The GCSA of Northern California is dedicated to serving its members through promotion and advancement of our profession.
Welcome to the new Preferred Partner Program for the Golf Course Superintendents Association of Northern California (GCSANC).

The Preferred Partner Program has been redesigned with one eye towards flexibility in the sponsorship options and opportunities available to vendors interested in promoting their products and services to GCSANC superintendent members, and another eye towards being all-inclusive, providing vendors the opportunity to purchase all of the sponsorship options and benefits they desire with one convenient annual plan that fits their budget and their needs.

We hope you appreciate the increased value built into this new program, and that you’ll take advantage of the sponsor level that suits you.

Thank you for your support of GCSANC!

“Our Preferred Partners are critical to the financial stability of GCSANC and the success of our programs, and we are committed to delivering maximum value for their investment in GCSANC.”

~ 2020 GCSANC President Pete Bachman
PREFERRED PARTNER PROGRAM

Affiliate Member—$250

Affiliate membership is the basic membership level for individuals working for companies providing products and services to Superintendents.

Affiliate members receive:

- One annual membership
- Listing in online membership directory

The GCSANC territory covers more than 30,000 square miles and parts of 26 counties.

GCSANC offers for sale caps and golf towels that honor the history of the association with this classic GCSANC logo. Contact the GCSANC office or visit gcsanc.com for more details.
PREFERRED PARTNER PROGRAM

Silver Partner—$750

The Silver Partner is the entry-level annual sponsorship, ideal for an Affiliate member who desires some exposure year-round.

Silver Partners receive:

- One annual membership
- Listing in online membership directory
- One complimentary guest attendance (Supt. or Assistant) at GCSANC event (excludes Holiday party and S & R Tournament)
- Logo & contact info. on GCSANC website "Sponsorship" page
- Logo signage at all GCSANC sanctioned events
- Eighth page color Thru the Green newsletter advertisement
- Email Blast to all members once per year
- Tee sponsor sign at all golfing events

The Assistant Superintendent Boot Camp is the premier training event on the west coast for Assistant Superintendents. GCSANC invites Assistants from all of the California GCSA chapters, as well as Arizona, Nevada and Oregon.
PREFERRED PARTNER PROGRAM

Gold Partner—$2,000

The Gold Partner level provides companies with multiple complimentary registrations at association events, and offers the opportunity to select from the "a la carte menu" of benefits.

Gold Partners receive:

- One annual membership
- Listing in online membership directory
- Two complimentary guest attendance (Supt. or Assistant) at GCSANC event(s) (excludes Holiday party and S & R Tournament)
- Logo & contact info. on GCSANC website "Sponsorship" page
- Logo signage at all GCSANC sanctioned events
- Quarter page color Thru the Green newsletter advertisement
- Logo in "Thru the Green" newsletter (full year)
- Email Blast or tweet to all members twice per year
- Tee sponsor sign at all golfing events
- Name recognition (no logo) on program at Annual Holiday Meeting
- Name recognition (no logo) on program at Assistant Boot Camp
- One item from the a la carte menu of benefits

GCSANC hosts a minimum of eight (8) events per year, including Affiliates Breakfast, Annual Meeting, Assistant Boot Camp, Field Day, Holiday Meeting, Institute, Scholarship & Research Tournament (S&R), and USGA Regional Conference.

Presidio Golf Course in San Francisco will host the 2020 GCSANC Regional Conference on Monday, March 9, 2020.
PREFERRED PARTNER PROGRAM

Titanium Partner—$3,500

The Titanium Partner level provides companies with free access to the Institute (GCSANC’s premier Superintendent education event), offers multiple selections from the “a la carte menu” of benefits, and provides additional value not offered at the lower partner levels.

Titanium Partners receive:

- One (1) annual membership
- Listing in online membership directory
- Three complimentary guest attendance (Supt. or Assistant) at GCSANC event(s) (excludes Holiday party and S & R Tournament)
- Logo & contact info. on GCSANC website “Sponsorship” page
- Logo signage at all GCSANC sanctioned events
- Half page color Thru the Green newsletter advertisement
- Logo in “Thru the Green” newsletter (full year)
- Email Blast or tweet to all members four times per year
- Tee sponsor sign at all golfing events
- Name recognition (no logo) on program at Annual Holiday Meeting
- Name recognition (no logo) on program at Assistant Boot Camp
- One registration for Institute
- Complimentary application for GCSAA credits for Partner hosted event
- Four items from the a la carte menu of benefits

GCSANC annually recognizes members and member courses for their exceptional work and contributions through the annual awards, including Superintendent of the Year, George Santana Distinguished Service Award, Bert Graves Affiliate Merit, Turfgrass Excellence (Public), and Turfgrass Excellence (Private).
PREFERRED PARTNER PROGRAM

Diamond Partner—$6,000

The Diamond Partner level is ideal for a company with two or more salespeople that wants active participation in GCSANC and exposure year-round.

