(L-R) Joe LeFevre (Swan Valley GC, Saginaw) works with Doug Johanningsmeier (Harrell's) at the Michigan Golf Business Conference Vendor Fair.

Michigan Golf Business Connection
Join your voice with “The Voice of Michigan Golf Business” and reach every owner and operator in the state.

1005 Abbot Road
Suite A
East Lansing, MI 48823
www.MichiganGCA.org
Toll-free: (800) 860-8575
Phone: (517) 482-4312
Fax: (517) 267-8984
Dear Michigan Golf Industry Supplier,

Thank you for your investment in the Michigan Golf Course Association. Take a minute to review the benefits you will receive when joining as a corporate member of the Michigan Golf Course Association. Clearly there are many reasons why membership may be important to you. Beyond that, there's another reason: as a corporate member you have access to hundreds of golf course owners and operators.

Throughout the year, the MGCA holds seminars, golf outings, and our ever popular Michigan Golf Business Conference and Vendor Fair which provide corporate members with the invaluable opportunity to network with golf course owners and operators. Additionally, MGCA Partners in Education include the Michigan Section PGA, Michigan Golf Course Superintendents Association and the Greater Michigan Club Managers Association. These organizations receive all press releases and event information and their members are encouraged to participate. And, as a corporate member you receive referrals of your products and services to members.

I encourage your support of our growing Association. Contact me if you have any questions or would like more information about the MGCA.

Very best regards,

**Gilda**  
Gilda Johnson, Lake Forest Golf Club  
President – MGCA  
gilda@lkforest.com

**Jada**  
Jada Paisley, CMP  
Executive Director – MGCA  
jpaisley@michigangca.org
2020 Sponsorship and Advertising Opportunities

Michigan Golf Course Association
1005 Abbot Road, Suite A   East Lansing, MI  48823
Voice: 517.482.4312 ▪ Fax: 517.267.8984
jpaisley@michigangca.org ▪ www.michigangca.org
Partner with MGCA!

MGCA Members Are Your Target Audience
With nearly 40 percent of Michigan Golf Courses in our membership, you are directly hitting your market. The MGCA is a prominent association for owners, operators and suppliers.

Members “Buy MGCA”
MGCA members will often buy from MGCA suppliers and advertisers because they understand the value of what the organization represents. MGCA is the only industry association committed to advocacy, education and promotion for the golf industry in Michigan.

About MGCA
Michigan Golf Course Association (MGCA) is committed to support and service of the golf industry in Michigan. We endeavor to be a key strategic component in your organization’s success. With approximately 300 members, the MGCA empowers its members to increase their strategic value with education, professional development, market promotion and lobbying. For more information, visit www.michigangca.org.

Package Pricing
MGCA is offering packaged pricing for multiple marketing opportunities. Can’t find what you are looking for? Contact the MGCA to create a custom package or modify an opportunity to fit your organization’s needs.

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Strategic Partnerships are good for one year and may begin at any time during the year.

**Diamond Partner—$7,000**
- Logo on MGCA Partner Sign and Recognition at all MGCA events
- $4000 Advertising Credit (Print or E-News)
- 3 E-News advertisements (Value $350 each)
- $1500 Michigan Golf Business Conference Partner
- Logo/Link on MGCA Website (www.michigangca.org)
- 500-word Article in 1 issue of “Tee Off Times” Newsletter
- $500 Exhibit Booth at Michigan Golf Business Conference & Vendor Fair
- $1000 Annual Golf Outing Partner and Hole Sponsorship
- Upgraded Listing in Website Buyers Guide section on Michigangca.org

**Gold Partner—$5,000**
- $2000 Advertising Credit (Print or E-News)
- 3 E-News advertisements (Value $350 each)
- 350-word Article in 1 issue of “Tee Off Times” Newsletter
- $500 Michigan Golf Business Conference Partner
- Logo/Link on MGCA Website (www.michigangca.org)
- $500 Exhibit Booth at Michigan Golf Business Conference & Vendor Fair
- $500 Annual Golf Outing Sponsor and $300 Hole Sponsorship at Annual Golf Outing
- $1,000 Educational Support Foundation Partner
- Upgraded Listing in Website Buyers Guide section on Michigangca.org

