



CANADIAN GOLF
SUPERINTENDENTS
ASSOCIATION

CGSA'S PARTNERSHIP OPPORTUNITIES

LOOKING TO BOOST YOUR EXPOSURE? PARTNER WITH THE CGSA!

CGSA offers a range of year-round partnership programs as well as a wide variety of other sponsorship opportunities.



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Canadian Golf Superintendents Association

GSA (@GolfSupers)



CGSA YEAR LONG PARTNERSHIP OPPORTUNITIES

Our yearly partnership program provides year-round exposure opportunities through our various events, awards and marketing vehicles. Each tier in the program offers a variety of unique opportunities including exposure at the Fall Field Day, tournaments and The Canadian Golf Course Management Conference. CGSA is also pleased to offer additional benefits for multi-year partnership agreement.

NOT INTERESTED IN A YEARLY PARTNERSHIP? NO PROBLEM!

Let's work together to create an a la carte sponsorship program that's tailored to your company's vision and sponsorship goal!

PLATINUM \$50,000

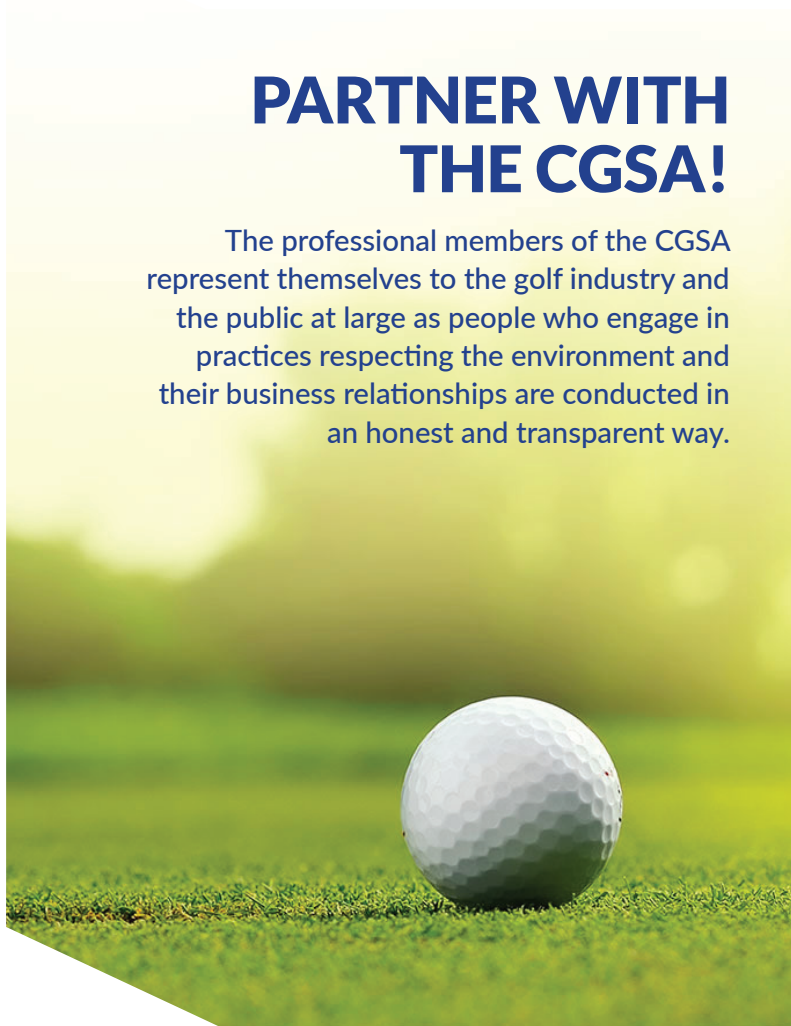
- An exclusive CGSA award sponsorship of your choice (subject to availability)
- Logo recognition on all marketing materials and website content related to the CGSA Award you've chosen to exclusively sponsor
- Exclusive social event sponsor at the annual Canadian Golf Course Management Conference (CGCMC) of your choice (Subject to Availability)
- Opportunity to speak at the above mutually agreed upon social event at the CGCMC
- Logo recognition on all sponsored event signage and any applicable presentation materials
- Logo recognition on CGCMC event website page and throughout the CGSA website including a link to your website
- 3 complimentary All Access CGCMC registration packages
- 1 industry presentation at the annual CGCMC
- A complimentary Trade Show booth at the annual CGCMC with first priority to select location before open to general industry
- 1 tee signs at the CGSA annual Fall Field Day or tournament
- 1 registration to the CGSA annual Fall Field Day or tournament
- The ability to purchase additional event registrations (FFD OR CGCMC) at the member rate
- 4 complimentary CGSA yearly memberships
- Logo recognition as a 'Platinum' sponsor on all CGCMC, FFD and applicable Award marketing materials and signage throughout the year
- Logo recognition with a link in 4 editions of GreenMatter, CGSA's monthly newsletter
- Logo recognition in GreenMaster, CGSA's official magazine, throughout the year

