

2023

MARKETING OPPORTUNITIES

DIGITAL | PRINT | EVENT



SERVING & EDUCATING
HOA BOARDS & HOMEOWNERS

We're Here for You.

2023 MARKETING OPPORTUNITIES

DIGITAL | PRINT | EVENT

CLICK HERE TO
RESERVE ONLINE

bit.ly/EchoMarketingKit

*If you have any questions,
please contact Jacqueline Price
at jprice@echo-ca.org or
408.297.3246, ext. 203.*

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www.echo-ca.org | 408.297.3246 | jprice@echo-ca.org
Mailing Address: 5669 Snell Avenue, #249 | San Jose, CA 95123



EDUCATIONAL COMMUNITY
FOR HOA HOMEOWNERS

www.echo-ca.org



The Educational Community for Home Owners (Echo) is a non-profit membership corporation dedicated to

assisting California homeowners associations. Since 1973, Echo has been committed to serving thousands of HOA board members and engaged homeowners across the state, presenting important and relevant topics which allow them to govern with confidence in an ever-changing industry.

By partnering with Echo, you have unparalleled access to HOA decision makers, as well as supporting our mission to foster a better quality of life in community associations through education, advocacy, and networking.

To learn more about Echo membership or sponsorship opportunities visit our website, www.echo-ca.org, or email jprice@echo-ca.org Jacqueline Price, jprice@echo-ca.org

**50 YEARS OF SUCCESS
IN THE HOA INDUSTRY BY DELIVERING**

ORIGINAL + **TARGETED** = **MAXIMUM**
Content + **Distribution** = **Audience**



54,065

**Total number of
California HOAs**

93

**AVERAGE NUMBER
UNITS IN AN HOA
COMMUNITY**

**ONLINE
READERSHIP:**

85%

**INCREASE IN
THE PAST
12 MONTHS**



**HOA BOARD
MEMBERS &
HOMEOWNERS
LOVE ECHO
ONLINE EVENTS**



5,300+
Attendees YTD

\$244,000 Annual Average Revenues at a California Association



**Echo is the only organization that
has HOA boards and homeowners
as its primary audience.**

41%

**OPEN RATE ON
E-DELIVERED
COMMUNICATIONS**



6,500+
Print & Mail



14,000+
Electronic



Echo's flagship publication – the Echo Journal – offers unparalleled exposure to HOA decision makers. No other organization counts HOA boards and homeowners as its primary audience.

READERSHIP & DISTRIBUTION PER ISSUE



6,500+
Print & Mail



14,000+
Electronic

PRINT ADVERTISING

The Echo Journal Published 4x per Year

Print advertising is a time-tested effective marketing tool providing long-term brand awareness and effective messaging. Combine the power of print with expanded electronic distribution DIRECTLY to your target audience and your brand's overall exposure gets a MEGA BOOST... all with a single investment!

Advertorials and logo listings are placed in the Journal Showcase Issues (Issues 2, 3 and 4). Each issue will highlight specific specialties within the CID industry. Advertorial purchases include a free logo listing in the Professional Directory with live links to your website and email contact (electronic distribution).



RATES – ALL COLOR, PRICING IS PER ISSUE

PREMIUM	1-2 ISSUES	3+ ISSUES
Back Cover*	\$ 1,400	\$ 1,300
Inside Front or Back Cover	\$ 1,400	\$ 1,300
STANDARD	1-2 ISSUES	3+ ISSUES
Full Page	\$ 1,300	\$ 1,150
Advertorial Only	\$ 900	N/A
1/2 Page (vertical or horizontal)	\$ 900	\$ 825
1/3 Page (vertical or square)	\$ 825	\$ 750
1/6 Page (vertical or horizontal)	\$ 445	\$ 375

Print Ad Specifications (width x height)

Full page, Inside Front Cover, Inside Back Cover	7.5" x 10"
Back Cover*	7.5" x 7.5"
1/2 Page Horizontal	7.5" x 4.75"
1/2 Page Vertical	4.75" x 7.5"
1/3 Vertical	2.5" x 10"
1/3 Square	4.75" x 4.75"
1/6 Vertical	2.5" x 4.75"
1/6 Horizontal	4.75" x 2.5"

*Back Cover placement includes mailing panel. Mail panel does not interfere with advertisement area.

Preferred format for all advertisement submissions: press quality, high resolution CMYK PDF files, all fonts embedded or outlined. Please email all advertisements to advertising@echo-ca.org

Echo Journal

PROFESSIONAL SHOWCASE + DIRECTORY

Advertorials and logo listings are placed in the Journal Showcase Issues (Issues 2, 3 and 4). Each Showcase issue highlights specific specialties within the CID industry. Advertorial purchases include a free logo listing in the printed Professional Directory with live links to your website and email contact (electronic distribution).



SHOWCASE + DIRECTORY PUBLICATION DATES

JUNE
Professional
Service Providers

SEPTEMBER
Management
Companies

DECEMBER
Legal Services

**SO EASY!
YOU PROVIDE
THE CONTENT,
ECHO DOES
THE REST!**



ASSESSMENT COLLECTION SERVICES

COLLECTION PARTNERS

COLLECTION PARTNERS, INC.

Raymond Warren
1001 Great Oaks Circle South
Anywhere, CA 98237
800-999-9900

rwarren@collectionpartners.com
www.websiteaddress.com

ATTORNEYS



HOA LEGAL EXPERTS, A PLC

James A. Partner, Esq.
1001 Great Oaks Circle South
Anywhere, CA 99999
800-800-8000

james@attorneylaw.com
www.websiteaddress.com



Business Advertorial – \$900 ea.

- Full page Advertorial, created by Echo and customized with your corporate colors and images (sample above)
- Up to 375 words about your company (provided by advertiser in Word doc)
- One or two high resolution color photos (provided by advertiser: JPG, TIF, PNG)
- Company logo and contact information in Professional Directory
- High resolution PDF for your marketing needs



Professional Directory Logo Listing – \$200 ea.

