



MINNESOTA CHAPTER
community
ASSOCIATIONS INSTITUTE



YEARS OF COMMUNITY



A FUTURE WORTH INVESTING IN

2027

ANNUAL PARTNER PROSPECTUS

CAI-MN ANNUAL PARTNERSHIP INVESTMENT

For nearly 50 years, CAI-MN has brought people together to build stronger, better communities. In 2027, we're celebrating that legacy while looking ahead to what's next – and there's no better time to partner with us.

This 2027 Annual Partner Prospectus is filled with opportunities to put your brand in front of homeowner leaders, community management professionals and industry influencers. Whether your goals are digital visibility, thought leadership, networking or face-to-face conversations, CAI-MN offers flexible opportunities to help you create a partnership that delivers value for your business.

Our partners have access to year-round opportunities backed by concierge-style service and a commitment to meaningful engagement. Together, we can strengthen your position as a trusted advisor, active industry partner and contributor to the next 50 years of community association success. Partnership with CAI-MN is more than a sponsorship – it's an investment in relationships, reputation and the future of our industry.

Exclusive Benefits Available at Each Annual Partner Tier:

- Align with your organization's marketing strategies
- Provide repeat connections to your targeted demographic
- Strengthen your brand position within the Minnesota community of HOA decision-makers

Only Our Annual Partners Receive:

- Advance notification of CAI-MN sponsorship opportunities
- Bank funds to spend throughout the year on events and sponsorships
- Authorized use of CAI-MN's Annual Partner badge on your website and marketing collateral

JOIN US TO UNLOCK YOUR GROWTH POTENTIAL

To become part of the 2027 Annual Partner and Sponsorship program, please download our Prospectus order form at:

www.cai-mn.com/sites/default/files/content-files/2027APForm.pdf

Complete Sections 1-3 and then submit your completed form to Chris Charbonneau at admin@cai-mn.com.

MN COMMUNITY ASSOCIATIONS: FACTS & FIGURES

- Approximately **1,560,000** Minnesotans live in **625,000** homes in **8,000** community associations.
- These residents pay **\$3.3 billion** a year to maintain their communities. These costs would otherwise fall to the local government.
- **52,800** Minnesotans serve as volunteer leaders in their community associations each year, providing **\$77.8** million in service.
- The median home value in Minnesota is **\$330,240**. Homes in community associations are generally valued at least **4%** more than other homes.
- By **2040** the community association housing model is expected to become the most common form of housing.



SOURCES: Community Associations Fact Book 2024, FOUNDATION FOR COMMUNITY ASSOCIATION RESEARCH, foundation.caionline.org.
Note: Statistics published are estimates generated from seven public/private data sources; including the American Communities Survey.

2027 ANNUAL PARTNERSHIP TIERS

At each annual investment tier, partner benefits build to focus on your firm’s brand awareness, advertising and networking efforts.

