

# CAI Utah 2025 SPONSORSHIP Guide

Educate | Support | Represent | Grow

Utah Chapter Community Associations Institute

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Utah Chapter website | [www.uccai.com](http://www.uccai.com)

National website | [www.caionline.org](http://www.caionline.org)

Chapter Executive Director

Stacy Lasson



# President's Message



Dear Members, Sponsors, Business Partners, and Friends of UCCAI,

The Utah Chapter of Community Association Institute is an organization who brings together like-minded people in the community association industry. We are committed to the growth of the chapter including networking events, educational workshops, legislative updates, and much more. As community association partners, we grow and evolve in the industry as we help lift and build each other. Ultimately, we are all in this together and the community flourishes as we rise together. As a board, we encourage you and your organization to actively get involved by becoming a sponsor, attending events, getting educated, and looking at fellow business partners as allies, not competitors. Please reach out to our valued Chapter Executive Director Stacy Lasson or a board member about getting involved. The community association industry is growing rapidly in Northern & Southern Utah and now is a great time to begin participating or re-engage. We look forward to meeting you at the next event and hope to gain a long-term relationship with you and your business.

Luke Udy, CIRMS  
Chapter President

## Chapter Mission Statement

As the leading organization for community associations in Utah, our mission is to support and lead community association members by providing education, resources, and network opportunities to community managers, industry leaders, and community volunteers.

# Who We Are



The Utah Chapter of Community Associations Institute (UCCAI) is a non-profit organization servicing the educational, business, and networking needs of community associations in the State of Utah.

Members include condominium, townhome, and single-family homeowner associations, association board members and other homeowner leaders, community managers, association management firms as well as those individuals and companies who provide services and products to associations.

The Utah Chapter of CAI has approximately 320 members. The Chapter and its members represent and are advocates for more than 3,500 Associations and for the over 350,000 Association Households in the state of Utah.

CAI is an international membership organization dedicated to building better communities. With over 40,000 members, CAI has 63 chapters worldwide, including Canada, the Middle East and South Africa, and relationships with housing leaders in a number of other countries, including Australia and the United Kingdom. CAI provides information, education and resources to the homeowner volunteers who govern communities and the professionals who support them.

## CAI Membership Pricing

Homeowner Leader	\$115
Board Member Group	\$260
Community Manager	\$125
Management Company	\$415
Business Partners	\$575
Students	\$35

*\*To become a member or learn more, please contact Stacy Lasson at [info@uccai.com](mailto:info@uccai.com) (see also <https://www.caionline.org/JoinNow/Pages/default.aspx>)*

## Diversity, Equity, and Inclusion (DEI) Statement

Adopted by CAI Board of Trustees on August 18, 2021

Community Associations Institute is committed to making diversity, equity, and inclusion a core aspect in our membership, on our staffs, and within the community association housing model at large. We firmly believe in the unique strengths of every individual and that diversity makes organizations more successful and communities more fulfilling. By actively cultivating diversity, we benefit from a vastly richer mix of ideas, perspectives, and life experiences that expand our thinking and our possibilities. We strive to foster a culture of discovery, innovation, and service as we continue to focus on our mission to build better communities.

## Board of Directors

President | Luke Udy - Udy & Associates, Inc.

Vice President | Amy Makeever, CertaPro Painters of Salt Lake

President-Elect | Tiffany Madsen - FCS Community Management

Homeowner Leader | Brooke Laulu

Treasurer | Ryan Newton, Advanced Community Services

Secretary | Blake Johnson - Smith Knowles Attorneys

LAC Liaison | Bruce Cutler

## Committees

Communications & Marketing | Ryan Newton - Advanced Community Services;  
Brooke Laulu

The communications committee oversees website updates, blog posts, publications, and social media accounts.

Sponsorship & Membership | Tiffany Madsen - FCS Community Management

The sponsorship and membership committee works with all the other committees to publish the annual sponsorship guide, help find sponsors, find ways to increase CAI membership, and coordinate new member transition into the chapter.

Southern Utah | Luke Udy - Udy and Associates, Inc.

The southern Utah committee plans quality educational events and a golf tournament. They oversee the direction of the chapter in Southern Utah.

Education | Blake Johnson - Smith Knowles Attorneys

The education committee plans educational events, including quarterly educational luncheons. They discuss timely topics, find speakers and set event dates.

Events | Amy Makeever - CertaPro Painters of Salt Lake

The events committee plans social and networking events, including the annual golf tournament and other endeavors throughout the year.