- Enhance your free listing with your full color logo



Two Legal Logo Listings - \$250 ea.

- **Two publications, two listings!** Your company listed in both the Legal Showcase (Issue 4) and Echo's Statute Book (published in January)



Additional Category Listings – \$60 ea.

- List your company in additional service categories. Choose from a predetermined list of categories. If your preferred category is not on the list a new category may be added just for you!



14,000+
AUDIENCE



41%
OPEN RATE



Advertising with Echo changes the game! You have the opportunity to network directly with the decision-makers who want to hear from you!

Laura Ravazza,
CCAM-PM, PCAM
Silvercreek Management

ECHOinsight

*The resounding voice for
HOA homeowners*

Insight e-Newsletter Digital Advertising

Over **14,000+ engaged HOA board members and homeowners** receive the Echo Insight e-newsletter. Published 8x per year, it's a not-to-be missed opportunity as an industry leader to engage with the decision makers of our communities. Our opt-in policy means an engaged, responsive audience. You can be assured your branding is reaching your target audience.

Save with an
8 Issue
Contract!

NEW!!!

☐ **EXCLUSIVE BANNER**
700 x 100 pixels

High profile placement at top of e-newsletter, hyperlinked to URL or email of choice.

Single Issue.....\$650

Four Issue
Discounted Rate (prepaid only)..... \$2,400

☐ **STANDARD AD**
300 x 300 pixels

Ad is hyperlinked to URL or email of choice.
Echo determines placement.

Single Issue.....\$175

Four Issue Discounted Rate
(prepaid only)..... \$700 \$550

Eight Issue
Discounted Rate
(prepaid only).....\$1,400 \$1,000





**NEW NAVIGATION
FEATURES AND A
NEW LOOK!**

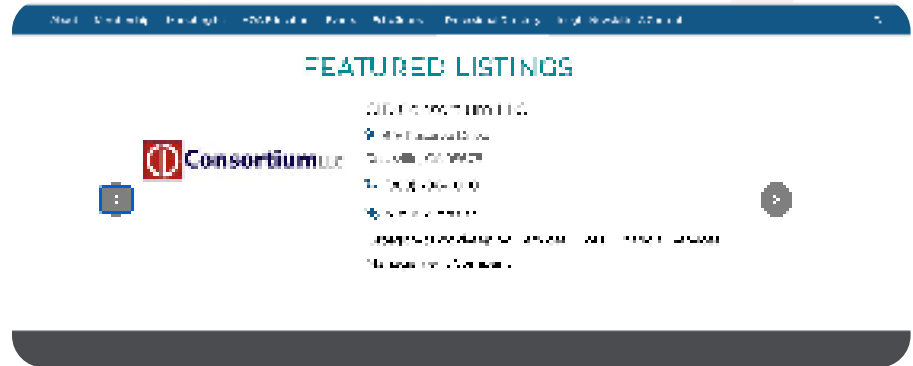
260
**AVERAGE NUMBER
OF VISITS
PER BOOSTED
LISTING
(2022)**



**ECHO'S
PROFESSIONAL
SERVICE PROVIDER
DIRECTORY
IS A HIGH
TRAFFIC AREA!**

Online Professional Directory BOOST! Listings

BOOST your company's presence in Echo's all new, redesigned online Professional Directory and get noticed! When Echo gets a call for services, the online Professional Directory is where a board member or homeowner are referred. It is the place to be! All Professional Service providers receive a free basic listing with membership.



All **BOOST!** listings receive:

- 12 consecutive months
- Six service categories
- Company logo w/link
- Company description
- "Email Now" Option

Bonus Listing for Law Firms!

Does your firm represent individual homeowners? If so, your firm will be listed free in the "Individual Homeowner Representation" category. Contact jprice@echo-ca.org

☐ Featured Listing \$600

Four Available, Directory Landing Page Placement. First come, first served.

- Up to 6 company locations

☐ Guaranteed Category Listing \$500

Two available per category

Move to the top of your service category, even if your business name begins with a "Z"!

- First position in category
- Up to 6 company locations

☐ Superior Listing \$100

- Up to 3 company locations

☐ Video Add-On \$125 each

- Add a promotional video to your listing
- 12 consecutive months



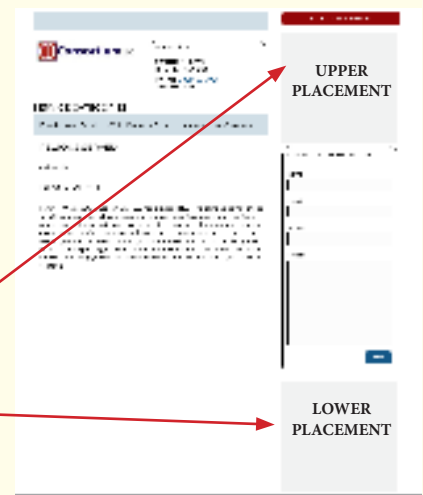
PROFESSIONAL DIRECTORY SIDEBAR ADVERTISING

Your ad appears each time a user does a directory search. Term is 12 consecutive months.

Exclusive Upper Placement \$1500

Lower Placement \$800

- Your ad rotates with up to 3 other businesses





REACH YOUR TARGET MARKET

457,000
TOTAL WEBSITE
VISITS IN PAST
12 MONTHS



HIGH VISIBILITY DRIVES TRAFFIC TO YOUR WEBSITE

Echo Website Advertising

Digital advertising keeps your company and services top of mind and helps to reinforce other marketing efforts.

Echo's website has high traffic from your target market. HOA boards and engaged homeowners rely on Echo and the information and education we provide. Everyday, HOA board members and homeowners seek the information that's available on the Echo website.

☐ High Visibility Premium Banner Ads

Linked to your website, above the fold placement, high traffic. First come, first served, rotates with up to 4 advertisers per area. Three flexible contract terms.

