

# **The Central Ohio Chapter of The Community Association Institute**

## **Policy on Marketing and Sponsorship within Central Ohio CAI**

Pursuant to Article VI, Section 1., of the Amended and Restated Code of Regulations of The Central Ohio Chapter of The Community Association Institute, the Board of Directors for Central Ohio Chapter of CAI hereby adopts the following policy regarding sponsorships and marketing during CAI events:

- A. In order to foster an educational and collaborative environment among all business members of the Central Ohio CAI Chapter and to preserve the integrity of the Central Ohio CAI Chapter, Property Management Companies (including all affiliates and subsidiaries of a property management company) and Law Firms (including individual attorneys) will be not be permitted to advertise or distribute marketing materials of any nature (including but not limited to business cards, uniforms, company name tags, brochures, logos, etc.) at or within any Central Ohio CAI event , including, but not limited to, the trade fair, golf outing, luncheons, newsletters, or CAI website. The Board may from time to time prohibit any materials deemed to be in conflict with this policy.
- B. Property Management Companies (including all affiliates and subsidiaries of a property management company) and Law Firms (including individual attorneys) may submit financial and nonfinancial contributions in support of CAI events anonymously, but will not receive acknowledgement of the financial or nonfinancial contribution in the company or Firm name in the form of signs, brochures, or public displays of any kind.
- C. This policy does not deter or prohibit other members and vendors from participating in any marketing or sponsorship opportunity within Central Ohio CAI.
- D. A copy of this policy shall be provided to each new Board member as each member is elected to the Board and also to each committee member for this chapter.

This policy has been adopted by the Board of Directors this 4<sup>th</sup> day of November, 2011.