Diamond Partners receive:

- Two annual memberships
- Listing in online membership directory
- Three complimentary guest attendance (Supt. or Assistant) at GCSANC event(s) (excludes Holiday party and S & R Tournament)
- Logo & contact info. on GCSANC website “Sponsorship” page
- Logo signage at all GCSANC sanctioned events
- Full page color Thru the Green newsletter advertisement
- Logo in "Thru the Green" newsletter (full year)
- Email Blast or tweet to all members six times per year
- Tee sponsor sign at all golfing events
- Name recognition and logo on program at Annual Holiday Meeting
- Name recognition (no logo) on program at Assistant Boot Camp
- Two registration for Institute
- Complimentary application for GCSAA credits for Partner hosted event
- Two full registrations for a GCSANC meeting (except S&R/Holiday Meeting)
- Seven items from the a la carte menu of benefits

GCSANC proudly boasts a paid membership base of nearly 400 individuals, and a contacts database of more than 500 golf industry representatives who receive GCSANC event invitations, announcements, and important bulletins.
PREFERRED PARTNER PROGRAM

Premier Partner—$8,500

The Premier Partner level offers all of the benefits and value of the lower sponsorship levels, plus additional exposure at the Institute and the opportunity to serve as a Title Sponsor at a major annual GCSANC event.

Premier Partners receive:

- Two annual memberships
- Listing in online membership directory
- Three complimentary guest attendance (Supt. or Assistant) at GCSANC event(s) (excludes Holiday party and S & R Tournament)
- Logo & contact info. on GCSANC website "Sponsorship" page
- Logo signage at all GCSANC sanctioned events
- Full page color Thru the Green newsletter advertisement
- Logo in "Thru the Green" newsletter (full year)
- Email Blast or tweet to all members six times per year
- Tee sponsor sign at all golfing events
- Name recognition and logo on program at Annual Holiday Meeting
- Name recognition (no logo) on program at Assistant Boot Camp
- Two registrations for Institute
- Complimentary application for GCSAA credits for Partner hosted event
- Two full registrations for a GCSANC meeting (except S&R/Holiday Meeting)
- Display table at Institute
- Title sponsor at GCSANC major event
- Break sponsorship at Institute (restrictions may apply)
- Nine items from the a la carte menu of benefits

Cypress Point Golf Club in beautiful Pebble Beach, CA is a frequent and very generous supporter of GCSANC and the association’s annual S & R Tournament.
PREFERRED PARTNER PROGRAM

Elite Partner—$10,000

The Elite Partner level offers the maximum benefit and exposure to vendors seeking the attention of GCSANC members. Elite partners enjoy restricted access to exposure at the Assistant Boot Camp and Institute, as well as all of the items on the a la carte menu of benefits.

Elite Partners receive:

- Four annual memberships
- Listing in online membership directory
- Four complimentary guest attendance (Supt. or Assistant) at GCSANC event(s) (excludes Holiday party and S & R Tournament)
- Logo & contact info. on GCSANC website “Sponsorship” page
- Logo signage at all GCSANC sanctioned events
- Full page color Thru the Green newsletter advertisement
- Logo in “Thru the Green” newsletter (full year)
- Email Blast or tweet to all members twelve times per year
- Tee sponsor sign at all golfing events
- Name recognition and logo on program at Annual Holiday Meeting
- Name recognition (no logo) on program at Assistant Boot Camp
- Two registrations for Institute
- Complimentary application for GCSAA credits for Partner hosted event
- Two full registrations for a GCSANC meeting (except S&R/Holiday Meeting)
- Display table at Institute
- Break sponsorship at Institute (restrictions may apply)
- Tee sponsorship at S&R
  (booth and equipment display pending course approval)
- Major sponsor recognition at all GCSANC sanctioned events
- Two registrations for Assistant Superintendent Boot Camp
- Two registrations for Holiday Meeting golf and dinner
- Sponsor signage at Assistant Boot Camp
- Sponsor signage at Holiday Meeting
- Title sponsor at GCSANC major events, excluding Field Day(s)
- All 13 items from the a la carte menu of benefits

GCSANC publishes “Thru The Green,” the organization’s bimonthly newsletter, which includes member profiles, industry updates, research reports, and more.