Choose from:

- Home Page
- Events & Registration Page
- HOA Law Page

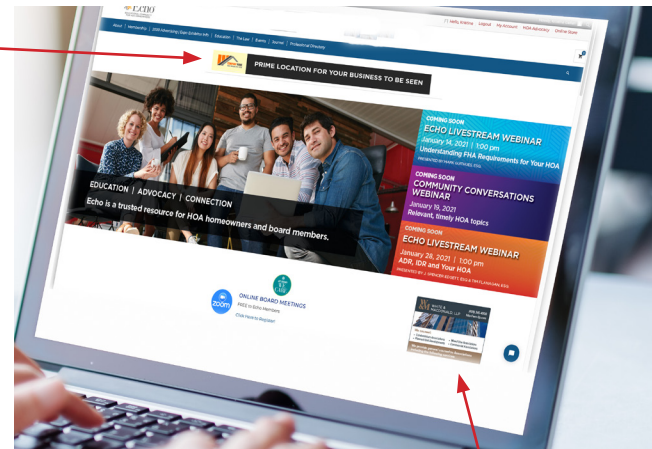
12 months.....	\$3,250
6 months	\$2,400
3 months.....	\$1,350

Choose from:

- Membership Page
- HOA Education Page

12 months.....	\$2,850
6 months	\$2,100
3 months.....	\$1,200

BANNER SPECS: 1200 pixels x 90 pixels. Must be JPG, GIF, PNG or SWF (10 second max animation, non-looped).



☐ Landing Page Advertisement

Only 3 available per page. High visibility. First come, first served. Placed in order of receipt of completed and paid in full contract.

Choose your placement: Membership, Education, Events or Law areas

- Linked to your website
- 3 flexible contract terms

12 months.....	\$1,800
6 months	\$1,050
3 months.....	\$600

☐ Ask the Attorney Q&A Corner

Showcase your knowledge and expertise as a legal leader in the industry. This all new, high profile area will appear on the home page of Echo's website. Your firm will supply the answers to three "hot topic" questions (provided by Echo). Questions and your firm information will appear for two non-consecutive months. (assigned by Echo, i.e. February and September).

- Six spaces available, max of 4 months per firm
- Company logo, contact information and website link
- Attorney headshot or group photo (only one per firm)

2 months.....	\$900
4 months.....	\$1,800

LANDING PAGE and Q&A CORNER SPECS: 300 pixels x 250 pixels. Must be JPG, GIF, PNG. (10 second max animation, non-looped).



Community Conversations

This is an excellent opportunity to reinforce your brand and be recognized as a leader in the industry.

Topics focus on current events within the HOA industry or targeted information for new or current HOA board members. Each Conversation includes a 50-minute presentation followed by 25 minutes of Q&A with attendees. Speaking opportunities are available, email dzepponi@echo-ca.org for more information.

Each sponsorship (gift card excluded) includes:

- Recognition by Echo at the beginning and end of the presentation
- Company logo on the event registration page and in promotional emails
- Recorded webinar posted to the Echo YouTube Channel for additional reach
- List of opt-in registered attendees

☐ **Premier Bundle Package Dates Requested** **\$1,000 (\$250 savings) | 2 Available per Event**

- **SAVE \$250!** Bundle all three sponsorships – Program, Q&A and Registration
- Includes all the benefits listed below for each sponsorship

Dates Requested: _____

☐ **Program Sponsor** **\$600 | 3 Available per Event**

- Choose from a 30-45 second recorded commercial at the beginning of the event or promotional slide with live sponsor commercial (sponsor provided)

Dates Requested: _____

☐ **Q&A Sponsor** **\$350 | 3 Available per Event**

- Company logo on Q&A slide
- Slide remains visible for the duration of the Q&A session

Dates Requested: _____

☐ **Registration Sponsor** **\$300 | 3 Available per Event**

- Logo featured on the registration confirmation email
- Website link included in the registration email

Dates Requested: _____

☐ **Gift Card Sponsor (stand alone or added to any sponsorship)** **\$75 | 5 Available per Event**

- Recognition during prize winner announcements
- Company name in e-communications and event registration page
- Winner's name and contact information
- Prizes awarded will be \$50 gift cards

Dates Requested: _____



2023 COMMUNITY CONVERSATIONS ONLINE PROGRAM SCHEDULE

January 19

January 26

February 9

March 9

March 21

April 20

May 25

June 27

July 6

August 3

August 17

October 5

October 19

November 7

AVERAGE ATTENDEE REGISTRATION



300+

**engaged board members
and homeowners**



IN-PERSON EDUCATIONAL SEMINAR DATES

(All occur on Saturdays)

Northern California

Campbell
Community Center
Campbell, CA
June 24, 2023

Southern California

Laguna Hills
Community Center
Laguna Hills, CA
Saturday
October 14, 2023

Legislative Update & Holiday Party

Rossmore
Community Center
Walnut Creek, CA
November 18, 2023



**Half-Day,
In-person event!**



**PRIMARILY
ATTENDED BY HOA
BOARD MEMBERS &
HOMEOWNERS**



Educational Seminars

IN-PERSON PROGRAMS

We are back in-person for 2023! And with that comes new opportunities for direct interaction with our unique audience. Don't wait, reserve today as these sponsorships sell out quickly.

In-Person Sponsorship includes:

- Recognition at the beginning and end of the presentation by Echo
- Recognition on event signage
- Company logo on the event registration page and in promotional emails
- List of opt-in registered attendees (not available for Ticket or Registration sponsor)
- Optional prize giveaway participation
- 2 Company Attendees (Educational sponsor not included)



Premier Bundle Package \$1,600 (\$650 Savings) 2 Available per Event



- Combine the perks and benefits of two sponsorships – Q&A and Registration sponsor and save!

