



MICHIGAN GOLF COURSE OWNERS ASSOCIATION

2011 MEDIA KIT

PARTNERSHIP · ADVERTISING · SPONSORSHIP

603 S WASHINGTON, SUITE 303, LANSING, MI 48933

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JPAISLEY@MGCOA.ORG · KMOORE@MGCOA.ORG · MGCOA.ORG



MGCOA BRINGS YOU ITS 2011 PARTNERSHIP, ADVERTISING AND SPONSORSHIP OPPORTUNITIES!

MGCOA's strategic partners, sponsors and advertisers are some of our most valued assets to assist in providing information services, quality educational and networking opportunities for our members in the State of Michigan. Our annual budget relies heavily on the generous support of every one of our partners and advertisers each year.

You will find we have created packages that have even more value than before. With at least 300 members, opportunity for exposure is endless. Contact us to create a customized package tailored to meet your needs and budget. Buy MGCOA today!

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2011 STRATEGIC PARTNERSHIP RECOGNITION LEVELS

LISTED ARE SAMPLES OF PARTNER PROGRAMS. SELECT YOUR INVESTMENT LEVEL AND LET'S WORK TOGETHER TO CUSTOMIZE YOUR OWN PACKAGE

DIAMOND PARTNER **\$7,000**

Diamond Sponsor Name Badge Ribbons
Logo on MGCOA Partner Banner
\$3000 Advertising Credit
\$1000 *Buyers Guide* Premium Full Page Ad
\$1500 Michigan Golf Business Conference Partner
500-word Article in 1 issue of "Tee Off Times" Newsletter
\$500 Exhibit Booth at Michigan Golf Business Conference
\$1000 Annual Golf Outing Partner and Hole Sponsorship
*Logo/Link on MGCOA Website (mgcoa.org)
Ad in *Buyers Guide* section on mgcoa.org

GOLD PARTNER **\$4,500**

Gold Sponsor Name Badge Ribbons
\$1500 Advertising Credit
\$500 *Buyers Guide* 1/2 Page Color Ad
350-word Article in 1 issue of "Tee Off Times" Newsletter
\$500 Michigan Golf Business Conference Partner
\$500 Exhibit Booth at Michigan Golf Business Conference
\$200 Hole Sponsorship at Annual Golf Outing
\$500 18th Annual Golf Outing Sponsor
*Logo/Link on MGCOA Website (mgcoa.org)
\$800 Educational Support Foundation Partner
Ad in *Buyers Guide* section on mgcoa.org

SILVER PARTNER **\$2,000**

\$400 Advertising Credit
\$400 *Buyers Guide* 1/4 Page Color Ad
\$500 Annual Golf Outing Sponsor
\$500 Exhibit Booth at Michigan Golf Business Conference
\$200 Hole Sponsorship at Annual Golf Outing
*Logo/Link on MGCOA Website (mgcoa.org)
Ad in *Buyers Guide* section on mgcoa.org

BRONZE PARTNER **\$1000**

\$300 *Buyers Guide* 1/8 Page Color Ad or Advertising Credit
\$500 Exhibit Booth at Michigan Golf Business Conference
\$200 Hole Sponsorship at Annual Golf Outing
*Logo/Link on MGCOA Website (mgcoa.org)
Ad in *Buyers Guide* section on mgcoa.org

Contact: Jada Paisley, CMP, MGCOA Member Services Coordinator, jpaisley@mgcoa.org 800-860-8575

These discount pricing packages are available to MGCOA CORPORATE MEMBERS only.

Choose from one of these or customize your own package to receive partner recognition



PRINT ADVERTISING OPPORTUNITIES

MGCOA's "Tee Off Times" Newsletter

Printed bimonthly in full color process. Average size of issue is 16-24 pages. If your advertisement is not available in full color, you can submit it as gray-scale. MGCOA will determine placement of all ads except premium. Submit ads in high resolution PDF, eps, or jpg format to kmoore@mgcoa.org. If you do not receive confirmation of receipt, please contact the MGCOA office at (517) 482-4312. All advertising is subject to availability and rates are non-commissionable.