Annual Partnerships run January-December and all benefits must be used within the calendar year they are purchased. Annual Partners must be members of CAI for the full 2027 calendar year.	Limited to Members in Non-Competing Business Categories	EXISTING ANNUAL PARTNERS: Receive a 5% discount if you upgrade from your 2026 partnership tier.			
		NEW ANNUAL PARTNERS: Receive a 5% discount if you enroll and pay for 2027 partnership prior to 12/31/26.			
2027 ANNUAL PARTNER BENEFITS	RHODIUM \$22,000	PLATINUM \$15,000	GOLD \$8,750	SILVER \$5,250	BRONZE \$4,000
MONETARY					
Networking/Event Sponsorship Credit [Golf Tournament, Gala, Exhibitor, Sponsor, Education, Social Events]	\$6,000 Bank	\$3,000 Bank	\$1,500 Bank	\$1,000 Bank	\$750 Bank
EVENTS & NETWORKING					
Priority Access to Sponsorship Opportunities	✓	✓	✓	✓	✓
Seat at Annual Partner Forum	✓	✓	✓	✓	✓
Exhibit Space at 2027 Expo & Trade Show [February] Preferred Placement Subject to Availability	Double (\$1,500 Value)	Single (\$750 Value)			
Exhibit Space at 2027 Fall Expo [September] Preferred Placement Subject to Availability	Double (\$1,500 Value)	Single (\$750 Value)			
Gala Tickets for Employees/Clients	10 Tickets	5 Tickets	2 Tickets	2 Tickets	2 Tickets
Golf Tournament Registration	4 Golfers	4 Golfers	2 Golfers	1 Golfer	1 Golfer
NEW THIS YEAR FOR MANAGEMENT COMPANIES ONLY: Pick One: Golfers or An Equivalent Number of Education Bundles	4 Golfers OR 4 Bundles	4 Golfers OR 4 Bundles	2 Golfers OR 2 Bundles	1 Golfer OR 1 Bundle	1 Golfer OR 1 Bundle
BRAND AWARENESS					
Recognition on CAI-MN Homepage Footer with a Link to Your Website	Logo	Logo	Name	Name	Name
Recognition on CAI-MN Eblast Footer	Logo	Logo	Logo	Name	Name
Partner Listing on Signage and Programs at Chapter Events	Logo	Logo	Logo	Name	Name
Partner Listing in Minnesota Community Living Magazine [Qtly.]	✓	✓	✓	✓	✓
NEW THIS YEAR: Recognition Slide in Education Webinars Throughout the Year	Logo	Logo	Logo	Logo	Logo
Premium Placement on CAI-MN Business Partner Finder	Logo	Logo	Logo	Logo	Logo
Annual Partner Badge for Partner Use in Marketing	✓	✓	✓	✓	✓
PRINT & DIGITAL ADVERTISING					
Print Ad in Minnesota Community Living Magazine [Qtly.]	Full Page (\$5,600 Value)	Full Page (\$5,600 Value)	Half Page (\$3,900 Value)	Quarter Page (\$2,600 Value)	Business Card (\$1,600 Value)
NEW THIS YEAR: 1X Premium Placement in Magazine - Back / Inside Cover [FCFS]	Full Page (\$500 Value)	-	-	-	-
Banner Ad on CAI-MN Homepage	1 Month (\$300 Value)	-	-	-	-
Member Spotlight Hosted on CAI-MN Website	✓	✓	✓	✓	✓
Member Spotlight Featured on CAI-MN Homepage and NewsBrief Eblast [Weekly Rotation]	✓	✓	✓	✓	✓

WANT TO EXPLORE INVESTMENT OPPORTUNITIES?

Please contact Chris Charbonneau at admin@cai-mn.com to determine which Annual Partnership tier is right for your organization.

2027 ANNUAL SPONSORSHIPS

Annual Sponsorship opportunities allow our Annual Partners to “own” a promotional channel within CAI-MN for the full calendar year. These sponsorships are reserved on a first come, first served basis exclusively for Annual Partners through November 30, 2026, at which time the sponsorships will open to all members. Prior-year sponsorship gives an Annual Partner first right of refusal for that same sponsorship the following year.

