

Application: 9815

Charbonneau, Chris

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**Page: Entry Information**

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**Chapter**

Chris Charbonneau

**Chapter Size**

Very Large (761-1200)

**Category**

Chapter Operations and Sustainability

**Program Name**

Annual Partner & Sponsorship Program

**Each question is worth 20 points and will be scored using the following rubric:**

**(1-5) Poor** Didn't effectively answer the question

**(6-1) Fair** Answered the question

**(11-15) Good** Answered the question with more detail

**(16-20) Excellent** Went above and beyond with proven results and visible data

**Describe the program and why it fits the category. (20pts)**

The Minnesota Chapter's (CAI-MN) Annual Partner & Sponsorship Program focuses on engaging Business Partner members and securing their financial support through an annual commitment. There are two main components:

- Annual partnerships deliver a package of benefits, including event tickets, advertising, etc., designed to provide partners with increased visibility and exposure to assist in achieving their business goals within the CAI community. Historically, there has been just one top-tier Diamond and Titanium partner, followed by multiple Platinum, Gold, Silver and Bronze partners with decreasing costs and benefits. New in 2023, CAI-MN expanded the program to provide exclusivity for up to four non-competing industry partners at the Diamond and Titanium levels vs. one firm dominating each top tier.

- Annual sponsorships are also designed to deliver maximum exposure across our membership base. The sponsorships allow Annual Partners to "own" a promotional channel within CAI-MN for the full calendar year. Priced from \$2,500 up to \$5,000, the annual sponsorships are reserved for Annual Partners only based on hierarchy. Prior-year sponsorship gives an Annual Partner right of first refusal for that same sponsorship the following year. Annual Partners are allowed a maximum annual sponsorship spend of \$5,000 until December 1 of the preceding year, at which time any remaining annual sponsorships are made available to all Annual Partners, regardless of prior spend.

The revenues generated from the annual partnerships and sponsorships sustain the chapter's operations and help to ensure that CAI-MN can continue to offer high-quality programs for our members. Additionally, the annual commitments, which are entered into in Q4 of the prior year, help the chapter to budget for the upcoming year.

The Annual Partner & Sponsorship Program is ideally suited for this award category because it is aimed at the preservation of the chapter's financial resources. The financial contributions secured through Annual Partners and Annual Sponsors help to ensure the chapter's sustainability and long-term viability.

**How did this program meet the mission and vision of the chapter and CAI as a whole? (20pts)**

Annual Partners are the lifeblood of our organization – their financial support is crucial to the chapter's existence. The Annual Partner & Sponsorship Program provides invaluable exposure for our business partner members. In turn, the revenues generated from the Annual Partners help to further the chapter's mission of providing the education, networking and legislative leadership necessary to run competent and prosperous community associations.

Further, the "pre-sale" opportunity associated with the annual sponsorships helps to alleviate the laborious task of securing individual event sponsors on behalf of our volunteer committee members and CAI-MN staff. This allows them to focus their energies on CAI's education-centric mission instead of raising funds for each event.

**What was the impact on the chapter and its members after completing the program? (Growth of membership, financially, public awareness, membership value, better chapter/member relationship, chapter operations, etc.) (20 pts)**

The award-winning educational programs and social events hosted by CAI-MN would not be possible without our valued annual partners and sponsors.

The predictable revenue stream generated by the Annual Partner & Sponsorship Program allows the chapter to continue its rich tradition of first-class education and networking programs on behalf of its members. It has also allowed CAI-MN to pursue certain initiatives that wouldn't have occurred otherwise – namely, the acquisition of the 400-member CIC Midwest organization, which only came to fruition due to the chapter's strong financial position. In addition to increasing the chapter's membership, this acquisition has allowed CAI-MN to establish a stronger foothold in outstate Minnesota.

While other chapters are looking for ways to minimize expenses and reduce overhead, the revenue generated through the Annual Partner & Sponsorship Program has helped to ensure the sustainability of the Minnesota chapter for the foreseeable future.

**Please provide quantifiable data supporting the rationale for success. (20pts)**

Each year, CAI-MN has experienced increased participation in the Annual Partner & Sponsorship Program. In 2023, there were 47 Annual Partners, yielding \$478,100 in total revenue inclusive of \$40,000 in annual sponsorship sales. This represents a 66 percent increase over 2021 revenue of \$293,000.

**How can you improve this program going forward? (20 pts)**

CAI-MN continues to be challenged to create new opportunities for Business Partner members wanting the exclusivity associated with the top-tier partnership levels. The chapter's goal is to eventually transition to an Annual Partner program that allows for multiple top-tier Diamond and Titanium Partners across competing business segments which will appease several of our valued general contractor members and allow for increased revenue in the years ahead. CAI-MN will also explore ways to enhance the benefits received by Annual Partners to deliver value.

CAI-MN also plans to offer existing Annual Partners a 10 percent discount if they elect to move up a tier to a higher partnership level. This will ultimately induce larger commitments from our loyal Annual Partners, while enhancing their exposure within our membership base. CAI-MN continues to introduce new annual sponsorship opportunities each year to further engage our Annual Partners in signature events throughout the year.

Supporting documents including flyers, postcards, pictures, videos etc. can be uploaded below. While they aren't required for your submission we certainly encourage it.

**Would you like to upload additional documents?**

**fileUpload1**

Download File (<https://caiawards.secure-platform.com/file/16785/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNjc4NSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9y4cL4F4FXP8dUKT8x4?CAI-MN%202023%20Partnership%20Program%20-%20FINAL%209-21-22.pdf>)

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**Would you like to share a link?**

**Thank you for your submission! We encourage you to submit another program in a different category.**