Placement	Size Requirements (w x h)	Rate (per issue)
Preprinted Inserts	Standard 8 1/2 X 11 flat sheet (price quote for variation)	\$350
Full Page	7.25 x 10 or full bleed (trim size 8.5 x 11)	\$700 b/w-\$900 color
Half Page	7.255" x 5.25" or 3.62" x 10"	\$400 b/w-\$700 color
Quarter Page	7.25" x 2.62" or 3.62" x 5.25"	\$300 b/w-\$500 color
Eighth Page	3.62" x 2.5"	\$200 b/w-\$400 color
Production Schedule	Advertisement Deadline	Mailing Date
January 2010	12/31/2010	End of January 2011
March 2010	2/15/2011	End of March 2011
May 2010	4/14/2011	End of May 2011
July 2010	6/15/2011	End of July 2011
September 2010	8/15/2011	End of September 2011
November 2010	10/15/2011	Early November 2011

MGCOA's Buyer's Guide

This catalogue is mailed to every golf course owner and operator in the State of Michigan. Your listings also appear on the MGCOA website. Only MGCOA corporate members will appear in the *Buyer's Guide*. Submit ads in high resolution PDF, eps, or jpg format to kmoore@mgcoa.org. If you do not receive confirmation of receipt, please contact the MGCOA office at (517) 482-4312. All advertising is subject to availability and rates are non-commissionable.

The MGCOA Buyer's Guide will be published April 2010 with an advertising deadline of March 1, 2011.

When purchasing an ad in the Buyer's Guide your company will receive a business card style ad on the MGCOA website version of the Buyers Guide with a link to your website at no additional cost. (Business card style ads on the MGCOA website version Buyers Guide are \$200)

Contact Jada Paisley today to reserve your space. 800-860-8575.

Placement	Size Requirements (w x h)	Rate (per issue)
Premium (inside front or back cover)	7.5" x 10" or full bleed (trim size 8.5 x 11)	\$1100
Full Page	7.25 x 10 or full bleed (trim size 8.5 x 11)	\$700 b/w-\$900 color
Half Page	7.255" x 5.25" or 3.62" x 10"	\$400 b/w-\$700 color
Quarter Page	7.25" x 2.62" or 3.62" x 5.25"	\$300 b/w-\$500 color
Eighth Page	3.62" x 2.5"	\$200 b/w-\$400 color



MICHIGAN GOLF BUSINESS 2011

NOVEMBER 29—DECEMBER 1

EXHIBITOR

Showcase your company at the annual Vendor Fair. The state's largest gathering of golf course owners and operators will visit the yearly event. Corporate members pay \$595 which includes a full registration to the Michigan Golf Business Conference. (Non-Member Rate—\$795)

MEALS/SPEAKERS

Sponsorship includes the opportunity for a representative from your company to address attendees about your company and what you are promoting. This presentation can be up to three minutes. You will also have the opportunity to place marketing materials and/or giveaways in the room, your logo on all promotional materials and event Web page, signage on site. If you are sponsoring a speaker, you will also have the opportunity for a representative from your company to introduce the speaker (if applicable).

Tuesday Education Sponsor—\$1,500
Tuesday Night Welcome Reception - \$1,000
Wednesday Morning Breakfast - \$500
Opening Keynote - \$2,000
Wednesday Lunch - \$2,000
Wednesday Dinner - \$4,500
Entertainment - \$1,500
Thursday Breakfast - \$500
And more...

BREAKS

All break sponsorships include signage at the break with your logo, your logo on all promotional materials and event Web page.

Wednesday Morning Break - \$500
Wednesday Afternoon Break - \$500

OTHER OPPORTUNITIES

These opportunities include your logo on all promotional materials and event Web page. Your logo will also appear on the item sponsored (if applicable). Breakout session sponsors will have the opportunity to introduce the speaker.

- ! Breakout Session Speaker (when applicable) - \$300 each
- ! Conference Registration Bags - \$500 (Sponsor to provide the bags in addition to the sponsorship fee.)
- ! Conference Notebooks/Journals - \$1,000 (MGCOA to provide the notebooks with your logo.)
- ! Conference Registration - \$500 (Sponsor has opportunity to volunteer to assist and greet attendees at the registration desk.)
- ! Hotel Key Cards - \$750 (MGCOA to provide key cards with your logo.)
- ! Wednesday Turn-down Service - \$1000 (Sponsor to work with MGCOA staff on gift selection)
- ! Broadcast Email Promotion (2 opportunities available) - \$250 each
- ! Promotional Mailing - (2 opportunities available) - \$250 each

Contact: Jada Paisley, CMP, MGCOA Member Services Coordinator,
jpaisley@mgcoa.org 800-860-8575



MGCOA 18TH ANNUAL GOLF OUTING AND SUPPLIER FIELD DAY AUGUST 11, 2011 GULL LAKE VIEW GOLF COURSE, AUGUSTA

We invite your sponsorship of this signature MGCOA event, where Michigan golf course owners and operators “play a round” with suppliers. Gather to celebrate the season.