Legislative Action Committee (LAC) | Bruce Cutler

The LAC is comprised of volunteers who represent the interests of over 613,000 homeowners. They ensure that residents and owners in Utah's community associations have representation in the Utah State Legislature through advocacy for proactive and protective legislation.

**Are you looking for ways to get involved?**

**Volunteer on a committee.**

**Contact Stacy Lasson at [info@uccai.com](mailto:info@uccai.com)**

# 2025 Calendar of Events

Month	Event
February	<ul style="list-style-type: none"><li>• 5 - Northern Utah Kickoff Event (Top Golf)</li><li>• 6 - Legislative Forecast (Webinar)</li><li>• 12 - Southern Utah Kickoff Event (Big Shots)</li></ul>
March	<ul style="list-style-type: none"><li>• 24 - Reserves Education Session (Southern Utah in person)</li></ul>
April	<ul style="list-style-type: none"><li>• 17 - LAC Legislative Update (Webinar)</li></ul>
May	<ul style="list-style-type: none"><li>• 8 - Maintenance in Your HOA with Vendor Trade Show (Northern Utah in person) - Lunch</li><li>• 14 - Southern Utah Family Event and Reverse Trade Show (Desert Color Community)</li></ul>
August	<ul style="list-style-type: none"><li>• 14 - Insurance Education Session (Northern Utah in person) - Breakfast</li></ul>
September	<ul style="list-style-type: none"><li>• 19 - Northern Utah Golf Tournament (Thanksgiving Point)</li><li>• 20 - BLCC (Board Leadership Cert. Course) (Webinar)</li></ul>
October	<ul style="list-style-type: none"><li>• 3 - Southern Utah Golf Tournament (Sun River, St. George)</li><li>• 23 - Fair Housing Education Session (Webinar)</li></ul>
November	<ul style="list-style-type: none"><li>• 12 - LAC and Southern Utah Legislative Event and Dinner</li></ul>
December	<ul style="list-style-type: none"><li>• 4 - Case Law Update (Webinar)</li></ul>

# 2024 Sponsors

Thank you to our 2024 Annual Sponsors for supporting our efforts to educate, support, represent, and grow the community association industry across Utah. We would not be able to operate without you.

## Platinum



## Gold



## Silver



## Southern Utah



# Sponsorship Packages

Northern Utah	Platinum \$4000 (Limit 6)	Gold \$2500 (Limit 10)	Silver \$1500
Hyperlinked logo on chapter sponsorship page	✓*	✓	✓
1 spotlight with photos, links, services and contact info across chapter social media accounts	✓	✓	✓
Opportunity to submit video tips with a link to the website video library	✓	✓	✓
First priority (behind upper sponsor levels) to reserve 2025 sponsorships	✓	✓	✓
Verbal recognition at all events	✓	✓	
Registrations for Educational luncheons (virtual or in person)	10	8	4
Blog articles written for newsletter per year	up to 2	1	1
1 lane sponsor for bowling event- \$500 value	✓		
Hyperlinked website logo on all eblasts	✓		
Ad on website homepage with link to sponsor's website	✓		
Chapter Membership for 1 (refer to Page 3 for value)	✓		
PowerPoint recognition at webinars and in-person events	✓		
Hole sponsorship AND 4 person team at Northern OR Southern golf tourney	✓**		
Hole sponsorship OR team at Northern OR Southern golf tourney		✓**	

*\*Gets most prominent placement.*

*\*\*Golf tournament hole and team sponsorships must be committed for by April 10, 2025  
Must be a member to have a gold or silver sponsorship package*



# Sponsorship Packages

Southern Utah		Gold \$1800	Silver \$1000
Hyperlinked logo on the Southern Utah page of website		✓	✓
1 spotlight with photos, links, services and contact info across chapter social media accounts		✓	✓
Opportunity to submit video tips with a link to the website video library		✓	✓
1 Blog article written for newsletter per year		✓	✓
Verbal recognition at all events		✓	✓
1 booth at educational and legislative events in Southern Utah		✓	
Hole sponsorship AND four person team at Southern golf tournament		✓*	
Registrations for Educational luncheons (virtual or in person)		8	4

\*Golf tournament hole and team sponsorships must be paid for by April 10, 2025

\*\*First priority (behind upper sponsor levels) to reserve 2025 sponsorships





# Educational Events

Our member experts provide training to community volunteers and managers. These 60-minute presentations discuss a wide range of topics. Board members, committee members, managers, management companies, business partners, and others serving the industry are encouraged to participate.