**Silver Partner—$2,750**
- $1,000 Advertising Credit (Print or E-News)
- $500 Annual Golf Outing Sponsor and $300 Hole Sponsorship at Annual Golf Outing
- $500 Exhibit Booth at Michigan Golf Business Conference & Vendor Fair
- Logo/Link on MGCA Website (www.michigangca.org)
- 2 E-News advertisements (Value $350 each)
- Upgraded Listing in Website Buyers Guide section on Michigangca.org

**Bronze Partner—$1,500**
- $500 Advertising Credit (Print or E-News)
- $500 Exhibit Booth at Michigan Golf Business Conference & Vendor Fair
- $300 Hole Sponsorship at Annual Golf Outing
- Logo/Link on MGCA Website (www.michigangca.org)
- 1 E-News advertisements (Value $350)
- Upgraded Listing in Website Buyers Guide section on Michigangca.org

*These discount pricing packages are available to MGCA CORPORATE MEMBERS only.*
Tee-Off Times

Advertising Schedule and Rate Chart

Looking for the best way to reach the Michigan golf industry?

Look no further than Tee-Off Times, the official newsletter of the Michigan Golf Course Association. The Michigan Golf Course Association has the State’s largest membership of golf course decision makers.

The Tee-Off Times content is vital, timely, interesting to read and news oriented. We point out legislative and regulatory issues, emerging trends, and tackle everyday operational problems that golf course owners face. Valuable information and how-to articles are included from industry experts. We have an outstanding mix of news, education, and entertainment.

Our publication is an 8.5”x11” newsletter format and is the official publication of the Michigan Golf Course Association. It is offset printed and ranges in size from 12 to 32 pages in length.

You can publicize your company’s products and/or services to the largest group of golf course owners, managers and key industry personnel in the state. Whether you choose display advertising or inserts, your message will go to hundreds of golf course owners and operators.

Call us toll-free at 800.860.8575 to reserve ad space

Tee-Off Times publication dates

(please reserve ads at least two weeks before date listed)

Copy Deadline is the 15th of the month preceding the publication month.

The Tee-Off Times is published in:

- March*
- July
- September*
- November

*Expanded distribution to include ALL owners and operators in the state

Contact: Jada Paisley, CMP, MGCA Executive Director
jpaisley@michigangca.org 800-860-8575

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Ad sizes and rates

<table>
<thead>
<tr>
<th>Ad size</th>
<th>Width x Height</th>
<th>All Ads Full Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter page</td>
<td>3.65&quot;w x 5.0&quot;h</td>
<td>$650.00</td>
</tr>
<tr>
<td>Half page-vertical</td>
<td>10.1875&quot;w x 5.0&quot;h</td>
<td>$900.00</td>
</tr>
<tr>
<td>Half page-horizontal</td>
<td>7.5&quot;w x 5.0&quot;h</td>
<td>$900.00</td>
</tr>
<tr>
<td>Full page</td>
<td>7.5&quot;w x 10.1875&quot;h</td>
<td>$1,300</td>
</tr>
<tr>
<td>Full page (with bleeds)</td>
<td>8.75&quot; x 11.25&quot; (.125&quot; bleed all around)</td>
<td>$1,300</td>
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</tbody>
</table>

Advertise in 4 issues and receive a 10% discount (in addition to any other earned savings).
For a Media Kit, contact Jada Paisley at jpaisley@MichiganGCA.org.

Mechanical requirements
Please provide artwork as a high-resolution (300 ppi) electronic file in either PDF or jpg format. Files can be submitted on a CD-ROM, a Flash drive or via e-mail to jpaisley@MichiganGCA.org. Film negative(s) may also be provided (right reading, emulsion down, and separated for each color). A proof of artwork is helpful. Ad design services are available – call for pricing.

Inserts
Inserts must be flat, single page and letter size. Any variations must be discussed in advance and the rates will vary. Inserts are due by the copy deadline. Call in advance to reserve the space. Management reserves the right to limit the number of inserts in a publication. Your insert advertising investment is $350 (Jul/Nov) or $500 (Mar/Sept). Please check with the MGCA for total number of inserts needed per issue. If you would like the MGCA to print your inserts, call us for a quote.

It is agreed that the advertiser/agency will indemnify and save the publisher from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.
The MGCA sends out an eNewsletter twice a month to a targeted database compiled of golf course owners and operators. The eNewsletter consists of upcoming events and current issues in the industry. Engage current and potential customers in the golf industry with an eNewsletter Ad.