2027 ANNUAL SPONSORSHIPS	COST
Caddyshack Sponsor at Golf Tournament Recognition on all golf eblasts, registration webpage, event signage/banner, promotional tent by registration, and one foursome	\$10,000
Signature Sponsor at LAC Advocacy Day at the Capitol [March 3, 2027] Recognition on all promotional eblasts and event materials, as well as event signage	\$5,000
Signature Sponsor at 2027 Gala & Vision Awards Celebrating 50th Anniversary – Radisson Blu @ MOA [Dec. 9, 2027] Recognition on all Gala promotional eblasts, registration webpage, event program, and event signage; invited on stage for brief introduction	\$5,000
Nametag Printing Kiosk Sponsor at In-Person Education Events Recognition at the self-serve check-in kiosks for education and social events	\$2,500
Lanyard Sponsor at Expo & Trade Show [Feb.] and Law Seminar & Fall Expo [Sept.] Recognition in online registration pages, event programs and signage; Sponsor provides 750 branded lanyards	\$2,500
Bag Sponsor at Expo & Trade Show [Feb.] and Law Seminar & Fall Expo [Sept.] Recognition in online registration pages, event programs and signage; Sponsor provides 500 branded bags	\$2,500
Floor Graphics Sponsor at Expo & Trade Show [Feb.] Law Seminar & Fall Expo [Sept.] Gala & Vision Awards [Dec.] A custom 3' x 3' floor graphic for each event plus recognition on online registration page, event program and signage	\$2,500
Napkin Sponsor at Expo, Law Seminar, Gala, Spring & Fall Member Social Events Recognition in online registration page, event program and signage; Sponsor provides 1,500 branded cocktail napkins	\$2,500
BAR SPONSOR: Expo & Trade Show [Feb.] Golf Tournament [Aug.] Law Seminar & Fall Expo [Sept.] Gala & Vision Awards [Dec.] Recognition in online registration page, event program, signage and drink ticket	\$2,500/ Each
Signature Sponsor at Expo & Trade Show [Feb.] Recognition in online registration page, event program and signage as well as event welcome prior to the education program	\$2,500
Signature Sponsor at Law Seminar & Fall Expo [Sept.] Recognition in online registration page, event program and signage as well as event welcome prior to the education program	\$2,500
Vision Awards VIP Room Sponsor Recognition as host for exclusive, 1-hour VIP meet-and-greet with Vision Award nominees (and plus-ones); includes VIP drink ticket for all guests	\$2,500
NON-ALCOHOLIC BEVERAGE SPONSOR: Expo & Trade Show [Feb.] Law Seminar & Fall Expo [Sept.] Gala & Vision Awards [Dec.] Recognition in online registration page, event program, signage and drink ticket	\$1,500/ Each
NEW THIS YEAR: Board Leader Certificate Course Sponsor Recognition in online registration page and event signage as well as 2-minute introduction at beginning of program	\$1,500
Signature Sponsor at Member Social Event [Spring & Fall] Recognition in online registration page, event program and signage; Sponsor receives attendee list	\$1,500/ Each
Signature Sponsor at Emerging Young Professionals (EYP) Social Event [Spring & Fall] Recognition in online registration page and event signage	\$1,500/ Each
Signature Sponsor at Committee Chair Appreciation Event/Dinner Recognition on all promotional eblasts and event materials, as well as event signage; Sponsor invited to attend dinner	\$1,500
NEW THIS YEAR: Door Prize Sponsor at 2 Member Social/Happy Hour Events in 2027 Recognition in event promotion, on-line registration page and at prize drawing; CAI-MN to provide 1 door prize at each event to drive attendance	\$500
Manager Education Event Sponsor [Limited to 5 Sponsors per In-Person Education Program - April, July, September] Recognition in online registration page, tabletop display during registration/lunch as well as 2-minute introduction at beginning of program	\$500/ Each
Support the Legislative Action Committee (LAC) Make a contribution toward the lobbying efforts on behalf of CAI-MN and its members	\$500

WANT TO EXPLORE CUSTOM SPONSORSHIP OPPORTUNITIES?

Please contact Chris Charbonneau at admin@cai-mn.com to structure a sponsorship package beneficial to your organization.

2027 ADVERTISING OPPORTUNITIES

The Minnesota Community Living Magazine is CAI-MN’s primary channel for communicating information and resources to homeowners, managers and businesses. It is a goal of CAI-MN to have the Community Living Magazine reach as many people as possible throughout Minnesota. We provide a free subscription to all members and ask that business partners and management companies distribute copies of the magazine to their clients. A Community Living digital archive is available at www.cai-mn.com.

2027 ADVERTISING RATES

AD SIZE	MEMBER	NON-MEMBER
Full Page (7.5" w × 10" h or 8.5" w × 11")	\$1,400	\$1,975
Half Page/Horizontal (7.5" w × 4.5" h)	\$975	\$1,450
1/4 Page/Vertical (3.5" w × 4.5" h)	\$650	\$900
1/8 Page/Business Card (3.5" w × 2" h)	\$400	\$600
Website Banner Ad (1162px × 200px)	\$300	\$450

ANNUAL PARTNER ADVERTISING VALUE

PARTNER LEVEL	BENEFIT	2027 CREDIT
Rhodium	Full Page, 4 issues	\$5,600
Platinum	Full Page, 4 issues	\$5,600
Gold	1/2 Page, 4 issues	\$3,900
Silver	1/4 Page, 4 issues	\$2,600
Bronze	1/8 Page, 4 issues	\$1,600

MEMBER SPOTLIGHT

INCLUDES VIDEO LINK, HOMEPAGE & WEEKLY NEWSBRIEF FEATURE	
Annual Partner	Included
CAI-MN Member	\$500 per calendar year

Videos should be 1-2 minutes in length and be submitted as a YouTube or Vimeo link. Member Spotlights will be featured on a rotating weekly schedule; Annual Partners will receive priority.

NOT AN ANNUAL PARTNER, BUT STILL WANT TO ADVERTISE?

Please contact Cindy Hoeschen at ced@cai-mn.com to learn about advertising opportunities.