Cinnabar Hills Golf Club in San Jose, host of the November 2019 GCSANC Annual Meeting and home of 2015 GCSANC Superintendent of the Year Brian Boyer
PREFERRED PARTNER PROGRAM

A La Carte Benefits

Gold Partners and higher levels can select one or more of the following “a la carte benefits” as part of their sponsorship package. Contact the GCSANC office at (916) 485-6364 or email mconnerly@connerlyandassociates.com to indicate the a la carte benefits you would like to use with your sponsorship package.

◊ Sponsorship of specific GCSANC website pages with links
  (higher billing based on sponsor level, each page selected counts as 1 menu option)
◊ Sponsorship of GCSANC Facebook page
  (highest billing based on sponsor level)
◊ YouTube video(s) on GCSANC website
  (each video counts as one menu option)
◊ Feature story in Thru the Green
◊ Promote one partner hosted facility event per year
  (subject to board approval)
◊ Presentation of webinar to GCSANC, including publicity
  in webinar promo emails (each webinar counts as one menu option)
◊ One five minute "commercial" during a webinar
  (GCSANC reserves right to restrict)
◊ Presentation at one GCSANC event, including publicity in
  event promo emails/literature
  (limit one presentation per sponsor per year)
◊ One brief "commercial" at a GCSANC event
  (each commercial counts as one menu option, limited commercials per event)
◊ One Twitter blast
◊ Email blast to all members once per year
**PREFERRED PARTNER PROGRAM**

**Event Sponsorships—S&R Tournament**

Companies who prefer to sponsor an event rather than an annual partnership, or annual partners who want to increase their exposure at a specific event may choose an event sponsorship. Annual partners enjoy reduced pricing for event sponsorships, depending on Partner level. Below are the event sponsorships for the annual S & R Tournament.

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Non Partner</th>
<th>Silver</th>
<th>Gold</th>
<th>Titanium</th>
<th>Diamond</th>
<th>Premier</th>
<th>Elite</th>
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<tbody>
<tr>
<td>Title Sponsor</td>
<td>$3,000</td>
<td>$2,000</td>
<td>$1,500</td>
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<td>$1,500</td>
<td>$1,500</td>
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<td>Driving Range Sponsor</td>
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<td>Longest Drive Sponsor</td>
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<td>Tee Table Top Sponsor</td>
<td>$500</td>
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</table>
PREFERRED PARTNER PROGRAM

Event Sponsorships—Holiday Meeting

Companies who prefer to sponsor an event rather than an annual partnership, or annual partners who want to increase their exposure at a specific event may choose an event sponsorship. Annual partners enjoy reduced pricing for event sponsorships, depending on Partner level. Below are the event sponsorships for the annual Holiday Meeting.

<table>
<thead>
<tr>
<th>Event Sponsorship</th>
<th>Non Partner</th>
<th>Silver</th>
<th>Gold</th>
<th>Titanium</th>
<th>Diamond</th>
<th>Premier</th>
<th>Elite</th>
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<tbody>
<tr>
<td>Title Sponsor</td>
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<td>$1,500</td>
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<td>$1,500</td>
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<td>DJ/Dance Sponsor</td>
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</tr>
<tr>
<td>Ladies Gift Sponsor</td>
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<td>$1,250</td>
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<tr>
<td>Golf event Sponsor</td>
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<td>Hole In one sponsor</td>
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<tr>
<td>Closest to the Pin Sponsor</td>
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<tr>
<td>Tee Table Top Sponsor</td>
<td>$500</td>
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</table>
PREFERRED PARTNER PROGRAM

Event Sponsorships—Assistant Boot Camp

Companies who prefer to sponsor an event rather than an annual partnership, or annual partners who want to increase their exposure at a specific event may choose an event sponsorship. Annual partners enjoy reduced pricing for event sponsorships, depending on Partner level. Below are the event sponsorships for the Assistant Superintendent Boot Camp.

