Northern California Chapter

GCSAA

Golf Course Superintendents Association of America

PREFERRED PARTNER PROGRAM

The GCSA of Northern California is dedicated to serving its members through promotion and advancement of our profession.

Northern California Chapter
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Golf Course Superintendents Association of America

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

The Links at Spanish Bay, home of 2020 GCSANC President Pete Bachman

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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.

GOLF COURSE SUPERINTENDENTS ASSOCIATION
NORTHERN CALIFORNIA

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

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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 GCSANC 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

Bayonet & Black Horse, host property for the 2020 GCSANC Institute (January 20) and Assistant Superintendent Boot Camp (January 14-15)

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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

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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 GCSANC annual awards, including Superintendent of the Year, George Santana Distinguished Service Award, Bert Graves Affiliate Merit, Turfgrass Excellence (Public), and Turfgrass Excellence (Private)

Pebble Beach Golf Links, home of 2019 GCSANC Superintendent of the Year Chris Dalhamer

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PREFERRED PARTNER PROGRAM

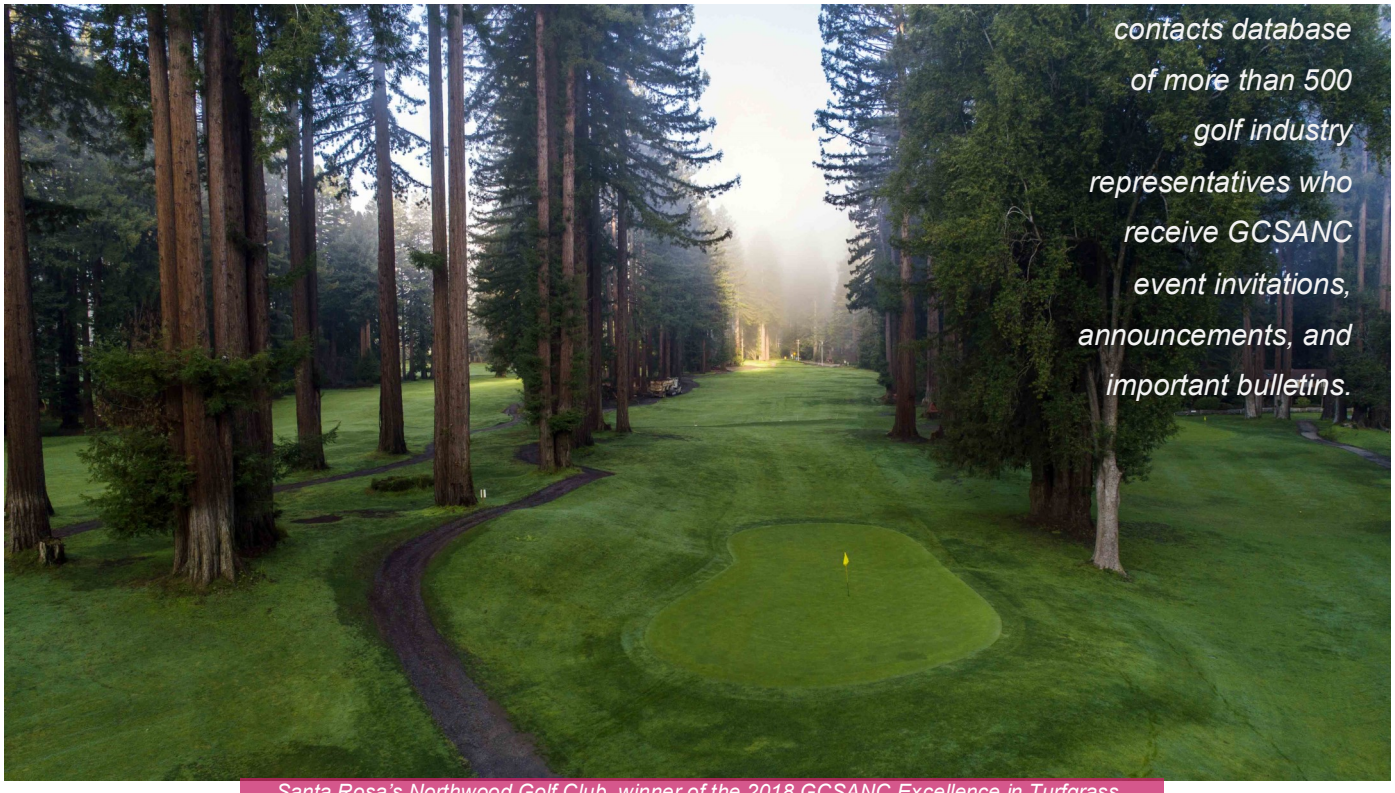
Diamond Partner—$6,000

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.



