  - Opportunity for a company representative to share a short introduction.
  - Company logo, linked to your website, featured on the CAI-CLAC Advocacy Days event web page and in email promotions.
  - Recognition during all attendee meetings.



CAI-CLAC  
Advocacy  
Days

April 7-8, 2026  
Hyatt Regency Sacramento  
1209 L Street  
Capital View 15th Floor

More on next page >

**Bill Sheet Sponsor | \$800 (Limit 5)**

- Company logo featured on all Legislative Bill Sheets distributed to all attendees.
- Company logo, linked to your website, featured on the CAI-CLAC Advocacy Days event web page and in email promotions.
- Recognition during all attendee meetings.

**Breakfast & Networking Sponsor | \$650 (Limit 2)**

- Welcome attendees at Breakfast, opportunity to share a short company introduction.
- Company logo featured at food stations.
- Company logo, linked to your website, featured on the CAI-CLAC Advocacy Days event web page and in email promotions.
- Recognition during all attendee meetings.

**Capitol Steps Photo Sponsor | \$500 (Limit 2 per chapter)**

- Company logo included on each Chapter's official Capitol Steps photo taken by the event photographer (logos will not appear on candid photos to avoid conflicts with legislators).
- Company logo, linked to your website, featured on the CAI-CLAC Advocacy Days event web page and in email promotions.
- Recognition during all attendee meetings.

**Advocacy Days Attendee Folder Sponsor | \$200 (Limit 5)**

This folder contains all CAI-CLAC Legislative Bill Position Sheets, event agendas, and related materials and is provided to all attendees.

- Company logo featured on the Advocacy Days Attendee Folder.
- Company logo, linked to your website, featured on the CAI-CLAC Advocacy Days event web page and in email promotions.

**Grand Prize Sponsor | \$100 (Limit 10)**

- Company name featured on event raffle tickets.
- Company name listed on the CAI-CLAC website.

**FUNdraising Wall Sponsor | \$50 Minimum Donation**

The FUNdraising Wall is a fan favorite!

- Donate an item or service valued at \$50 or more.
- Attendees will have the opportunity to purchase \$10 mystery envelopes from the wall of donated prizes. Non-winning envelopes will contain a "second chance drawing" ticket.
- Suggested donations include gift cards, bottles of wine, vacation getaways, concert tickets, lottery scratchers or other creative prizes.
- Each donation should include two business cards that will be placed inside the mystery prize envelope.

## ADVOCACY DAYS AGENDA

(subject to change)

### TUESDAY, APRIL 7, 2026

1:00 pm – 4:15 pm

Bill Briefing

Legislative Team Leader &  
Advocacy Group Assignment

Exhibitor Mini Expo

CAI National Update

4:30 pm – 6:30 pm

*Happy Hour!*

Meet the Delegates

2025 Volunteer Recognition

Sponsor Toast

FUNdraising Wall

### WEDNESDAY, APRIL 8, 2026

7:30 am SHARP

Breakfast with assigned group

Legislator meeting planning

Exhibitor Mini Expo

8:45 am

Chapter Group Pictures at the  
State Capitol Steps

9:00 am – 4:00 pm

Legislative Meetings at the Capitol

11:30 am – 1:00 pm

Buffet Lunch – Gold Rush Grille  
Secretary of State Building  
1500 11th Street, 2nd Floor

4:30 pm – 6:00 pm

Debrief with Advocate Louie Brown

Grand Prize Drawing



# CAI-CLAC Marketing Plan



Email completed form to [office@caiclac.com](mailto:office@caiclac.com)

## PAYMENT INFORMATION

All prices quoted are CAI Member pricing. Non-Member pricing is an additional 50% over the quoted price. Prepayment is required to guarantee sponsorship benefits and/or event attendance.

## METHOD OF PAYMENT

Check enclosed payable to CAI-CLAC    Amex    Visa    Mastercard    Discover

## ANNUAL SPONSORSHIPS

2026 CAI-CLAC Support Sponsor – \$250       2026 Virtual Town Hall Sponsor – \$750

## ADVOCACY DAYS SPONSORSHIPS

Advocacy Ally Sponsor – \$1,750       Capitol Steps Photo Sponsor – \$500 (Limit 2 per chapter)  
 Mini Expo Sponsor – \$900 (Limit 6)       Advocacy Days Attendee Folder Sponsor – \$200 (Limit 5)  
 Bill Sheet Sponsor – \$750 (Limit 6)       Grand Prize Sponsor – \$100 (Limit 10)  
 Breakfast & Networking Sponsor – \$650 (Limit 2)       FUNdraising Wall Sponsor – \$50 (minimum donation)

## SPONSORSHIP TOTAL \_\_\_\_\_

IN PERSON ATTENDEE ONE (IF APPLICABLE)

COMPANY/HOA

ATTENDEE ONE EMAIL

ATTENDEE ONE CELL PHONE

IN PERSON ATTENDEE TWO (IF APPLICABLE)

COMPANY/HOA

ATTENDEE TWO EMAIL

ATTENDEE TWO CELL PHONE

NAME ON CARD

BILLING ADDRESS

CITY

STATE

ZIP

CREDIT CARD NUMBER

SECURITY CODE

EXP. DATE

SIGNATURE (REQUIRED)

EMAIL ADDRESS

PHONE

California Legislative Action Committee (CLAC) is a committee of Community Associations Institute (CAI) and is a 501(c)(6) a not-for-profit organization. Contributions or gifts to CAI-CLAC are not deductible for federal income tax purposes. Sponsorships are available on a first come, first served basis. Important Information: All prices quoted are CAI Member pricing. Non-Member pricing is an additional 50% over the quoted price. Prepayment is required to guarantee sponsorship benefits. Sponsorship refunds for this event will be determined by the CAI-CLAC Executive Committee, if notified at least 30 days prior to the event.



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