

# 2023 / 2024

## MEMBERSHIP PACKAGE





# Business Partner Membership, Sponsorship & Advertising Package 2023 / 2024

## About CCI BC

The Canadian Condominium Institute is a leading resource for the condominium industry by providing education, information, awareness, and access to expertise by and for our members.

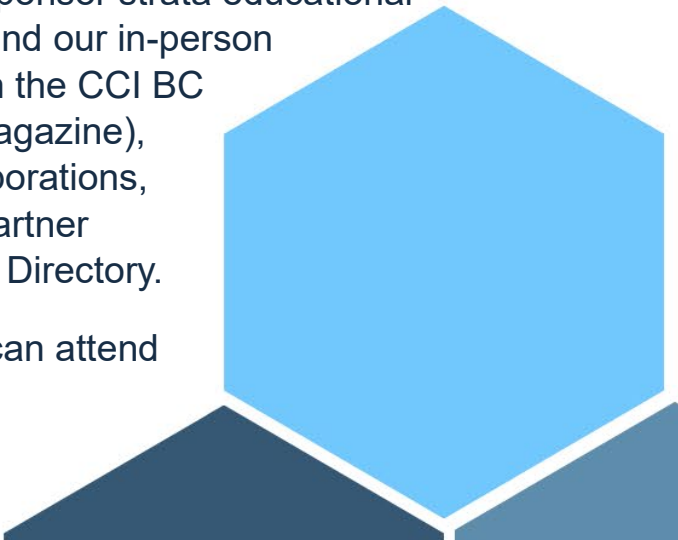
The mission of CCI BC is to provide exceptional education for Strata Councils to help build strong and healthy strata communities across BC.

## Business Partner Membership

Organizations and businesses that provide services and products to strata corporations can become Business Partner Members.

Under this membership category, members can sponsor strata educational seminars, Lunch & Learns, Condo 101 courses, and our in-person CondoSTRENGTH events. They can advertise on the CCI BC website, in Strata Connection (CCI BC's digital magazine), and can submit educational articles for strata corporations, to be published in Strata Connection. Business Partner Members are listed in CCI BC's Business Partner Directory.

All employees of the Business Partner company can attend strata educational seminars and Lunch & Learns.



# What Can CCI BC Do For You?

As a trade or service provider in the strata industry, you'll receive the following membership benefits:

- Various opportunities to promote your company online and in person with the CCI BC strata community via advertisements and sponsorships
- Establish you and/or your company as an industry leader through speaking engagements and article submissions
- List your company on our publicly shared Business Partner directory

## CCI BC Member Base

**Strata  
Council  
Members**

**Property  
Managers**

**Unit  
Owners**

**1600+  
Audience**

**Profession-  
als**

**Managing  
Brokers**

**Business  
Partners**

# CCI BC Chapter Initiatives

- ◆ **MONTHLY EVENING WEBINARS**  
Volunteer to present on a specific topic or sponsor a webinar
- ◆ **CONDO 101 COURSE**  
Opportunity to review and develop materials or sponsor one of the two courses
- ◆ **CONDOSTRENGTH PROGRAM**  
Sponsor an event and network with CCI BC strata council members
- ◆ **LUNCH & LEARN EVENTS**  
Exclusive opportunity to develop a topic and present at a virtual seminar
- ◆ **BI-ANNUAL DIGITAL MAGAZINE**  
Submit articles for publishing, purchase advertising space
- ◆ **BUSINESS PARTNER DIRECTORY**  
Listed on website and in Strata Connection magazine





## Advantages of Virtual Events

**Low Barrier  
to  
Entry**

**Increased  
Audience  
Reach**

**Easier  
for  
Attendees**

**Convenience  
for  
Speakers**

**Reusable  
Content**

**Low  
Carbon  
Footprint**

**Honest  
Feedback**

**Data-Driven  
Insights**

**Multiple  
Cost-Savings**

**Increased  
Attendance**



# 2023 / 2024 Events Calendar

Our virtual events make it easy for CCI BC members to attend from wherever they are and offers the chance to rewatch the recorded webinar. More information about each event will be made available on our website and via our emailed newsletter. Webinar topics and schedule are subject to change.