GOLD \$30,000

- An exclusive CGSA award sponsorship of your choice (subject to availability)
 - Logo recognition on all marketing materials and website content related to the CGSA Award chosen to exclusively sponsor
 - The CGCMC sponsorship opportunity of your choice, chosen from the list below up to a approximate total of \$15,000
 - First priority to select location of trade show booth before open to general industry
 - Logo recognition on all signage and any applicable presentation materials related to the choices made above
 - Logo recognition on CGCMC event website page and throughout the CGSA website including a link to your website
 - 2 complimentary All Access CGCMC registration packages
 - 1 tee sign at the CGSA annual Fall Field Day or tournament
 - The ability to purchase additional event registrations (FFD, tournaments OR CGCMC) at the member rate
 - 3 complimentary CGSA yearly memberships
 - Logo recognition as a 'Gold' sponsor on all CGCMC, FFD and applicable Award marketing materials and signage throughout the year
 - Logo recognition in 4 editions of GreenMatter, CGSA's monthly newsletter
- Logo recognition in GreenMaster, CGSA's official magazine, throughout the year

PARTNER WITH THE CGSA!

The professional members of the CGSA represent themselves to the golf industry and the public at large as people who engage in practices respecting the environment and their business relationships are conducted in an honest and transparent way.



SILVER \$20,000

- CGCMC sponsorship of your choice, chosen from the list below up to an approximate total of \$20,000
- Logo recognition on all signage and any applicable presentation materials related to the choice made above
- Logo recognition on CGCMC event website page and throughout the CGSA website including a link to your website
- First priority to select location of trade show booth before open to general industry
- Complimentary All Access CGCMC registration package
- 1 cart or tee signs at the CGSA annual Fall Field Day or tournament
- The ability to purchase additional event registrations (FFD, tournament OR CGCMC) at the member rate
- 2 complimentary CGSA yearly memberships
- Logo recognition as a 'Silver' sponsor on all CGCMC, FFD and applicable Award marketing materials and signage throughout the year
- Logo recognition in 2 editions of GreenMatter, CGSA's monthly newsletter
- Logo recognition in GreenMaster, CGSA's official magazine, throughout the year

- CGCMC sponsorship of your choice, chosen from the list below up to an approximate total of \$10,000
- Logo recognition on all signage and any applicable presentation materials related to the choice made above
- Logo recognition on CGCMC event website page and throughout the CGSA website including a link to your website
- 1 complimentary All Access CGCMC registration package
- 1 cart sign at the CGSA Fall Field Day or tournament
- The ability to purchase additional event registrations (FFD, tournament OR CGCMC) at the member rate

- 1 complimentary CGSA yearly membership
- Logo recognition as a 'Bronze' sponsor on all CGCMC, FFD and applicable Award marketing materials and signage throughout the year
- Logo recognition in 2 editions of GreenMatter, CGSA's monthly newsletter
- Logo recognition in GreenMaster, CGSA's official magazine, throughout the year

AS SILVER OR BRONZE PARTNERS PLEASE CHOOSE YOUR CGCMC SPONSORSHIP CHOICES FROM THE CHARTS ON THE 'A LA CARTE' LIST.

A LA CARTE

CGSA's A LA CARTE SPONSORSHIP OPPORTUNITIES

In addition to the annual partnership programs the CGSA is proud to offer the following list of additional sponsorship opportunities. We are pleased to offer these on a one-time basis as well as working with you to tailor a program that meets your company's sponsorship goals. Take a look and contact us today to secure your top sponsorship choices!