Santa Rosa's Northwood Golf Club, winner of the 2018 GCSANC Excellence in Turfgrass (Public)

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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

GCSANC is fortunate to boast some of the most beautiful and exclusive golf courses in the world within our coverage area.

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.

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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

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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 pubicity 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

Metropolitan Golf Links, frequent host for the annual GCSANC Affiliates Breakfast

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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.

	Non Partner	Silver	Gold	Titanium	Diamond	Premier	Elite
Title Sponsor	$3,000	$2,000	$1,500	$1,500	$1,500	$1,500	Included
Lunch Sponsor	$2,500	$1,500	$1,500	$1,250	$1,250	$1,000	$1,000
Drinks Sponsor	$2,000	$1,500	$1,500	$1,250	$1,250	$1,000	$1,000
Hospitality Bag Sponsor	$1,000	$750	$750	$600	$600	$500	$500
Golf Cart Sponsor	$1,000	$750	$750	$600	$600	$500	$500
Hole In one sponsor	$900	$750	$750	$600	$600	$500	$500
Awards Sponsor	$1,000	$750	$750	$600	$600	$500	$500
Raffle Sponsor	$1,500	$1,200	$1,200	$1,000	$1,000	$750	$750
Golf Ball Sponsor	$750	$700	$700	$650	$650	$500	$500
Driving Range Sponsor	$750	$750	$750	$500	$500	$500	$500
Putting Contest Sponsor	$750	$500	$500	$500	$500	$500	$500
Longest Drive Sponsor	$500	$350	$350	$350	$350	$350	$350
Closest to the Pin Sponsor	$500	$350	$350	$350	$350	$350	$350
Tee Table Top Sponsor	$500	$300	$300	$300	Included	Included	Included
Auction display table	$750	$500	$500	$500	$500	Included	Included
Tee Sponsor Sign	$250	Included	Included	Included	Included	Included	Included

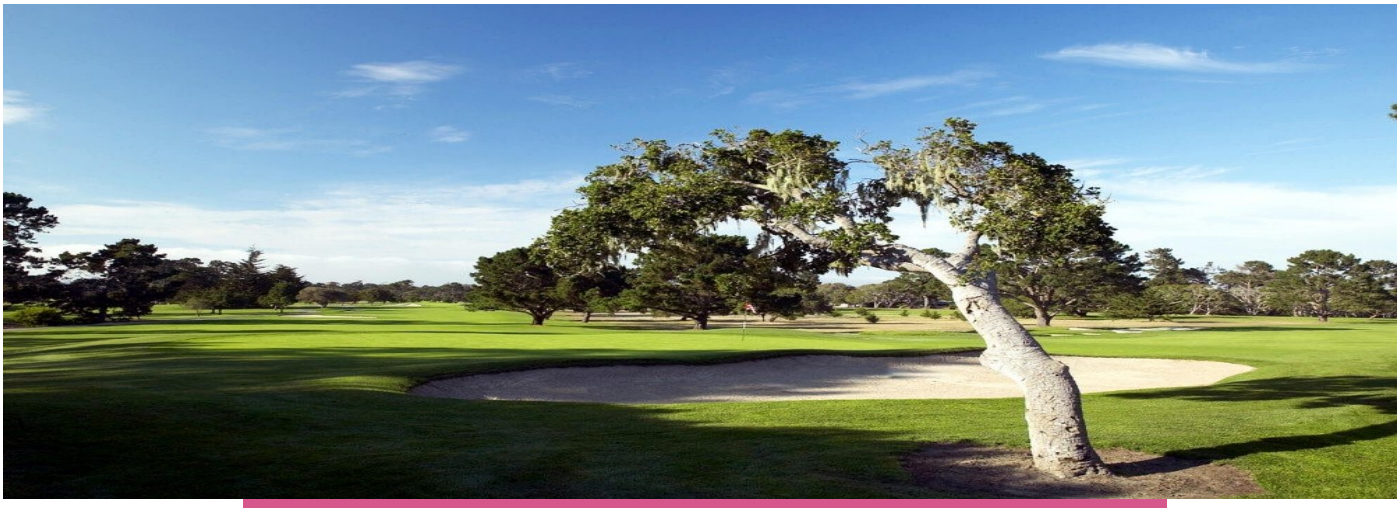
Northern California Chapter GCSAA Golf Course Superintendents Association of America

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.