The eNewsletter is limited to two advertisers per issue. One is a banner ad 440 x 60 pixels, and one is a sidebar ad 250 x 250 pixels. The ads include links to the advertiser’s web page.

<table>
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<tr>
<th>Rates / Issue</th>
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<tbody>
<tr>
<td>1x</td>
<td>$350</td>
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<tr>
<td>3x</td>
<td>$250</td>
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<td>6x</td>
<td>$150</td>
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Questions?
Contact Jada Paisley at 800-860-8575 or jpaisley@michiganGCA.org

Contact: Jada Paisley, CMP, MGCA Executive Director
jpaisley@michiganGCA.org 800-860-8575

MGCA • 517.482.4312 • www.michigangca.org
MichiganGCA.org is the information hub for Michigan golf course owners and operators. The homepage is the first stop on the road to industry insights. The golf industry in Michigan accesses MichiganGCA.org for information on upcoming events, legislative issues, money-saving member programs and more.

**Rates**
6-month ad spot $495 each

**Questions?**
Contact Jada Paisley at 800-860-8575 or jpaisley@MichiganGCA.org

As other advertising opportunities come up, Jada will be in touch.
Have an idea you would like to pursue? Give us a call.

MGCA • 517.482.4312 • www.michigangca.org
**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).

- Presenting Sponsor - $1,500
- Breakfast - $1,500
- Vendor Fair Lunch - $2,000
- Entertainment - $1,500
- Evening Welcome Reception - $1,000
- Opening Keynote - $2,000
- Award Banquet Dinner - $5,000
- And more...

**BREAKS**
All break sponsorships include signage at the break with your logo, and your logo on all promotional materials. ■ $500

**OTHER OPPORTUNITIES**
These opportunities include your logo on all promotional materials and the 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.

- Broadcast Email Promotion (2 opportunities available) - $350 each
- Promotional Mailing (2 opportunities available) - $250 each
- Breakout Session Speaker (when applicable) - $300 each
- Conference Registration Bags - $500 (Sponsor to pay for the bags in addition to the sponsorship fee)
- Conference Registration - $500 (Sponsor has opportunity to volunteer to assist and greet attendees at the registration desk)
- Conference Notebooks/Journals - $1,000 (MGCA to provide the notebooks with your logo)
- Wednesday Turn-down Service - $1,000 (Sponsor to work with MGCA staff on gift selection)

**Contact:** Jada Paisley, CMP, MGCA Executive Director
jpaisley@michigangca.org 800-860-8575

MGCA • 517.482.4312 • www.michigangca.org
27th Annual Golf Outing and Supplier Field Day  
July 15, 2020  
Gull Lake View Properties, Augusta

2020 Signature Sponsorship Includes:
Recognition in the MGCA “Tee Off Times” Newsletter and on the 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.

Signature Sponsorship Opportunities
- Award Dinner Sponsor—$4500
- Lunch Sponsor—$2,000
- Beverage Sponsor—$1,500
- Trophy—$1,000
- 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
- Broadcast E-Mail promotion (2 opportunities available) - $350 each
- Individual Prize Sponsors—$100

2020 Hole Sponsorship Includes:
Recognition in the MGCA “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.

Hole Sponsorship Investment: Member Price is $300
(when purchased with any package, the price is reduced)

Hole Sponsorship Investment: Non Member Price is $500

Contact: Jada Paisley, CMP, MGCA Executive Director
jpaisley@michigangca.org  800-860-8575
Michigan Golf Industry Legislative Day June 4, 2020
Small Business Administration of Michigan’s Director of Government Operations, Micah Babcock, provides a complete overview of the legislative agenda of the Association. This event includes a speaker, lunch, attendee kits and more. The MGCA partners with the MIGCSA, MIPGA, GAM, and Club Managers for a golf day on the lawn of the Capital. Sponsors receive the following benefits: Your ad on MGCA Website announcing the event, your logo on Legislative Day promotional material, and signage at the event. Contact the MGCA office at (517) 482-4312 for opportunities at this year’s expanded event.

Educational Support Foundation Workshop Programs
Host and sponsor an education webinar or onsite education event. Topics for Workshop programs vary and we encourage corporate members to provide content. Sponsors receive the following benefits: time allotted in program to showcase your product, opportunity to introduce the speaker, your ad on MGCA Website announcing the Workshop, and your logo on Workshop promotional material. Contact the MGCA office at (517) 482-4312 for available dates and opportunities in 2020.