Dates Requested _____



Q&A Sponsor \$1,300 | 4 Available per Event

- Choose from a 30 to 45-second recorded commercial at the beginning of the event or promotional slide with live sponsor commercial (sponsor provided). 2 per session, in order reserved
- Exclusive Tabletop to meet with attendees and showcase your company
- Company logo on Q&A Slide during each Q&A session, slide remains visible for the duration of the Q&A session

Dates Requested _____



Audio Visual Sponsor \$1,100 | 1 Available per Event

- Exclusive tabletop next to podium
- Company logo on every session Title Slide
- Promotional slide shown during breaks

Dates Requested _____



Registration Sponsor \$950 | 2 Available per Event

- Exclusive Premium Placement tabletop
- Greet attendees at Registration table
- Logo and website on the registration confirmation email
- Signage featuring company logo at Registration Table
- Logo on every session Title Slide

Dates Requested _____



Food & Beverage Sponsor \$850 | 4 Available per Event

- Exclusive tabletop to meet with attendees
- Table Placement as close as possible to Food & Beverage area
- Company logo featured on signage at Food & Beverage area

Dates Requested _____



Tabletop Sponsor \$700 | 20 Available per Event

- Tabletop to meet with attendees and showcase your company
- 60-minutes of interaction with attendees

Dates Requested _____



Educational Sponsor \$350 | 5 Available per Event

- Company logo on attendee handouts
- Company recognition on confirmation email
- Includes one company attendee



ONLINE EDUCATIONAL SEMINAR DATE

(All occur on Saturday)

February 18, 2023



**BE SEEN AS AN
INDUSTRY EXPERT**



115+

**AVERAGE BOARD
MEMBER
& HOMEOWNER
ATTENDANCE**



Educational Seminars

Echo's online webinars continue to generate our largest audiences! In 2023, online event participation continues to be the strongest growing advertising opportunity and should be a permanent fixture in your corporate marketing plan. There's no better way to reach your target audience than through Echo's statewide webinars.

ONLINE PROGRAMS

Online sponsorships include:

- Recognition at the beginning and end of the presentation by Echo
- Company logo on the event registration page and in promotional emails
- Webinar is recorded and posted to the Echo YouTube Channel for maximum impressions
- List of opt-in registered attendees (not available for ticket or registration sponsor participation)
- Optional prize giveaway participation



Premier Bundle Package **\$1,500 (\$400 savings)** **2 Available per Event**

- Combine all three sponsorships – Program, Q&A and Registration – and SAVE \$400!
- Each Premier sponsor receives all the benefits for each sponsorship shown below



Program Sponsor **\$900 | 3 Available per Event**

- Choose from a 30-45 second recorded commercial at the beginning of the event or promotional slide with live sponsor commercial (sponsor provided)
- Includes a Virtual Breakout Chatroom



Q&A Sponsor **\$700 | 3 Available per Event**

- Company logo on Q&A slide
- Slide remains visible for the duration of the Q&A session



Virtual Breakout Chatroom **\$500 | 10 Available per Event**

- Exclusive Chatroom with unlimited space to meet with attendees
- Freedom to showcase your company and interact with attendees using live conversation, video, chat and screen share
- 60 scheduled minutes for board member interaction
- List of opt-in attendees



Educational Sponsor **\$300 | 3 Available per Event**

- Website link in the registration email
- Logo and website on the registration confirmation email
- Recognition in e-communications



Gift Card Sponsor **\$75 | 5 Available per Event**

- Recognition during prize winner announcements.
- Recognition in the Journal, e-communications, etc.
- Winner's name and contact

Reserve your Premier Bundle Sponsorship prior to February 1, 2023 and receive a **\$300 credit** applied to a future in-person event!



ATA WEBINAR DATES

(All occur on Saturdays)

April 1, 2023
Davis-Stirling Act
Overview

June 3, 2023
Other Laws
Affecting HOAs

November 4, 2023
HOA Case Law



The Echo ATA webinars have been very informative. Learning about new legal requirements and what it means to be in compliance is essential.

Steven Rubin
Secretary/Treasurer
Villa Via Joaquin
Community Association

ONLINE

Ask the **Attorneys Webinar**

There will always be legal questions in an HOA! These highly interactive virtual meetings are well attended by HOA board members and engaged homeowners. These sell out quickly so reserve your sponsorship today! Speaking and branded Breakout Chatroom opportunities are available, email jprice@echo-ca.org for more information.

Each sponsorship includes:

- Recognition at the beginning and end of the presentation by Echo
- Company logo on the event registration page and in promotional emails
- Webinar is recorded and posted to the Echo YouTube Channel for additional reach
- List of opt-in registered attendees
- Optional prize give-away participation

☐ **ATA Premier Sponsor \$900 | 2 Available per Event**

- Choose from a 30-45 second recorded commercial at the beginning of the event or promotional slide with live sponsor commercial (sponsor provided).
- Dedicated Breakout Chatroom, 80 scheduled minutes (four sessions) for board member interaction and screen sharing.
- Showcased on the "Meet HOA Legal Experts" introductory loop slide deck. Shown during the Early Entry Period, available to registrants prior to the program, and will be included with post event follow-up to all registrants.

Dates Requested: _____

☐ **ATA Breakout Sponsor \$350**

- Scheduled general session speaking opportunity on a first-come, first-served basis (shared w/other firms)
- Dedicated Breakout Chatroom, 80 scheduled minutes (four sessions) for board member interaction and screen sharing. Must be moderated by an attorney, no exceptions.
- Showcased on the "Meet HOA Legal Experts" introductory loop slide deck. Shown during the Early Entry Period, available to registrants prior to the program, and will be included with post event follow-up to all registrants.

Dates Requested: _____

☐ **ATA Program Sponsor \$300 | 4 Available per Event**

- Logo featured on sponsor slide prior to each presentation.
- Company logo on Echo website, registration page and promotional emails.