**February 6th** - LAC Legislative Forecast (Webinar)

**March 24th** - Reserves Education Session (Southern Utah in person)

**April 17th** - LAC 2025 Legislative Update (Webinar)

**May 8th** - Maintenance in Your HOA and Vendor Trade Show (Northern Utah in person)

**August 14th** - Insurance Education Session (Northern Utah in person)

**October 23rd** - Fair Housing Education Session (Southern Utah in person)

**December 4th** - Case Law Update (Webinar)

## Virtual webinars

Virtual Event Sponsor | 2 available (per luncheon) - Member \$450, Non-member \$700  
Sponsorship includes logo on all promotional material including rotating PowerPoint at beginning of luncheon, flyer distributed via email after event, and opportunity to address attendees.

## In-person

In-Person Event Sponsor | 2 available (per event) - Member \$450, Non-member \$700  
Sponsorship includes logo on all promotional material including rotating PowerPoint at beginning of luncheon, flyer distributed via email after event, and opportunity to address attendees.

Pen & Paper Sponsor | 1 available - Member \$200, Non-member \$350  
Sponsor to supply a promotional flyer and pen & paper on all tables at event.

Napkin Sponsor | 1 available - Member \$300, Non-member \$450  
Sponsor mentioned on event emails. Company logo printed on napkins at the event. Chapter to coordinate the napkins. Sponsor must provide company logo.



# Board Leader Certificate Course

Participation in the BLCC teaches you how to communicate with association residents, hire qualified managers and service providers, develop enforceable rules, interpret governing documents and more.

This course includes a complete tool kit of resources:

- The Board Member Tool Kit Workbook
- Community Association Leadership: A Guide for Volunteers
- Managing & Governing: How Community Associations Function, by Clifford J. Treese
- The Homeowner & the Community Association brochure
- From Good to Great: Principles for Community Association Success brochure

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Event Sponsor | 4 available - Member \$500, Non-member \$700

Sponsorship includes logo on all promotional material including rotating PowerPoint at beginning of luncheon, and opportunity to address attendees.

Manager Incentive Sponsor | 1 available - Member \$1,100, Non-member \$1,400

Sponsorship money is used to purchase a weekend trip or other prize to be raffled off for community managers at the event. Sponsor has the opportunity to conduct the drawing and present the prize at the event, and also gets to address attendees.

Lunch Sponsor | 1 available - Member \$500, Non-member \$700

Sponsorship includes logo on eblasts, promotional material at event, signage at event and announced as a sponsor at the event.

Pen & Paper Sponsor | 1 available - Member \$200, Non-member \$350

Sponsor to supply a promotional flyer and pen & paper for all attendees on the tables.

Book Sponsor | 2 available - Member \$350, Non-member \$500

Sponsorship directly supports the purchase of CAI National educational material given to each attendee. Sponsorship includes recognition at the event and logo stickers on books. Sponsor will provide logo to CAI. CAI will handle the production of the stickers.



# CA Day (Legislative Luncheon)

Our annual Legislative Luncheon is held in the Utah State Capitol and the programming is put together in conjunction with our Legislative Action Committee. Community Association Day is when all board and committee members, managers and business partners gather to hear about legislation being proposed for the current year.

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Event Sponsor | 6 available - Member \$500, Non-member \$700

Sponsorship includes logo on all promotional material including rotating PowerPoint at beginning of luncheon, and opportunity to address attendees.

Award Sponsor | 1 available - Member \$300, Non-member \$550

Sponsorship includes logo on all promotional material including rotating PowerPoint at beginning of luncheon. Verbal recognition at event. Opportunity to present awards to Community Association recipients.

Pen & Paper Sponsor | 1 available - Member \$200, Non-member \$350

Sponsor to provide a promotional flyer and pen & paper for all CA Day attendees.

Napkin Sponsor | 1 available - Member \$300, Non-member \$450

Sponsor mentioned on event promotional materials. Company logo printed on napkins at the event. Chapter to coordinate the napkins. Sponsor must provide company logo.



# Northern Golf Tournament

Our largest event of the year! Scramble style all day event with an opportunity to network with community leaders and association managers.