Website
Everything we do or sell goes through the Association’s website, www.michigangca.org. Whether you are paying membership dues, registering for the annual conference, or purchasing a Golden Passbook, it all goes through this website. A great place for your company to be seen by members and golf consumers. Contact the MGCA office at (517) 482-4312 for more information on how to put your advertisement here.

MI Golf League Championship
This year over 30,000 golfers can log in weekly to check their rankings and enter scores on the Michigan Golf League Championship website www.migolfleague.com. This is a great place for your consumer based products to be marketed. Contact the MGCA office at (517) 482-4312 for more information on how to put your advertisement here.

Contact: Jada Paisley, CMP, MGCA Executive Director
jpaisley@michigangca.org 800-860-8575

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COMPANY: ________________________________________________________________

CONTACT: _______________________________________________________________

ADDRESS: __________________________________________________________________

CITY/STATE/ZIP: ____________________________________________________________

PHONE: _________________________________ FAX: ______________________________

WEBSITE: __________________________________________________________________

EMAIL: _____________________________________________________________________

AUTHORIZED SIGNATURE: ______________________________  DATE: _______________

SELECT LEVEL OF PARTNERSHIP:

☐ Diamond Sponsorship – $7,000       ☐ Gold Sponsorship - $5,000
☐ Silver Sponsorship - $2,750         ☐ Bronze Sponsorship - $1,500

For partnership recognition, please email a high resolution company logo in jpg format to jpaisley@michigangca.org. You will be contacted by a MGCA 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 contract and send to:

MGCA
1005 Abbot Rd, Suite A  East Lansing, MI 48823
Phone: (517) 482-4312  Toll Free: (800)860-8575  Fax: (517)267-8984

Email: jpaisley@michigangca.org
Fill in this chart with your investment in the MGCA sponsorship and advertising opportunities. This will assist you in showcasing your company to the MGCA membership and to all owners and operators in the Michigan golf course business.

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<thead>
<tr>
<th>Advertising, Sponsorship or Event</th>
<th>Month</th>
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TOTAL: 

Please email a high resolution file of your logo (jpg preferred) to jpaisley@michigangca.org. You will be contacted by 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.

Contact: Jada Paisley, CMP, MGCA Executive Director
jpaisley@michigangca.org  800-860-8575
25-word description to appear in the MGCA Online Buyer's Guide

Choose no more than TEN of the categories below for your listing in the MGCA Online Buyer's Guide
Select only one category as the primary identifier and mark accordingly.

- Accounting
- Apparel
- Art, Photography and Memorabilia
- Artificial Turf Products
- Associations and Allied Organizations
- Attorneys and Legal Services
- Awards and Gifts
- Bag Storage Racks and Systems
- Bags and Luggage
- Battery and Battery Charger Systems
- Benches
- Blowers and Fans
- Bridges
- Bunker Management
- Cadet Programs and Services
- Chemicals, Fertilizers and Seed
- Cigars and Tobacco Products
- Cleaning Products
- Club Fitting, Manufacturing and Repair
- Clubhouse Architect
- Clubhouse Builders
- Clubhouse Supplies
- Communication Equipment and Services
- Computer Hardware
- Consulting
- Credit Card Processing
- Drainage System and Supplies
- Engineering
- Environmental
- Fencing and Netting
- Financial Services
- Food and Beverage
- Furniture, Fixtures and Equipment
- Golf Accessories
- Golf Bags
- Golf Bats
- Golf Car Accessories
- Golf Cars
- Golf Clubs
- Golf Course Accessories
- Golf Course Appraisal Services
- Golf Course Architect
- Golf Course Builders
- Golf Operations Management Software
- Golf Publications
- Golf Simulators
- GPS - Global Positioning Systems
- Human Resource Services
- Insurance
- Internet and Email Marketing Services
- Irrigation
- League and Tournament Services
- Management Companies
- Marketing and Public Relations Services
- Medical Equipment and Services
- Merchandise Displays and Fixtures
- Office Supplies
- Pace Management Systems
- Range Equipment and Supplies
- Real Estate Sales
- Scorecards
- Signage
- Sod
- Teaching and Training Aids
- Tee Time Reservation Systems
- Tents, Structures and Outdoor Coverings
- Tour and Travel Services
- Turf Maintenance Equipment & Accessories
- Utility Vehicles
- Weather Monitoring Systems
- Yardage Books
- Yardage Markers and Signs