Dates Requested: _____

☐ **ATA Registration Sponsor \$300 | 2 Available per Event**

- Logo placed on the registration confirmation email
- Website link placed on the registration email

Dates Requested: _____

☐ **Gift Card Sponsor \$75 | 5 Available per Event**

- Recognition during prize winner announcements.
- Recognition in the Journal, e-communications, etc.
- Prize winner's name and contact information
- Prizes awarded will be \$50 gift cards

Dates Requested: _____

ONLINE

Ask the **Experts Webinar**

During this online event, the focus is on industry specialties such as insurance, solar, roofing, paving, painting, construction, and others – just ask! In the general sessions, you objectively present knowledge to attending board members. We then break into Branded Chatrooms (attendees are randomly placed) where you discuss your specific products and services. Each attendee will receive an advertorial about your company and a recording of the general sessions. Speaking and Branded Chatroom opportunities are available but sell out quickly, so reserve your sponsorship today! Email jprice@echo-ca.org for more information.

Each sponsorship includes:

- Recognition at the beginning and end of the presentation by Echo
- Company logo on the event registration page and in promotional emails
- Webinar is recorded and posted to the Echo YouTube Channel for additional reach
- List of opt-in registered attendees
- Optional prize giveaway participation



Premier Sponsor \$900 **2 Available per Event**

- Choose from a 30–45 second recorded commercial at the beginning of the event or promotional slide with live sponsor commercial (sponsor provided).
- Breakout Chatroom (two sessions) for board member interaction and screen sharing.
- Showcased on the “Meet the HOA Experts” introductory loop slide deck, shown during the Early Entry Period prior to the program and included in post event follow-up to all registrants.

Dates Requested: _____



Panel Speaker Sponsor \$900

- Scheduled general session speaking opportunity on a first-come, first-served basis (shared w/other firms)
- Breakout Chatroom (two sessions) for board member interaction and screen sharing.
- Showcased on the “Meet the HOA Experts” introductory loop slide deck, shown during the Early Entry Period prior to the program and included in post event follow-up to all registrants.

Dates Requested: _____



Breakout Sponsor \$350

- Breakout Chatroom (two sessions) for board member interaction and screen sharing.
- Showcased on the “Meet the HOA Experts” introductory loop slide deck, shown during the Early Entry Period prior to the program and included in post event follow-up to all registrants.

Dates Requested: _____



Program Sponsor \$300 **4 Available per Event**

- Logo featured on sponsor slide prior to each presentation.
- Company logo on Echo website, registration page and promotional emails.

Dates Requested: _____



Registration Sponsor \$300 **2 Available per Event**

- Logo placed on the registration confirmation email
- Website link placed on the registration email

Dates Requested: _____



Gift Card Sponsor \$75 **5 Available per Event**

- Recognition during prize winner announcements.
- Recognition in the Journal, e-communications, etc.
- Winner's name and contact information.
- Prizes awarded will be \$50 gift cards

Dates Requested: _____

Please note: Breakout Chatrooms must be moderated by a representative, no exceptions.



ATE WEBINAR DATES

(All occur on Wednesdays)

March 29, 2023
Topic TBA

May 31, 2023
Insurance

October 11, 2023
Topic TBA



150+
AVERAGE NUMBER
OF ATTENDEES



Be Seen as an
HOA Expert!



EDUCATIONAL WORKSHOP DATES

(All occur on Thursdays)

March 16, 2023

September 21, 2023

December 7, 2023



150+

AVERAGE NUMBER
OF ATTENDEES



90%

PERCENTAGE OF
AUDIENCE THAT
ATTENDS ENTIRE
WEBINAR



ONLINE

Educational Workshop Webinars

Educational Workshops provide a deeper understanding of specific HOA-related topics and gives boards practical application strategies within their community. This is a unique opportunity for your company to get noticed and receive attention from HOA boards!

Each sponsorship includes:

- Recognition at the beginning and end of the presentation by Echo
- Company logo on the event registration page and in promotional emails
- Webinar is recorded and posted to the Echo YouTube Channel for additional reach
- List of opt-in registered attendees
- Optional prize give-away participation



Product Spotlight Sponsor \$950 | 2 Available per Event

- Provide a 3 minute recorded commercial during event intermission or promotional slide with live sponsor commercial (sponsor provided)

Dates Requested: _____



Program Sponsor \$600 | 3 Available per Event

- Choose from a 30-45 second recorded commercial at the beginning of the event or promotional slide with live sponsor commercial (sponsor provided)

Dates Requested: _____



Q&A Sponsor \$350 | 3 Available per Event

- Company logo on Q&A slide
- Slide remains visible for the duration of the Q&A session

Dates Requested: _____



Registration Sponsor \$300 | 3 Available per Event

- Logo placed on the registration confirmation email
- Website link placed on the registration email

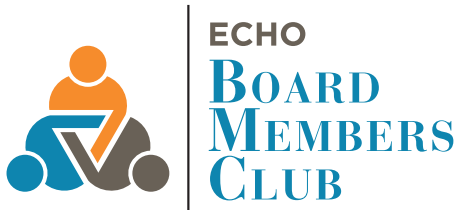
Dates Requested: _____



Gift Card Sponsor \$75 | 5 Available per Event

- Recognition during prize winner announcements.
- Recognition in the Journal, e-communications, etc.
- Winner's name and contact information
- Prizes awarded will be \$50 gift cards

Dates Requested: _____



ONLINE Board Members Club

Echo is offering a fantastic opportunity for its board of director members to meet monthly and discuss issues affecting them in their role as HOA community leaders. These events, exclusively available to board members and immediate past board members, give HOA decision makers a place to discuss board business and anxieties in a safe peer-to-peer forum.

This is a great opportunity for Echo professional service providers and management companies to support this unique learning experience and let board members know you care about their success!