2011 Signature Sponsorship Includes:

Recognition in the MGCOA “*Tee Off Times*” Newsletter and event Web page;
Your company name and logo on event program;
Your company’s name at golf hole;
Opportunity to have product displayed at club house or on course;
Your company name and logo on signature sponsorship sign at event;
Announcement of your sponsorship during the Golf Outing awards dinner.

2011 Hole Sponsorship Includes:

Recognition in the MGCOA “*Tee Off Times*” Newsletter and event Web page;
Your company name and logo on event program;
Your company’s name at golf hole;
Opportunity to have product displayed at club house or on course

Signature Sponsorship Opportunities

- Award Dinner Sponsor—\$4500
- Lunch Sponsor—\$2000
- Beverage Sponsor—\$1500
- Trophy—\$1000
- Mulligan sponsor—\$700
- Registration and Goodie Bag Sponsor—\$500
- Driving Range Sponsor—\$500
- Hole In One Sponsor—\$500
- Promotional Mailing - (2 opportunities available) - \$250 each
- Individual Prize Sponsors—\$100

Hole Sponsorship

The Corporate Member Price is \$275
(when purchased with any package, the price is reduced to \$200)

Non Member Price is \$375



UNIQUE SPONSORSHIP OPPORTUNITIES

Educational Support Foundation Workshop Programs

Host one of our programs (typical attendance is 30-50) and showcase your venue. Topics for Workshop programs vary. Sponsor receives the following benefits: time allotted in program to showcase your product, opportunity to introduce the speaker, your ad on MGCOA Website announcing the Workshop, your logo on Workshop promotional material. Contact the MGCOA office at (517) 482-4312 for available dates and opportunities in 2011.

Michigan Golf Industry Legislative Day June 22, 2011

Government Affairs Coordinator Eric Rule provides a complete overview of the legislative agenda of the Association. This event includes a speaker, lunch, attendee kits and more. *This year, the MGCOA is partnering with the MIGCSA, MIPGA, GAM, and Club Managers for a golf day on the lawn of the Capital.* Sponsor receives the following benefits: Your ad on MGCOA Website announcing the event, your logo on Legislative Day promotional material, signage at event. Contact the MGCOA office at (517) 482-4312 for opportunities at this years expanded event.

Guide to a Successful Outing

This biannual publication is sent to all golf courses, convention and visitor bureaus, association managers and meeting planners. Contact the MGCOA office at (517) 482-4312 for publication and production dates for 2011.

Annual Board Retreats

The MGCOA Board of Directors develops and manages strategy and policy planning of operation for the year. This sponsorship provides the corporate member special recognition for their contribution to the MGCOA. Contact Kate Moore, Executive Director of the MGCOA at (517) 482-4312 for more information.



Michigan Golf Course Owners Association “The Voice of Michigan Golf Business”

2011 STRATEGIC PARTNER CONTRACT

COMPANY: _____

CONTACT: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE: _____

FAX: _____

EMAIL: _____

AUTHORIZED SIGNATURE: _____ DATE: _____

SELECT LEVEL OF PARTNERSHIP:

- | | |
|--|---|
| <input type="checkbox"/> Diamond Sponsorship – \$7,000 | <input type="checkbox"/> Gold Sponsorship - \$4,500 |
| <input type="checkbox"/> Silver Sponsorship - \$2,000 | <input type="checkbox"/> Bronze Sponsorship - \$1,000 |

For partnership recognition, please email a high resolution company logo in jpg format to kmoore@mgcoa.org. You will be contacted by an MGCOA representative to completely review your sponsorship package to ensure that you are receiving all of your benefits. Payment for your sponsorship or advertisement is due 30 days prior to publication or event.

Please complete this original; make a copy to send to us:

MGCOA 603 S Washington, Suite 303 Lansing MI 48933
Phone: (517) 482-4312 Toll Free: (800)860-8575 Fax: (517)267-8984
Email: kmoore@mgcoa.org jpaisley@mgcoa.org



Michigan Golf Course Owners Association

“The Voice of Michigan Golf Business”

2011 SPONSORSHIP AND ADVERTISING WORKSHEET

Advertising, Sponsorship or Event	Month	Amount
TOTAL:		

Please email a high resolution file of your logo (jpg preferred) to kmoore@mgcoa.org. You will be contacted by Kate Moore or Jada Paisley to confirm availability of your selection(s). Sponsorships are assigned on a first-come, first-serve basis. Payment for your sponsorship or advertisement is due 30 days prior to publication or event.

Please complete this original; make a copy to send to us:
 MGCOA 603 S Washington, Suite 303 Lansing MI 48933
 Phone: (517) 482-4312 Fax: (517)267-8984 Email: kmoore@mgcoa.org jpaisley@mgcoa.org

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