	Non Partner	Silver	Gold	Titanium	Diamond	Premier	Elite
Title Sponsor	$2,500	$1,500	$1,500	$1,250	$1,250	$1,000	Included
Dinner Sponsor	$2,500	$1,750	$1,750	$1,500	$1,500	$1,500	$1,000
Drinks Sponsor	$2,500	$1,750	$1,750	$1,500	$1,500	$1,500	$1,000
DJ/Dance Sponsor	$1,500	$1,250	$1,250	$1,000	$1,000	$1,000	$1,000
Ladies Gift Sponsor	$1,250	$1,250	$1,250	$1,000	$1,000	$1,000	$1,000
Golf event Sponsor	$1,500	$1,000	$750	$750	$750	$750	$750
Hole In one sponsor	$750	$600	$600	$500	$500	$500	$500
Longest Drive Sponsor	$500	$400	$400	$400	$400	$400	$400
Closest to the Pin Sponsor	$500	$400	$400	$400	$400	$400	$400
Tee Table Top Sponsor	$500	$300	$300	$300	$250	Included	Included
Tee Sponsor Sign	$250	Included	Included	Included	Included	Included	Included



Del Monte Golf Course, the traditional site of the Holiday Meeting golf outing

Northern California Chapter GCSAA Golf Course Superintendents Association of America

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.

	Non Partner	Silver	Gold	Titanium	Diamond	Premier	Elite
							**Limited to 2; first come first served
Title Sponsor	* SOLD	* SOLD	* SOLD	* SOLD	* SOLD	* SOLD	
Lunch Sponsor	* SOLD	* SOLD	* SOLD	* SOLD	* SOLD	* SOLD	* SOLD
Drinks Sponsor	* SOLD	* SOLD	* SOLD	* SOLD	* SOLD	* SOLD	* SOLD
Raffle Sponsor	* SOLD	* SOLD	* SOLD	* SOLD	* SOLD	* SOLD	* SOLD
Hole in one Sponsor	* SOLD	* SOLD	* SOLD	* SOLD	* SOLD	* SOLD	* SOLD
Longest Drive Sponsor	* SOLD	* SOLD	* SOLD	* SOLD	* SOLD	* SOLD	* SOLD
Closest to the Pin Sponsor	* SOLD	* SOLD	* SOLD	* SOLD	* SOLD	* SOLD	* SOLD
Tee Table Top Sponsor	* SOLD	* SOLD	* SOLD	* SOLD	* SOLD	* SOLD	* SOLD
Tee Sponsor Sign	* SOLD	* SOLD	* SOLD	* SOLD	* SOLD	* SOLD	* SOLD

* 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.

Lake Merced Golf Club, site of the 2018 GCSANC S&R Tournament and frequent location for GCSANC Board meetings due to its central location

Northern California Chapter GCSAA Golf Course Superintendents Association of America