Board Members Club Sustaining Sponsor \$1,500 includes Echo Membership

- Includes an annual Echo membership (\$95 – \$650 Value)
- Two invitations to the annual holiday get-together
- 30-45 second pre-recorded video played at all planned 2023 meetings
- Recognition by event host at the beginning of the program
- Company logo on sponsorship slide



Board Members Club Annual Sponsor \$1,000 (All 2023 meetings)

- 30-45 second pre-recorded video played at all planned 2023 meetings
- One invitation to the annual holiday get-together
- Recognition by event host at the beginning of the program
- Company logo on sponsorship slide



Board Members Club Meeting Sponsor \$175 per Meeting

- Recognition by event host at the beginning of the program
- Company name on sponsorship slide



BOARD MEMBERS CLUB MEETING DATES

The Board
Members Club
meets online the
second Tuesday of
every month



*BMC allows
me to
personally
engage
with other
community
leaders to share
knowledge,
experiences and
support
for practical,
real-world
problem
solving and
improving our
communities.*

*Miguel Sanchez
BMC Chair*



**Resource Panel
dates and
locations vary
by region.**

**Reach out today
to learn more.**



**CONNECT WITH
ECHO MEMBERS
LOCALLY!**



**New Resource
Panels now
forming in:**

**San Jose
Orange County
San Diego**

**Get involved
today!**

IN-PERSON

Resource Panel Meetings

Organized by Echo in partnership with our members, the purpose of Resource Panels is to provide a space for HOA board members, engaged homeowners and Professional Service Providers to meet regularly to build connections, share information and ideas, and learn about the HOA industry. By doing this, two key Echo mission objectives are achieved: 1) education and 2) connection.

Get involved and help us grow your local Resource Panel! Contact David Zepponi, dzepponi@echo-ca.org for more information.

☐ Premier Resource Panel Sponsorship – \$1,000

- Annual sponsorship, includes 4 in-person meetings in your choice of regions (North Bay includes 6)
- Company logo featured on roll-up banner displayed at each meeting
- Recognition at the beginning of each meeting with a 30-second speaking option
- Free company representative attendance at all meetings
- Company logo featured on event registration page
- Company recognition on confirmation email to all registered attendees
- Distribute one promotional item to attendees (brochure, promotional giveaway gifts, etc.)
- Display table, space permitting
- Recognition on the Echo website Resource Panel landing page
- Badge featured on the Professional Service Provider Online Directory

☐ A la Carte Resource Panel Sponsorship (per meeting) \$350

- Recognition at the beginning of each meeting with a 30-second speaking option
- Free company representative attendance at all meetings
- Company logo featured on event registration page
- Company recognition on confirmation email to all registered attendees
- Distribute one promotional item to attendees (brochure, promotional giveaway gifts, etc.)
- Display table, space permitting
- Recognition on the Echo website Resource Panel landing page
- Badge featured on the Professional Service Provider Online Directory

CURRENT REGIONS

**Wine Country
(Rohnert Park)**

**North Bay
(Novato)**

**East Bay
(Location TBD)**

**Central Coast
(Capitola)**



**For more information
about this special
membership
please contact
jprice@echo-ca.org or
call 408-816-1543**

Benefactor Lifetime Membership

The Echo Board of Directors has launched a special benefactor membership program to commemorate those who have supported Echo and its mission to educate, advocate, and connect with HOA boards and engaged homeowners.

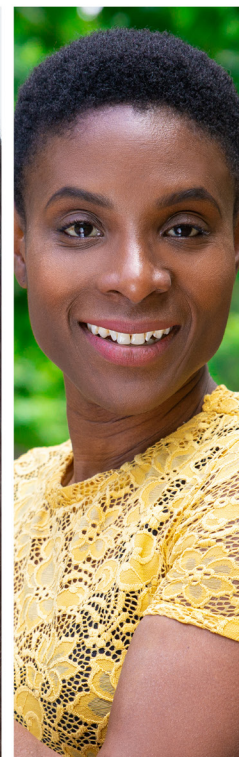
For a contribution of \$10,000, the Benefactor will be enrolled as a **LIFETIME** member of Echo and forever recognized as a Benefactor of the association.

In addition to lifetime Echo membership, the Benefactor receives:

- Featured full-page recognition (one time) in a printed edition of the Echo Journal.
- Masthead recognition in each Echo Journal as an Honorary Member of the Board and open invitation to attend all regular Echo board meetings.
- Recognition on the Echo website.
- Invitations to special functions and events.
- A special one-time appreciation event with leadership.
- Free access to all webinar events and attendance at the HOA University.
- Commemorative plaque or engraved artistic vase in recognition of Benefactor status.
- The Benefactor benefits continue after retirement from the industry.



This special Benefactor membership would be a wonderful and unique way to recognize someone who is a leader in the CID industry and supports HOA board member and homeowner education.





**COMMUNITY MANAGEMENT
& PROFESSIONAL SERVICE PROVIDERS**

Give the Gift of Knowledge!

**Bundle Purchase
HOA Community Memberships
at a 50% Discount!**

Our goal is to make all the exceptional educational offerings that Echo provides available to MORE HOAs. Support your HOA clients and help them to build effective board leadership by gifting them an Echo membership – at a fraction of the cost! For more information contact jprice@echo-ca.org.

“A knowledgeable board makes our job as community managers much more, well, manageable. We believe it is in our best interest to guide our clients to these educational resources. Nobody fulfills that mission better than ECHO. By buying memberships in bulk, we save money, and by having educated boards, we save precious time.”

Paul Collins, Collins Management

Up to 50% Off HOA Community Membership When Purchased as a Bundle!*

No tiered pricing based on number of residents or units! Whether the HOA has 32 units or 3,200 units, they can be included under the bundle pricing structure.