| Evening Education Webinars                |   |
|---|---|
| Date                                      | Topics                                  |
| Tuesday September 26 <sup>th</sup> , 2023 | Preparing for Winter Projects           |
| Tuesday October 24 <sup>th</sup> , 2023   | Budget Planning                         |
| Tuesday November 21 <sup>st</sup> , 2023  | Building Maintenance Schedule           |
| Tuesday January 23 <sup>rd</sup> , 2024   | Legal Panel – Ask a Lawyer              |
| Tuesday February 20 <sup>th</sup> , 2024  | Depreciation Reports – Done Properly!   |
| Tuesday March 26 <sup>th</sup> , 2024     | Dealing with Toxic Council Members      |
| Tuesday April 23 <sup>rd</sup> , 2024     | Insurance Panel – Claims & Case Studies |
| Tuesday May 28 <sup>th</sup> , 2024       | AGM Best Practices                      |
| Tuesday June 25 <sup>th</sup> , 2024      | Legal Expense Insurance for Strata's    |

**Condo 101** – Runs twice a year in the Fall and Spring and is offered via Zoom.

**CondoSTRENGTH** – Is an in-person event held in the Fall and Spring.

# Sponsorship Opportunities

CCI BC events have strong attendance from Strata Council Members and Owners from across the province, but primarily in BC's coastal, Okanagan, and Vancouver Island regions. Sponsorship provides an excellent avenue for our professional and business partner members to gain industry-wide recognition while also supporting CCI BC.

We offer several options for sponsorship and are confident that one of these will meet your company's needs. A la carte options on next page.

|  | <b>GOLD</b><br>MAXIMUM OF 4 SPOTS   | <b>SILVER</b><br>UNLIMITED SPOTS  | <b>BRONZE</b><br>UNLIMITED SPOTS  |
|--|---|---|---|
| <b>Sponsorship Benefits</b>  | <b>\$3,000</b>  | <b>\$1,500</b>  | <b>\$800</b>  |
| Webinar sponsorship, includes event promotions, live and recorded event recognition  | <b>All Courses</b>  | <b>4 Courses</b>  | <b>2 Courses</b>  |
| Opportunity to present service offerings during two webinars (one minute commercial) |  |   |   |
| Logo on all e-blasts   | <b>Prominent Size</b>   | <b>Mid-Level Size</b>   | <b>Small Size</b>   |
| Logo on website*   |  |  |  |
| Featured on Gold Sponsors banner*  |  |   |   |
| Complimentary ad in both issues of Strata Connection*                                | <b>Full-Page Size</b>   | <b>Half-Page Size</b>   | <b>Quarter-Page Size</b>  |
| Recognition at AGM   |  |  |  |
| Membership fee waived  |  |  |  |
| Premium directory listing, includes logo and service description*                    |  |   |   |
| <b>Total Package Value</b>   | <b>\$4,650+</b>   | <b>\$2,850+</b>   | <b>\$1,400+</b>   |

\*New website launching July / August 2023

# Additional Opportunities

**\$350**  
UNLIMITED

## Single Webinar

Choose which event you would like to sponsor. Align your services with the presenting materials.

**\$500**  
MAXIMUM OF 4

## Lunch & Learn

An opportunity to share some of the specific aspects of your services and how it relates to the management and maintenance of strata properties. Must be educational in nature but may include an introduction of company and services. Only four Lunch and Learn events offered per year, this is an exclusive opportunity.

**\$750**  
MAXIMUM OF 4

## Condo 101

Our comprehensive strata council training program is developed and taught by local strata lawyers and provides information on the duties obligations, and procedures of running a strata council effectively. An opportunity to showcase your business at one of our most popular initiatives.

Condo 101 will run twice a year, in the Fall and Spring. There will be two sponsors per session. Sponsorship includes recognition on event promotions, opportunity to introduce your services during the event, and logo in educational materials.

**\$1,000**  
MAXIMUM OF 4

## CondoSTRENGTH

Our only in-person event! Round table and networking reception for strata councils, owners, and property managers. Attendees will draw on each other's knowledge and experience in running their council and managing projects.

