

# North Texas Golf Course Superintendents Association

PO Box 33527 - Fort Worth, Texas 76162

Phone: 817-377-4552 or 800-277-6449, Fax: 817-423-8234



Dear North Texas GCSA Affiliate Member,

On behalf of the North Texas GCSA Board of Directors and membership, thank you for your generous support during 2009. Whether your support was in the form of an annual sponsorship, newsletter advertisement, donations of proximity prizes, contributing newsletter articles or attendance at the monthly meetings, your continued participation is vital to the success of the organization.

In 2009, the North Texas GCSA Advertising Committee developed a new and improved sponsorship program somewhat different from that offered in the past. The program was constructed based on feedback from our affiliate members. The committee heard loud and clear that affiliates wanted a program that was fair, easy to understand, and provided a great value for their advertising dollar. Despite a very difficult economic year, the program raised more sponsorship money in 2009 than in the past several years and allowed our association to continue and expand many of the association's member services.

The association is pleased to announce that the program has been adopted again in 2010. Only very slight modifications have been made to the program in order to simplify the system. Three separate sponsorship levels are offered to affiliate companies and include opportunities to participate in all areas of the association's activities. The three sponsorship levels that will be available to affiliate members in 2010 are:

**Gold Sponsorship - Cost: \$4,500**

**Silver Sponsorship - Cost: \$1,800**

**Bronze Sponsorship - Cost: \$1,000**

Sponsorship Level	Gold: \$4,500	Silver: \$1,800	Bronze: \$1,000
Level Exposure	Appropriate "Gold" Exposure at meetings, newsletters, directory, etc.	Appropriate "Silver" Exposure at meetings, newsletters, directory, etc.	Appropriate "Bronze" Exposure at meetings, newsletters, directory, etc.
Website Exposure	Company Logo on Home Page, Job Announcement Page and Membership Forums and Company Link on Sponsor Page	Company Link on Sponsor Page	Company Link on Sponsor Page
Newsletter Advertising	(1) Half Page COLOR Advertisement in all 10 Issues of NTGCSA Newsletter	(1) Quarter Page B&W Advertisement in all 10 Issues of NTGCSA Newsletter	(1) Business Card B&W Advertisement in all 10 Issues of NTGCSA Newsletter
Scholarship Tournament	Featured Gold Sponsor Recognition (1) Hole Sponsorship with Tee Sign	Featured Silver Sponsor Recognition (1) Hole Sponsorship with Tee Sign	Featured Silver Sponsor Recognition (1) Banner Listing Sponsorship
Memberships	2 Complimentary Memberships	1 Complimentary Memberships	1 Complimentary Membership
Other Benefits	Electronic Copy of Association Mailing List		

In addition to the tiered sponsor levels, other sponsorship opportunities are available as listed below.

**North Texas GCSA Plaque Sponsorship – Cost \$1,750**

Again, this year we will offer this popular sponsorship opportunity. Plaques are awarded at all golf events to winners throughout the year. These plaques will prominently display the sponsor's company logo.

**North Texas GCSA Chapter Championship Title Sponsor – Cost \$2,500**

This is one of the most well attended golf events of the year and the golf tournament that will crown the "Ace" January Superintendent Champion, the Assistant Superintendent Champion and the Affiliate Member Champion. The title sponsor of the event will be prominently named in all tournament announcements and advertisements. The title sponsor will have the opportunity to display product, distribute promotional gifts or information, or conduct any other appropriate promotions during the event. All promotions must be pre-approved by the Board of Directors and the host superintendent / club.

**North Texas GCSA Scholarship Tournament Sponsorships – Cost Varies**

This annual event raises money for scholarships to be awarded to very deserving children and grandchildren of North Texas GCSA members. Sponsorship opportunities will be available at a variety of levels. Information regarding these sponsorships will be presented to the Affiliate Members during the summer of 2010.

**2010 Newsletter Advertising**

Color as well as black and white commercial advertisements can be placed in each month's newsletter. Issues are published monthly with the exception of the Nov/Dec and Jan/Feb issues, which are combined. The artwork and content of the ad must be submitted and approved prior to publication. Reservations should be made by the 15<sup>th</sup> of month prior to publication, and the ad must be received by the 1st to be eligible for inclusion. Space is limited and reservations for ads will be accepted on a first come, first served basis.