Discounted Bundle Rates*

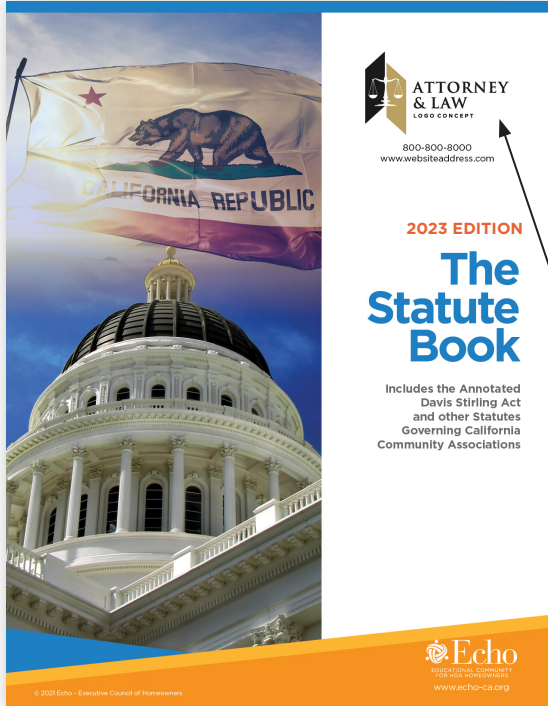
# of HOAs	REGULAR PRICE	BUNDLE PRICE
10	\$2,000	\$1,000 <input type="checkbox"/>
25	\$5,000	\$2,500 <input type="checkbox"/>
50	\$10,000	\$5,000 <input type="checkbox"/>
100	\$20,000	\$10,000 <input type="checkbox"/>

*Based on an average \$200 membership fee. Number of units in an HOA is not applicable for

Details

- Only available in bundles as shown. Combine bundles to customize to your specific needs. For example, membership for 60 HOA communities would require a bundle of 50 and a bundle of 10 to equal an order of 60.
- Only applies to NEW and reinstated HOA Community members (must be 2+ years since a member of Echo).
- All bundles must be purchased with applications submitted by December 31, 2023.
- Memberships are good for one calendar year from the date received and will renew at published pricing.
- This program is available to Echo Professional Service Provider and Community Association Management Company members only. Individual members and managers are not eligible for the program.

**Echo's #1
Purchased
Publication**



The **2023 Statute Book** is published in an expanded version to include the annotated Davis-Stirling Act and other laws and case citations governing California community associations. This comprehensive reference provides the legal framework for HOA board members, homeowners, and professionals in an easy-to-use coil bound format.

Purchase your **2023 Statute Book** in quantity orders and save up to 20%. Custom brand your order with your logo and contact information to make it your own. Place your full page color advertisement on the inside front cover or back cover to further establish your brand.

The **2023 Statute Book** is an excellent gift or leave-behind for your boards and prospective clients. Now is the time to order your copies!

2023 Edition of The Statute Book

Publishes February 2023

Echo's statute book is a well sought out resource used by board members all year long! Every new Echo HOA Member receives a printed copy of **The Statute Book**. It is available for purchase in our online store in both printed copies and digital download.

Full Page Advertisement (Only 2 available)

- ☐ Outside Back Cover Full Page Advertisement.... \$300
- ☐ Inside Front Cover Full Page Advertisement \$300

Customize for Only \$60!

The **2023 Statute Book** is an excellent gift or leave-behind for your boards and prospective clients.

Customize the Cover with Your Firm's Branding!

- ☐ **Customized Cover (Minimum Order 25 Books)**
Your Logo and Contact Information on Cover..... \$60
- ☐ **Option to remove Legal Directory**N/C

Quantity Pricing* (Available only to members)

Discount is off single book cover price

- ☐ Up to 24 books.....\$30 ea.
- ☐ 25-49 Books (15% discount).....\$25 ea.
- ☐ 50-99 Books (18% discount).....\$23 ea.
- ☐ 100-199 (32% discount).....\$20 ea.
- ☐ 200+ Books..... Call for Special Pricing

*Shipping and applicable sales taxes are not included in the cover price and will be added to the final invoice. *Minimum order of 25 books required.*

FREE advertisement with purchase of 100+ Statute Books!
For more information or to place an order contact
jprice@echo-ca.org

Terms & Conditions

The Executive Council of Homeowners (Echo) requires all Exhibitors, Sponsors, and Advertisers to be members of Echo in good standing during the term of their secured contracts. Good standing requires that association dues and all outstanding balances be paid in full to Echo prior to the event. All published Schedules are subject to change. The membership requirement may be waived with the express permission of the Executive Director.

PAYMENT POLICY. Prepayment is required prior to all in-person or online events ("Events") and advertising unless otherwise agreed upon. Echo reserves the right to refuse or cancel any contract it deems appropriate to avoid conflicts of interest. Sponsorship contract and payment are required prior to the marketing activity and/or ad placement unless otherwise agreed upon. Marketing benefits begin once Echo receives a signed contract and payment for the sponsorship and/or advertisement. Cancellation of sponsorship contract will result in a 50% processing fee, plus related costs. Refunds or cancellations cannot be made after any promotional materials have been created.

CLAIMS & LIABILITIES. Each sponsor or advertisement or event participant ("Participants") agrees to defend, indemnify and hold Echo harmless, including reasonable attorney's fees, by reason of any demand, claim, action, cause of action or liabilities for any injury or damage resulting, sustained or alleged to be sustained by any person or persons, whether they are employees and subcontractors of Echo, or others, occurring at or connected with the production of events, as well as from any demand, claim, action, causes of action or liability arising by virtue of viruses, malware, other malicious software or components resident within any downloadable content or software files that is available to other event participants or attendees ("Viruses"). Echo reserves the right to cancel the event for any reason, or for no reason. All published schedules are subject to change. Echo shall not be held liable for any errors or omissions on signage, promotional material, or references in catalogues, etc. All points not covered by this contract and all disputes that may arise as a consequence are subject to the final decision and determination of the Echo Board of Directors.