<table>
<thead>
<tr>
<th></th>
<th>Non Partner</th>
<th>Silver</th>
<th>Gold</th>
<th>Titanium</th>
<th>Diamond</th>
<th>Premier</th>
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<td>Title Sponsor</td>
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<td>* SOLD</td>
<td>* SOLD</td>
<td>* SOLD</td>
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<tr>
<td>Lunch Sponsor</td>
<td>* SOLD</td>
<td>* SOLD</td>
<td>* SOLD</td>
<td>* SOLD</td>
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<tr>
<td>Drinks Sponsor</td>
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<td>* SOLD</td>
</tr>
<tr>
<td>Raffle Sponsor</td>
<td>* SOLD</td>
<td>* SOLD</td>
<td>* SOLD</td>
<td>* SOLD</td>
<td>* SOLD</td>
<td>* SOLD</td>
<td>* SOLD</td>
</tr>
<tr>
<td>Hole in one Sponsor</td>
<td>* SOLD</td>
<td>* SOLD</td>
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<td>* SOLD</td>
<td>* SOLD</td>
<td>* SOLD</td>
<td>* SOLD</td>
</tr>
<tr>
<td>Longest Drive Sponsor</td>
<td>* SOLD</td>
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<td>* SOLD</td>
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<td>* SOLD</td>
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<tr>
<td>Closest to the Pin Sponsor</td>
<td>* SOLD</td>
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<td>* SOLD</td>
<td>* SOLD</td>
<td>* SOLD</td>
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</tr>
<tr>
<td>Tee Table Top Sponsor</td>
<td>* SOLD</td>
<td>* SOLD</td>
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<tr>
<td>Tee Sponsor Sign</td>
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</tr>
</tbody>
</table>

* All 2020 Assistant Superintendent Boot Camp sponsorships have been sold. If one or more 2020 sponsors elect not to renew their sponsorship at the same level in future years, the additional Boot Camp sponsorships will be made available to others.
PREFERRED PARTNER PROGRAM

Event Sponsorships—Institute

Companies who prefer to sponsor an event rather than an annual partnership, or annual partners who want to increase their exposure at a specific event may choose an event sponsorship. Annual partners enjoy reduced pricing for event sponsorships, depending on Partner level. Below are the event sponsorships for the Institute.

<table>
<thead>
<tr>
<th>Event Sponsorship</th>
<th>Non Partner</th>
<th>Silver</th>
<th>Gold</th>
<th>Titanium</th>
<th>Diamond</th>
<th>Premier</th>
<th>Elite</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title Sponsor</td>
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<td>$2,500</td>
<td>$2,500</td>
<td>$2,500</td>
<td>$2,000</td>
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<tr>
<td>Lunch Sponsor</td>
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<tr>
<td>Drinks Sponsor</td>
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<tr>
<td>Raffle Sponsor</td>
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<tr>
<td>Hole in one Sponsor</td>
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<tr>
<td>Tee Table Top Sponsor</td>
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</tbody>
</table>

* Only two title sponsors permitted for Boot Camp. If both are sold, additional Elite sponsor(s) will be the Institute Title Sponsor(s).
**PREFERRED PARTNER PROGRAM**

Event Sponsorships—Annual Meeting

Companies who prefer to sponsor an event rather than an annual partnership, or annual partners who want to increase their exposure at a specific event may choose an event sponsorship. Annual partners enjoy reduced pricing for event sponsorships, depending on Partner level. Below are the event sponsorships for the Annual Meeting.

<table>
<thead>
<tr>
<th>Annual</th>
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<th>Titanium</th>
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</thead>
<tbody>
<tr>
<td>Title Sponsor</td>
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<td>$1,500</td>
<td>$1,500</td>
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<tr>
<td>Lunch Sponsor</td>
<td>$1,000</td>
<td>$750</td>
<td>$750</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
</tr>
<tr>
<td>Tee Table Top Sponsor</td>
<td>$500</td>
<td>$300</td>
<td>$300</td>
<td>$300</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
</tr>
<tr>
<td>Meeting Table Display</td>
<td>$1,000</td>
<td>$750</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
<td>Included</td>
<td>Included</td>
</tr>
<tr>
<td>Longest Drive Sponsor</td>
<td>$500</td>
<td>$300</td>
<td>$300</td>
<td>$300</td>
<td>$300</td>
<td>$300</td>
<td>$300</td>
</tr>
<tr>
<td>Closest to the Pin Sponsor</td>
<td>$500</td>
<td>$300</td>
<td>$300</td>
<td>$300</td>
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<td>$300</td>
<td>$300</td>
</tr>
<tr>
<td>Tee Sponsor Sign</td>
<td>$250</td>
<td>included</td>
<td>included</td>
<td>included</td>
<td>included</td>
<td>Included</td>
<td>Included</td>
</tr>
</tbody>
</table>
Event Sponsorships—Field Day

Companies who prefer to sponsor an event rather than an annual partnership, or annual partners who want to increase their exposure at a specific event may choose an event sponsorship. Annual partners enjoy reduced pricing for event sponsorships, depending on Partner level. Below are the event sponsorships for Field Day events.