The Canadian Golf Course Management Conference

| | |
|--|-----------------------|
| Education Sessions [SOLD] | \$15,000 |
| Trade Show Lunch | \$15,000 |
| Awards Luncheon [SOLD] | \$15,000 |
| Opening Social [7,000 Remaining] | \$15,000 |
| Social or Networking Event | \$16,500 |
| Onsite brochure | \$5,000 |
| Coffee Breaks | \$3,500 (5 Available) |
| Delegate Badge Holders/Lanyards [SOLD] | \$3,000 |
| Hotel Room Card Key's | \$2,500 |
| Hydration Station [SOLD] | \$1,500 |

CGSA's Annual Fall Field Day or Tournaments

| | |
|--------------------------------|----------|
| FFD Award Dinner [SOLD] | \$15,000 |
| FFD Welcome Reception [SOLD] | \$12,500 |
| FFD Education Seminar | \$5,000 |
| FFD Cup Championship | \$5,000 |
| FFD Beverage on course service | \$5,000 |
| FFD Breakfast | \$7,500 |
| FFD Coffee Break | \$3,500 |

| | |
|-----------------------|---------|
| FFD Dinner Wine | \$2,500 |
| FFD Hydration Station | \$1,500 |
| FFD Tee Signs | \$600 |

CGSA Awards

| | |
|---|----------|
| Superintendent of the Year [SOLD] | \$10,000 |
| John B. Steel Distinguished Service Award | \$16,500 |
| Assistant Superintendent of the Year [SOLD] | \$10,000 |
| Student Scholarships | \$7,500 |
| Environmental Achievement [SOLD] | \$5,000 |
| Equipment Technician [SOLD] | \$5,000 |
| Gordon Witteveen Award Article [SOLD] | \$2,500 |

Spring Tournament

| | |
|--------------------|---------|
| Award Dinner | \$7,000 |
| Welcome Reception | \$7,000 |
| Beverage on course | \$2,500 |
| Dinner wine | \$2,000 |
| Tee Signs | \$450 |

Any additional ideas are welcomed and negotiable

CGSA's A LA CARTE SPONSORSHIP OPPORTUNITIES

A LA CARTE

Other

| | |
|---|---------|
| Membership Cards | \$5,000 |
| Membership Kits | \$3,000 |
| Custom E-Blast (to consenting members & non-members) | \$500 |
| *Any additional ideas are welcomed and negotiable* | |

Advertising Opportunities

| | |
|--------------------------------|--|
| GreenMaster Magazine | \$3,000 full pg \$1,750 1/2 pg \$500 1/6 page *rates vary |
| GreenMatter Monthly Newsletter | \$250 per logo per newsletter |

OUTLINE

OUTLINE OF BENEFITS FOR EACH PACKAGE

| | PLATINUM \$50,000 | GOLD \$30,000 | SILVER \$20,000 | BRONZE \$10,000 | A LA CARTE VARIOUS |
|---|----------------------|------------------|--------------------|--------------------|-----------------------|
| Exclusive Award Sponsorship | ✓ | ✓ | | | |
| Logo Recognition on all marketing materials and website related to the Award | ✓ | ✓ | | | |
| Exclusive Social Event Sponsors at The Canadian | ✓ | ✓ | ✓ | ✓ | |
| Opportunity to speak at social event at The Canadian or Award Presentation | ✓ | | | | |
| Logo recognition on The Canadian website including a link to sponsor website | ✓ | ✓ | ✓ | ✓ | |
| Complimentary All Access registration package to The Canadian | 3 | 2 | 1 | 1 | |
| Ability to purchase additional registrations at member rate | ✓ | ✓ | ✓ | ✓ | |
| Industry Presentation at The Canadian | ✓ | | | | |
| Trade Show Booth at The Canadian | ✓ | | | | |
| Tee Signs at The Fall Field Day or Tournament | 2 | 1 | 1 | | |
| Cart Signage at The Fall Field Day (2 available) | | | 1 | 1 | |
| CGSA Annual Membership | 4 | 3 | 2 | 1 | |
| Logo Recognition as Sponsor on all The Canadian, Fall Field Day and Award marketing materials and signage throughout the year | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo recognition with link in GreenMatter | 4 | 4 | 2 | 2 | |
| Logo recognition in GreenMaster throughout the year | ✓ | ✓ | ✓ | ✓ | ✓ |

*Please see the A La Carte Sponsorship Opportunities to make selections based on this dollar amount



SPONSORSHIP REPLY FORM

Our organization is interested in sponsoring:

Our organization would be interested in a multi-year partnership agreement: Yes ☐ No ☐

Your Name:

Title:

Company:

Address:

City:

Province:

Postal Code:

Telephone:

Email:

Once CGSA receives this form, we will contact you regarding the next steps.

PLEASE SEND COMPLETED FORM TO:

**Barb Manifold, bmanifold@golfsupers.com
2605 Summerville Court,
Unit #A2082
Mississauga, ON L4X 0A2
(416) 626-8873 ext. 225
Fax: (416) 626-1958**