Expo Participants are responsible for ensuring that content and material submitted for inclusion on Echo's website, on any event website, and/or for downloading by Participants and attendees is accurate and complies with applicable laws. Echo shall neither be held responsible for the legality of or the accuracy or correctness of content or materials of contracted Participants, nor shall they be held responsible for any financial or property damage caused by Viruses to Participants or attendees. Participants expressly warrant that the content they provide is legal and correct. They further agree to hold harmless and indemnify Echo if any claims or actions arise in this regard. Each Participant agrees that if he, she, or it suffers property, financial or other liability or damage as a result of downloading content available at Expo that contains Viruses that he, she or it (i) will not assert or maintain against Echo, its board members, officers, employees or agents any claim, action, suit or demand of any kind or nature whatsoever relating to any such damages and/or liability, and (ii) releases such parties, and each of them, from and against any and all claims, liabilities, demands, actions, causes of action, costs and expenses whatsoever, at law or in equity, known or unknown, anticipated or unanticipated, which he, she, or it ever had, now have, or may, shall or hereafter have by reason of such damages and/or liability. Echo does not represent or warrant that the Echo website or any virtual platform utilized by Echo ("Site") will be

error-free, free of viruses, or that defects will be corrected. Echo does not represent or warrant that the information available on or through the Site will be correct, accurate, timely or otherwise reliable. Echo reserves the right to make changes to the features, functionality, or content of the site at any time. Echo reserves the right in their sole discretion to edit or delete any documents, information or other content appearing on the site including Photography and Video. Exhibitor grants permission to Echo to use their image(s) in video or other or marketing activity, and of the likeness and sound of their voice as recorded on audio or video tape without payment or any other consideration unless otherwise agreed upon. Exhibitor further agrees that images may be edited, copied, exhibited, published, or distributed for marketing purposes and in educational settings and waive the right to inspect or approve the finished product wherein their likeness appears.

SALES & SOLICITATIONS (Suitcasing). Echo considers the practice of suitcasing to be unethical business conduct and strictly prohibits the practice at any Echo event. Suitcasing refers to the practice of companies or persons who attend events as attendees who engage in "working the aisles" (or chat rooms in a virtual setting) from their "suitcase" to solicit business from other attendees and Exhibitors. For the good of the event, and the Exhibitors who financially support the event, the only legitimate place to conduct business during event hours is within a contracted virtual exhibit booth area or, in the case of an in-person event, at the space contracted for sales including the table and exhibit areas as appropriate. There is to be no sales messaging by non-exhibiting suppliers within the event using event virtual, video, or other communication platforms.

ADVERTISER & SPONSOR TERMS & CONDITIONS. All art mechanical requirements, and the terms and conditions set forth in this Echo Marketing Kit, apply fully and are part of this contract. All publication rights, reproduction rights and copyrights (except trademarks) are the property of Echo unless otherwise noted in this contract. Advertisers are responsible for ensuring that material submitted for inclusion on the site is accurate and complies with applicable laws. Echo is not responsible for the illegality or any error, inaccuracy, or problem in the Advertiser's or Sponsor's materials. Advertisers expressly warrant that the content they provide is legal and correct, and further they agree to hold harmless and to indemnify Echo if claims or actions arise in this regard. All advertisements are subject to approval by Echo. All advertisements for the Echo website are accepted and published by Echo on the representation that the Advertiser and/or advertising agency are authorized to publish the entire contents and subject matter thereof. The Advertiser and/or advertising agency will defend, indemnify, and hold Echo harmless from and against any loss, expense, or other liability resulting from any claims or suits for libel, violation or right of privacy or publicity, plagiarism, copyright or trademark infringement, and any claims or suits that may arise out of publication of such advertisement. The liability for any error, omission or delay for which Echo may be held responsible shall not exceed the cost of the ad placement in question and may be remedied by placing compensating ad(s), at Echo's sole discretion.

ECHO JOURNAL AND INSIGHT. The Echo Journal is published quarterly and Echo Insight is published 8x annually. Rates reflect the per issue insertion cost. Ads qualifying for the 3x rate must be placed in consecutive issues. Ads will be placed not more than 90, nor less than 60 days after receipt of ad contract.

INSIGHT E-NEWSLETTER: The Echo Insight ads are placed on a per newsletter basis and is emailed bi-monthly or as needed, especially for special community “Alert” publications. The Insight ad deadline is receipt of ad five days prior to planned circulation.

AD SUBMISSION & CHANGES: Advertisements (including Advertorials) that do not meet the publication specifications will be charged a minimum of \$95. The closing date for insertion orders is 60 calendar days before the first day of the publication month for the Journal and 5 days before circulation of the Insight. Any advertising materials, changes to, or cancellations of, a written standing order must be provided to Echo for the Journal 45 calendar days prior to the first day of the publication month and for the Insight 15 days prior to circulation, and may void multi-month placement discounts, determined at the sole discretion of Echo. Orders cancelled or changed after the ad/change dates provided will be billed, the standing placement order will be fulfilled, and fees will become owed.

Payment: Once placed, contracts are non-refundable and will not be prorated should the advertiser wish to cancel the contract prior to the end of the contract. Installments will be billed monthly and consecutively with first installment due at time of contract. Overdue accounts will be charged a 1.5% per month fee, and Echo reserves the right to terminate overdue accounts. Advertisers shall be held liable for all costs incurred to collect delinquent funds including late fees, collection fees, attorney fees and Court costs. **Ad Placement:** Ad placement in the Echo Journal and Echo Insight shall, except as specifically set forth in the contract (premium positions), be at the sole discretion of Echo, and no request for specific positioning shall bind Echo, nor relieve advertiser of payment obligations hereunder.

DIGITAL ADVERTISING

BOOSTED LISTING: Professional Service Providers (including Association Management Firm Members) are responsible for providing all information and artwork to Echo in a timely manner, especially if updates are needed. All content posted in the Professional Directory Listing are subject to approval by Echo.

WEBSITE ADVERTISING: The Echo website advertising runs monthly.

VISIBILITY AND KEYWORDS: Ads will display on applicable pages of the website alongside ads that have the same keywords and size. Only one ad per advertiser will be displayed at a time. No single ad will have priority or be seen more than any other ad with the same keywords and size. Keywords are limited to 5 per ad type. May not apply in all instances of website advertising.

MARKETING OPPORTUNITY CHANGES: Marketing opportunities are subject to change due to circumstances beyond our control. Echo may change a marketing opportunity at its discretion. If an event or other marketing opportunity must be cancelled or changed, clients will receive future marketing opportunities of equal or greater value. The credit for the marketing activity must be used within twelve months of the cancelled or changed activity or as agreed by both parties.