<table>
<thead>
<tr>
<th>Event</th>
<th>Non Partner</th>
<th>Silver</th>
<th>Gold</th>
<th>Titanium</th>
<th>Diamond</th>
<th>Premier</th>
<th>Elite</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title Sponsor</td>
<td>$1,500</td>
<td>$750</td>
<td>$750</td>
<td>$750</td>
<td>$750</td>
<td>$500</td>
<td>$500</td>
</tr>
<tr>
<td>Lunch Sponsor</td>
<td>$1,000</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
</tr>
<tr>
<td>Tee Table top sponsorship</td>
<td>$500</td>
<td>$300</td>
<td>$300</td>
<td>$300</td>
<td>$250</td>
<td>Included</td>
<td>Included</td>
</tr>
<tr>
<td>Meeting Presentation</td>
<td>$1,000</td>
<td>$750</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
</tr>
<tr>
<td>Meeting Table Top Display</td>
<td>$1,000</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
<td>Included</td>
<td>Included</td>
</tr>
<tr>
<td>Equipment Display (subject to approval)</td>
<td>$1,500</td>
<td>$1,000</td>
<td>$1,000</td>
<td>$750</td>
<td>$750</td>
<td>$750</td>
<td>$500</td>
</tr>
<tr>
<td>Tee Sponsor Sign</td>
<td>$250</td>
<td>Included</td>
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<td>Included</td>
<td>Included</td>
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<td>Included</td>
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</tbody>
</table>
## Event Sponsorships—USGA Regional Conference

Companies who prefer to sponsor an event rather than an annual partnership, or annual partners who want to increase their exposure at a specific event may choose an event sponsorship. Annual partners enjoy reduced pricing for event sponsorships, depending on Partner level. Below are the event sponsorships for the USGA Regional Conference.

<table>
<thead>
<tr>
<th>USGA</th>
<th>Non Partner</th>
<th>Silver</th>
<th>Gold</th>
<th>Titanium</th>
<th>Diamond</th>
<th>Premier</th>
<th>Elite</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title Sponsor</td>
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<td>$1,500</td>
<td>$1,500</td>
<td>$1,000</td>
<td>$1,000</td>
<td>Included</td>
</tr>
<tr>
<td>Lunch Sponsor</td>
<td>$1,000</td>
<td>$750</td>
<td>$750</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
</tr>
<tr>
<td>Tee Table top sponsorship</td>
<td>$500</td>
<td>$300</td>
<td>$300</td>
<td>$300</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
</tr>
<tr>
<td>Meeting Table display</td>
<td>$1,000</td>
<td>$750</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
<td>Included</td>
<td>Included</td>
</tr>
<tr>
<td>Longest Drive Sponsor</td>
<td>$500</td>
<td>$300</td>
<td>$300</td>
<td>$300</td>
<td>$300</td>
<td>$300</td>
<td>$300</td>
</tr>
<tr>
<td>Closest to the Pin Sponsor</td>
<td>$500</td>
<td>$300</td>
<td>$300</td>
<td>$300</td>
<td>$300</td>
<td>$300</td>
<td>$300</td>
</tr>
<tr>
<td>Tee Sponsor Sign</td>
<td>$250</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
</tr>
</tbody>
</table>
Sponsorship Application

Company Name
______________________________________________________________________________

Contact Name and Title ______________________________________________________________

Address ____________________________________________________________________________

Phone ______________________________________________________________________________

Fax __________________________________________________________________________________

Email Address _______________________________________________________________________

Website ______________________________________________________________________________

Sponsorship Level _____________________________________________________________________

Person to receive complimentary Affiliate Membership for the year (if different than above):

Name ______________________________________________________________________________

Address _____________________________________________________________________________

Phone ______________________________________________________________________________

Fax __________________________________________________________________________________

Email Address _______________________________________________________________________

• Please choose your a la carte selections. (Circle your selections on the enclosed brochure.)

• Please send a large, high quality company logo to Marc Connerly, GCSANC Executive Director, at mconnerly@connerlyandassociates.com.

Thank you for your support of the Golf Course Superintendents Association of Northern California. If you have any questions, please contact GCSANC Executive Director Marc Connerly at mconnerly@connerlyandassociates.com or the office at (916) 485-6364.