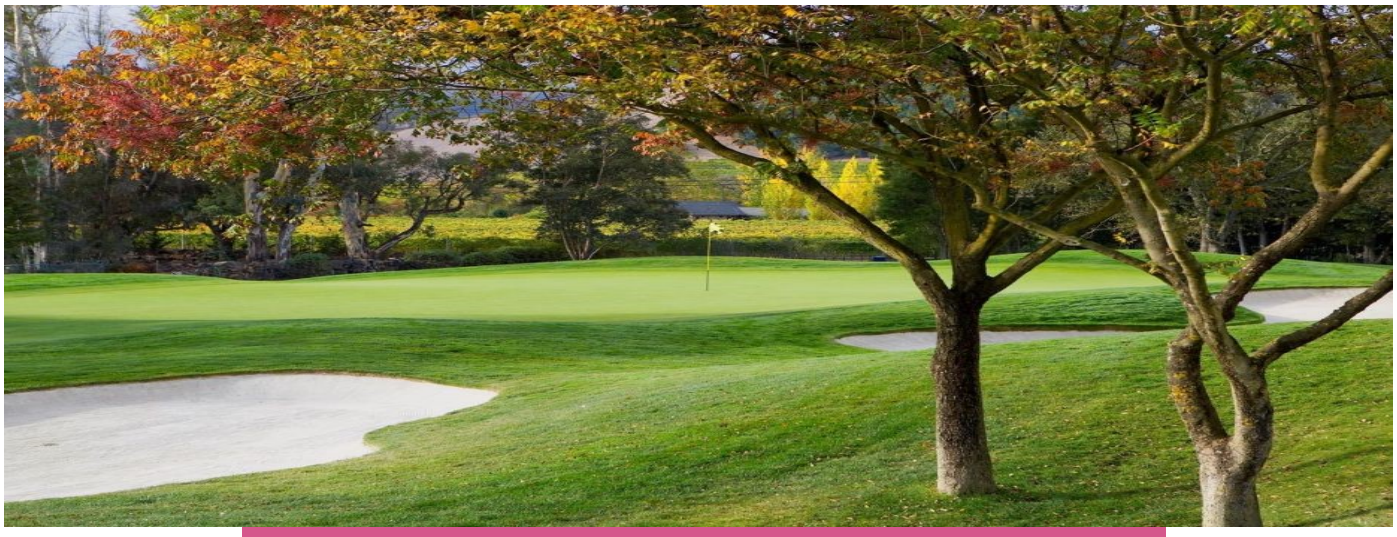
PREFERRED PARTNER PROGRAM

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.

	Non Partner	Silver	Gold	Titanium	Diamond	Premier	Elite
Title Sponsor	$3,500	$2,500	$2,500	$2,500	$2,000	$2,000	* Included
Lunch Sponsor	$1,500	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000
Drinks Sponsor	$1,500	$1,250	$1,250	$1,250	$1,250	$1,250	$1,250
Raffle Sponsor	$1,500	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000
Hole in one Sponsor	$750	$500	$500	$500	$500	$500	$500
Longest Drive Sponsor	$250	$250	$250	$250	$250	$250	$250
Closest to the Pin Sponsor	$250	$250	$250	$250	$250	$250	$250
Tee Table Top Sponsor	$500	$500	$500	$500	Included	Included	Included
Tee Sponsor Sign	$250	Included	Included	Included	Included	Included	Included

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



Sonoma Golf Club, host of the 2017 GCSANC Institute

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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.

Annual	Non Partner	Silver	Gold	Titanium	Diamond	Premier	Elite
Title Sponsor	$2,500	$1,500	$1,500	$1,500	$1,000	$1,000	Included
Lunch Sponsor	$1,000	$750	$750	$500	$500	$500	$500
Tee Table Top Sponsor	$500	$300	$300	$300	Included	Included	Included
Meeting Table Display	$1,000	$750	$500	$500	$500	Included	Included
Longest Drive Sponsor	$500	$300	$300	$300	$300	$300	$300
Closest to the Pin Sponsor	$500	$300	$300	$300	$300	$300	$300
Tee Sponsor Sign	$250	included	included	included	included	Included	Included

CordeValle Golf Course, site of the 2018 Tri-Chapter meeting, which will be hosted by GCSANC again in 2021

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PREFERRED PARTNER PROGRAM

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.

	Non Partner	Silver	Gold	Titanium	Diamond	Premier	Elite
Title Sponsor	$1,500	$750	$750	$750	$750	$500	$500
Lunch Sponsor	$1,000	$500	$500	$500	$500	$500	$500
Tee Table top sponsorship	$500	$300	$300	$300	$250	Included	Included
Meeting Presentation	$1,000	$750	$500	$500	$500	$500	$500
Meeting Table Top Display	$1,000	$500	$500	$500	$500	Included	Included
Equipment Display (subject to approval)	$1,500	$1,000	$1,000	$750	$750	$750	$500
Tee Sponsor Sign	$250	Included	Included	Included	Included	Included	Included

Diablo Country Club hosted the 2019 GCSANC Field Day

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PREFERRED PARTNER PROGRAM

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.

USGA	Non Partner	Silver	Gold	Titanium	Diamond	Premier	Elite
Title Sponsor	$2,500	$1,500	$1,500	$1,500	$1,000	$1,000	Included
Lunch Sponsor	$1,000	$750	$750	$500	$500	$500	$500
Tee Table top sponsorship	$500	$300	$300	$300	Included	Included	Included
Meeting Table display	$1,000	$750	$500	$500	$500	Included	Included
Longest Drive Sponsor	$500	$300	$300	$300	$300	$300	$300
Closest to the Pin Sponsor	$500	$300	$300	$300	$300	$300	$300
Tee Sponsor Sign	$250	Included	Included	Included	Included	Included	Included

Claremont Country Club, host of the 2019 GCSANC USGA Regional Conference

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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.