## SEPTEMBER 19, 2025 - THANKSGIVING POINT GOLF CLUB - LEHI, UTAH

Premier Sponsor | 1 available - Member \$3,000, Non-member \$4,000

- First priority selection of hole sponsorship or team
- Special banners / signs at golf tournament
- Table top & business cards at lunch tables
- Swag / brochures / business cards in sponsor bags & at vendor table
- Two minutes to speak at awards

Breakfast Sponsor | 2 Available - \$1,200.00

- Table top at breakfast tables
- Business cards & swag at breakfast tables
- Sign / banner in breakfast area

Lunch Sponsor | 2 Available - \$2,000.00

- Table top at lunch tables
- Business cards & swag at lunch tables
- Sign / banner in lunch area
- Two minutes to speak at awards

Hole Sponsorship | 18 Available - (package sponsors get first priority)

Member \$800, Non-member \$900

- Tents pre-setup at hole- \$45.00
- Business cards / swag in bags

Team Sponsor | 1-four person team, 30 Available - (package sponsors get first priority)

Member \$600, Non-member \$700

Putting Green | 1 Available - Member \$1,000, Non-member \$1,100

- Includes signage at the putting green
- Business cards / swag in bags

Cart Sponsor | 1 Available - Member \$1000, Non-member \$1100

- logo on carts
- opportunity to add swag to carts
- Business cards / swag in bags

Bag Sponsor | 1 Available - \$1,200.00

- Logo on bags
- Business cards / swag in bags

Roving Cart | 2 Available - Member \$1,000, Non-member \$1,100

- Business cards / swag in bags

Drink Cart Sponsor | 1 Available - \$1,200, Non-member \$1,300

- Business cards / swag in bags

\*All sponsorships require a \$50 minimum raffle gift; however, more is appreciated.



# Southern Golf Tournament



One of our best attended events in the Southern Utah area.  
This is a great event to network with community leadership and community association managers in the southern region.

**OCTOBER 3, 2025 - SUNRIVER GOLF CLUB - ST. GEORGE, UTAH**

Breakfast Sponsor | 1 Available

- Member \$1,600 (est. cost of food plus \$500), Non-member \$2,100

- Table top at breakfast tables
- Business cards & swag at breakfast tables
- Sign / banner in breakfast area

Lunch Sponsor | 1 Available

- Member \$2,500 (est. cost of food plus \$500), Non-member \$3,000

- Table top at lunch tables
- Business cards & swag at lunch tables
- Sign / banner in lunch area
- Two minutes to speak at awards

Hole Sponsor | 18 Available - Member \$500, Non-member \$850

Team Sponsor | 1-four person team, 36 Available - Member \$600, Non-member \$850

Team AND Hole Sponsor | 1-four person team, 18 Available - Member \$900, Non-member \$1,350

Bag Sponsor | 1 Available - Member \$1,200, Non-member \$1,550

Roving Cart Sponsor | 1 Available - Member \$1,000, Non-member \$1,250

\*All sponsorships require a \$50 minimum raffle gift; however, more is appreciated.





## Vendor Trade Show

Vendor Booth | \$500 | 30 available  
May 8, 2025  
Viridian Event Center, West Jordan, Utah

Our Vendor Trade Show will be held in conjunction with our in-person Education Event on May 8, 2025 in Northern Utah. The topic of the day will revolve around maintenance in community associations. The Tradeshow is open to all community association management professionals, homeowners living in community associations (condominium, homeowners association, housing cooperative), and business partners serving these communities (fees apply).

## Reverse Trade Show

Vendor Booth | \$400  
May 14, 2025  
Desert Color Resort, St. George, Utah

This family event held at the Desert Color Resort includes a Reverse Trade Show highlighting Utah Management Companies and community managers. Managers are allowed to set up booths as vendors and business partners visit the tables for this unique twist on the standard vendor trade show.

## Blog and Social Media

Blog Sponsor | \$100 | 20 available  
CAI will post 2-3 blogs per month.

Quarterly sponsorship on CAI Utah blog page | \$100 | 4 available per quarter  
includes mention on email flyer when new blogs are posted

## Vendor Demonstration

Vendor Demonstration | \$500 |

This sponsorship is an opportunity to have your company name in front of those responsible for buying services and supplies for community associations. This sponsorship will include a demonstration of services provided by you. May be in-person or via zoom. Managers and Board members will be the target audience of these events.

Sponsorship includes a one-hour demonstration. Zoom link will be provided by the Chapter if online event. If the Sponsor would like to have an in-person event all event costs would need to be covered by the Sponsor.

To sponsor, please reach out to Stacy Lasson  
Phone | 801.948.0811  
Email | [info@uccai.com](mailto:info@uccai.com)