CondoSTRENGTH will run twice a year, in the Fall and Spring. There will be two sponsors per session. Sponsorship includes recognition on event promotions, verbal recognition at event, attendance for two representatives, and booth set up.





# Sponsorship & Advertising Application

Please submit sponsorship and advertising application to [contact@ccivancouver.ca](mailto:contact@ccivancouver.ca). Applications will be based on first come, first serve and subject to approval by the Board. Failure to provide payment promptly will result in the forfeiture of your application. Please submit two pages with your application.

Company: \_\_\_\_\_ Contact: \_\_\_\_\_  
 Email: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 Website: \_\_\_\_\_

Payment Details:      Cheque      Credit Card  
 Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_  
 Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

## Sponsorship Options

| Gold    | Silver  | Bronze |
|---------|---------|--------|
| \$3,000 | \$1,500 | \$800  |

If Gold is selected, please list your top choices for webinars to present your services during (one minute commercial). If Silver or Bronze is selected, please list your top four preferred webinar dates to sponsor. We will do our best to accommodate all sponsors first choices.

1. \_\_\_\_\_ 2. \_\_\_\_\_  
 3. \_\_\_\_\_ 4. \_\_\_\_\_

## A la Carte Options

| Single Webinar | Lunch & Learn | Condo 101 | CondoSTRENGTH |
|----------------|---------------|-----------|---------------|
| \$350          | \$500         | \$750     | \$1,000       |

**Webinar / Lunch & Learn** Preferred Month: \_\_\_\_\_  
 Tell us about your Lunch & Learn topic: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Condo101 / CondoSTRENGTH** Preference for Fall or Spring: \_\_\_\_\_



# Sponsorship & Advertising Application

## Strata Connection, Magazine Advertising Options

**Strata Connection** is a bi-annual digital magazine published by CCI BC, featuring CRT, Case Law and Legal updates as well as other educational, strata-related articles submitted exclusively by Business Partner and Professional Members of the chapter. Strata Connection will be provided to members and CCI BC's audience at large via the chapter's e-blasts, website, social media, and its strata educational programs and seminars. Strata Connection is created with the aim of helping strata councils in BC learn to better equip themselves to perform their duties for the betterment of their Strata Communities. All ads in Strata Connection will be linked to the advertiser's website.

|   |                             | Fall 2023<br>(October) | Spring 2024<br>(April) | 2 Issues<br>(10% discount) |
|---|-----------------------------|------------------------|------------------------|----------------------------|
| <b>1/4 Page</b>                                     | 3.5"w X 4.75"h              | \$175                  | \$175                  | \$315                      |
| <b>1/2 Page</b>                                     | 7"w X 4.75"h<br>(landscape) | \$300                  | \$300                  | \$540                      |
|   | 9.5"w X 3.5"h<br>(portrait) | \$300                  | \$300                  | \$540                      |
| <b>Full Page</b>                                    | 7"w X 9.5"h                 | \$450                  | \$450                  | \$810                      |
| <b>Full Page Inside Back Cover</b><br>(2 available) |                             | \$600                  | \$600                  | \$1,080                    |

## Advertisement & Logo Submission Requirements

- Advertising submission opportunities are available only to Business Partner members of CCI BC. If you are not yet a Business Partner member, fill out the "Business Partner Membership" category on the bottom of the second page of the Membership Application Form on the chapter's website and return it to us at [contact@ccivancouver.ca](mailto:contact@ccivancouver.ca) along with your ad submission form.
- Please provide your photo quality ad and sponsorship logo in an electronic format, full colour, in TIFF, JPG or PDF format, along with the correct web URL for your preferred landing page.
- Ads submitted should be sized to the ad requirements (above).
- Send advertising submissions to the chapter's email address: [contact@ccivancouver.ca](mailto:contact@ccivancouver.ca)
- Fall ad submission deadline: August 25, 2023. Spring ad submission deadline: February 23, 2024.

## Payment Processing

- For cheque payments, an invoice will be issued for the total amount, due payable in 30 days.
- Credit card payments will be invoiced, charged, and receipts issued.
- Advertising rates are subject to 5% GST

## Contact

Email us at [contact@ccivancouver.ca](mailto:contact@ccivancouver.ca) with any questions about our membership, sponsorship, or advertising packages.