MAGAZINE EDITORIAL SCHEDULE

The Community Living Magazine is produced four times per year. Following is the production schedule for 2027:

EDITION	AD DEADLINE	ESTIMATED PUBLICATION DATE
1st Quarter	February 19	March 19
2nd Quarter	May 14	June 11
3rd Quarter	August 13	September 3
4th Quarter	November 26	December 27

PRINT ADVERTISING SPECIFICATIONS

All print ads must be emailed to marketing@cai-mn.com as follows:

- Submit a high resolution, print-quality PDF file. If this is not available, a high resolution (300 dpi) JPG will also be accepted. CMYK color format.
- Microsoft Word files are not accepted. Display ads that need to be designed or revised due to incorrect artwork are subject to an hourly charge of \$85 with a 1 hour minimum.

ANNUAL PARTNERS: The print ad you submit for the Q1-2027 magazine will appear in all four 2027 publications unless you indicate otherwise by submitting a new ad prior to the above-listed quarterly advertising deadlines.

DIGITAL ADVERTISING SPECIFICATIONS

All banner ads must be emailed to marketing@cai-mn.com as follows:

- Submit a 72-dpi PNG or JPG file sized to 1162px x 200px
- The ad deadline is the last day of the month prior to the month reserved

2027 Prospectus Order Form

Complete this interactive pdf form and submit it to Chris Charbonneau at admin@cai-mn.com to secure an Annual Partnership and Sponsorship(s) for 2027. Questions can also be directed to Chris. **Please Note:** All opportunities are first come, first served and subject to availability.

1. ANNUAL PARTNERSHIP [CHECK ONE]

PARTNER LEVEL	INVESTMENT
☐ Rhodium	\$22,000
☐ Platinum	\$15,000
☐ Gold	\$8,750
☐ Silver	\$5,250
☐ Bronze	\$4,000

3. YOUR INFORMATION

INVESTMENT SUMMARY	AMOUNT
Partnership Level Investment	
Sponsorship Investment	
Add'l/Upgraded Advertising	
2027 Total Investment	

Name:

Company:

Address:

City/State/Zip:

Phone:

Email:

Payment Method: ☐ Check Enclosed (Payable to CAI-MN) ☐ Invoice Me (Pay via Credit Card)

Investment can be paid
in December 2026
or January 2027

Mail Payment
CAI Minnesota
P.O. Box 390181
Edina, MN 55439

Email Form
admin@cai-mn.com

2. ANNUAL SPONSORSHIPS

ANNUAL SPONSORSHIP	INVESTMENT
☐ Caddyshack Sponsor at Golf Tournament	\$10,000
☐ Signature Sponsor at LAC Advocacy Day at the Capitol	\$5,000
☐ Signature Sponsor at Gala & Vision Awards	\$5,000
☐ Nametag Printing Kiosk Sponsor at In-Person Education Events	\$2,500
☐ Lanyard Sponsor at Expo and Law Seminar	\$2,500
☐ Bag Sponsor at Expo and Law Seminar	\$2,500
☐ Floor Graphics at Expo, Law Seminar, and Gala	\$2,500
☐ Napkins Sponsor at Expo, Law Seminar, Gala, Spring/Fall Socials	\$2,500
☐ Bar Sponsor at Expo & Trade Show [Feb.]	\$2,500
☐ Bar Sponsor at Golf Tournament [August]	\$2,500
☐ Bar Sponsor at Law Seminar & Fall Expo [Sept.]	\$2,500
☐ Bar Sponsor at Gala & Vision Awards [Dec.]	\$2,500
☐ Signature Sponsor at Expo & Trade Show [Feb.]	\$2,500
☐ Signature Sponsor at Law Seminar & Fall Expo [Sept.]	\$2,500
☐ Vision Awards VIP Room Sponsor	\$2,500
☐ Non-Alcoholic Beverage Sponsor at Expo & Trade Show [Feb.]	\$1,500
☐ Non-Alcoholic Bev. Sponsor at Law Seminar & Fall Expo [Sept.]	\$1,500
☐ Non-Alcoholic Bev. Sponsor at Gala & Vision Awards [Dec.]	\$1,500
☐ Board Leader Certificate Course Sponsor	\$1,500
☐ Signature Sponsor at Social Event [Pick Spring or Fall]	\$1,500/Each
☐ Signature Sponsor at EYP Event [Pick Spring or Fall]	\$1,500/Each
☐ Signature Sponsor at Committee Chair Appreciation Event	\$1,500
☐ Door Prize Sponsor at 2 Social/Happy Hour Events	\$500
☐ Manager Education Sponsor [Pick Month(s)]	\$500/Each
☐ Support the Legislative Action Committee (LAC)	\$500
TOTAL SPONSORSHIP INVESTMENT	