Business Card Ads - \$150 for color ad or \$75 for black and white: cost per month or 10 months advertising for \$1,350 (Color) / \$675 (Black and White) if paid by March 1. (Save 10%) Ads must be no more than 3.5" wide and 2" long.

Quarter Page Ads - \$250 for color ad or \$125 for black and white: cost per month or 10 months advertising for \$2,250 (Color) / \$1,125 (Black and White) if paid by March 1. (Save 10%) Ads must be no more than 3.5" wide and 5" long.

Half Page Ads - \$400 for color ad or \$200 for black and white: cost per month or 10 months advertising for \$3,600 (Color) / \$1,800 (Black and White) if paid by March 1. (Save 10%) Ads must be no more than 7.5" wide and 5" long.

Full Page Ads - \$600 for color ad or \$300 for black and white: cost per month or 10 months advertising for \$5,400 (Color) / \$2,700 (Black and White) if paid by March 1. (Save 10%) Ads must be no more than 7.5" wide and 10" long.

Newsletter Inserts - \$250.00 per month or 10 months advertising for \$2250 if paid by March 1.(Save 10%). Inserts must be on 24 lb. paper or less and can be in color or black and white (single or double sided). A minimum of 400 flyers should be delivered to our office by the 15th of the month prior to publication of the newsletter.

**Proximity Sponsors**

\$50.00 each hole - At each golf event, proximity sponsorships will be offered. Each proximity or long drive prize will be in the form of a \$50.00 golf shop gift certificate to the winner. The sponsor will be recognized at the meeting before the tournament.

**Directory Advertising**

Due to printing delays at the end of 2009, the NTGCSA Directory will be published in early 2010. Advertising commitments from the 2009 issue will be honored for the 2010 issue. Opportunities will be available for the 2011 Directory at the end of the year in 2010. Affiliate members will be contacted at that time regarding these opportunities.

Please carefully review this information regarding the 2010 sponsorship and advertising opportunities. Contact the North Texas GCSA office if you have any questions regarding the program or would like to make your 2010 commitment. Please consider making your commitment early in the year to maximize the benefits your company will receive in 2010. \*Commitments for the Plaque Sponsorship and Chapter Championship Sponsor will not be accepted until after February 1, 2010 in order to give all affiliates an equal opportunity to participate.

As previously mentioned, the success of this organization is dependent on the generous support of our affiliate members. If you have any questions regarding these opportunities, please contact the NTGCSA office or any NTGCSA Board Member.

Thank You for Your Support,

Brian Cloud, CGCS  
Chapter Executive, North Texas GCSA

**2010 Sponsor Commitment Form**

Please Fax this form to 817-423-8234 or mail to PO Box 33527, Fort Worth TX 76162  
Please mark this form to indicate which sponsor level or opportunity you would like to reserve. Thank you very much for your support.

	\$4,500	Gold Sponsorship Level
	\$1,800	Silver Sponsorship Level
	\$1,000	Bronze Sponsorship Level
	\$1,750	Plaque Sponsor (Company Name on all Plaques given out during year - One Available)
	\$2500	Chapter Championship Sponsor (One Available)
	\$50	Proximity Prizes at Monthly Golf Events

Newsletter Advertising	Business Card Ad \$75 Black and White \$150 Color	Quarter Page Ad \$125 Black and White \$250 Color	Half Page Ad \$200 Black and White \$400 Color	Full Page Ad \$300 Black and White \$600 Color	Full Page Insert \$250
Jan. / Feb.					
March					
April					
May					
June					
July					
August					
September					
October					
Nov. / Dec.					

\_\_\_\_\_ Please Bill me in January for the entire year at a 10% savings  
(all 10 issues must be purchased and payment must be received by March 1 to qualify for discount.)

I authorize the sponsorship commitments as indicated above and approve billing for these items.

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

Authorized By: \_\_\_\_\_ Signature: \_\_\_\_\_