



# CIC Midwest

A division of **MHA**

MANAGEMENT RESOURCES FOR COMMUNITY ASSOCIATIONS

## CIC Midwest Lunch & Learn 2010 Sponsorships

The CIC Midwest Lunch & Learn meetings' average attendance is 50+ managers/homeowner association board members. A networking lunch is followed by instruction. Attendees can visit vendor tables before the meeting, at the break, and after the meeting.

### What You Receive for Your Sponsorship

1. 6-1/2 x 1-1/2 ft. table for your company's table top display.
2. Recognition at the event, with a moment to talk about your company. Networking opportunities with attendees before and after the meeting, and during the break.
3. Listing on the agenda with your company description and contact information. People take this home and can use it to contact you later.
4. Listing on all marketing materials, including Lunch & Learn flyers, meeting announcements in *CIC Midwest News* and *The Multi Housing Advocate*, listings on the CIC Midwest and MHA websites, listing on the CIC Midwest meeting brochure, and email marketing to members and potential members.

**Sponsorship Fee:** \$250/meeting. Payment must be received in advance. No refunds, but you may move your sponsorship to another date with advance notice.

## 2010 CIC Midwest Lunch & Learn Sponsorship Contract

**I would like to sponsor the following meetings in 2010.** (Please circle the meeting dates.)

January 27th, February 24th, March 31st, April 28th, May 26th, September 29th,  
October 27th, and November 17th

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(Please print information below.)

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Payment Method:  Check (*make payable to MHA*)  Send Invoice  MC  Visa

Credit Card # \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Signature \_\_\_\_\_ Date: \_\_\_\_\_

Please return a signed copy of this contract to: Connie Kingrey, Minnesota Multi Housing Association, 1600 W. 82nd St., Suite 110, Bloomington, 55431 \* Phone: 952-854-8500  
Fax: 952-854-3810 \* Website: [www.CICMidwest.com](http://www.CICMidwest.com) \* Email: [connie.kingrey@mmha.com](mailto:connie.kingrey@mmha.com)

**Gain Visibility. Meet Potential Customers.  
Sponsor a CIC Midwest Lunch & Learn.**

## 2010 Lunch & Learn Sponsor Information

**Location:** Holiday Inn, 1201 W. 94th St., Bloomington, MN 55431, 952-884-8211

**Time:** You can **set up your table any time after 10:00 a.m.** The attendees will have an opportunity to visit your table before and after the meeting, and during the break. We also encourage you to go out to the attendees' tables and talk with them. People do business with people they know.

**Pre-Meeting Roundtable:** The Roundtable Discussion Group is **held before the meeting** from 10:30 to 11:15 a.m. All attendees are invited to bring information to share and questions to ask. We encourage you to join the discussion group.

**Reaching Your Potential Customers:** We will thank your company at the beginning of the program and give you and the other sponsors an opportunity to **introduce yourselves and talk for 30-60 seconds** about your company. Here are some suggestions that have been successful in the past: (1) Explain the scope of what you do. (2) Emphasize that you serve common interest communities (the attendees aren't rental property owners). (3) Give attendees an immediate reason to come to your table during the break -- literature that explains something timely, a cost savings, a safety precaution they need to know about, a solution to a problem, or a promotion. (4) Bring business cards, company literature, and information/fact sheets. (5) If you would like to do a drawing for a small gift in order to capture names and addresses, that is always popular, but not necessary. (6) You may also place information on the attendees' tables.

**One lunch is included in the cost of your sponsorship.** If you have additional staff attending who would like to purchase a lunch, the cost is \$25. Please call Carrie Larson at 952-548-2215 or email: [carrie.larson@mmha.com](mailto:carrie.larson@mmha.com) to **reserve any additional meals**, and let us know if you need **additional name badges for your co-workers**.

We encourage you to eat lunch at the tables with our attendees. It's another great way to get to know your potential customers.

Questions? Contact: Connie Kingrey, Minnesota Multi Housing Association/CIC Midwest  
Phone: 952-548-2214; Email: [connie.kingrey@mmha.com](mailto:connie.kingrey@mmha.com); Fax: 952-854-8500  
Websites: [www.CICMidwest.com](http://www.CICMidwest.com); [www.mmha.com](http://www.mmha.com)