

CGCOA Sponsorship Program



Diamond Sponsor (1 only) - \$12,000 +

Golf Tournament

- Two (2) foursomes
- Top billing on sign or banner recognizing annual sponsorship at event reception
- Tee sign
- Name/Logo on all written materials before and at event
- Logo on trophies
- Logo on golf bag tags
- Logo on event shirts
- Five (5) minute presentation at event reception (podium)
- Company handouts/display at registration table and provided to each attendee

Annual Meeting

- Four (4) event registrations
- Top billing on sign or banner recognizing annual sponsorship at event
- Name/Logo on all written materials before and at event
- Five (5) minute presentation at event (podium)
- Company handouts/display at registration table and provided to each attendee

Northern/Southern Educational Conferences

- Four (4) event registrations
- Top billing on sign or banner recognizing annual sponsorship at event
- Name/Logo on all written materials before and at event
- Five (5) minute presentation at event (podium)
- Company handouts/display at registration table and provided to each attendee

Western States Reception

- Four (4) event registrations
- Top billing on sign or banner recognizing annual sponsorship at event
- Name/Logo on all written materials before and at event
- Five (5) minute introduction/emceeing at event (podium)
- Company handouts/display at registration table and provided to each attendee

Regional Membership Meetings (4)

- Opportunity to assist in selection of event locations
- Two (2) event registrations
- Top billing on sign or banner recognizing annual sponsorship at event
- Name/Logo on all written materials before and at event
- Five minute introduction at event (podium)
- Company handouts/display at registration table and provided to each attendee

Exclusive Luncheon or Dinner (2)

- One Northern California/One Southern California event/year
- Up to 10 course GMs/representatives hosted per event (chosen by Diamond Sponsor)
- Exclusive to Diamond Sponsor (no other sponsors in attendance)
- NOTE: CGCOA will make every effort to ensure up to 10 attendees, but cannot be held responsible for no-shows or fewer than 10 registered participants.*

Webinars - Present up to six (6) webinars per year (topic developed by Sponsor)

NOTE: CGCOA reserves the right to pre-record webinars if scheduling difficulties occur

Top CGCOA Website Logo/Link

Newsletter (4) - Full-page ad., two (2) articles per issue, plus newsletter subscription

Top Listing/Logo in CGCOA Sponsor Directory

Top Logo/Link in Periodic Email Bulletins

Access to California golf course database, incl. email addresses (CGCOA Members/Non-members)

Platinum Sponsor (2 only) - \$10,000



Golf Tournament

- One (1) foursome
- Second billing on sign or banner recognizing annual sponsorship at event reception
- Tee sign
- Name/Logo on all written materials before and at event
- Five (5) minute presentation at event reception (podium)
- Company handouts/display at registration table and provided to each attendee

Annual Meeting

- Two (2) event registrations
- Second billing on sign or banner recognizing annual sponsorship at event
- Name/Logo on all written materials before and at event
- Five (5) minute presentation at event (podium)
- Company handouts/display at registration table and provided to each attendee

Northern/Southern Educational Conferences

- Two (2) event registrations
- Second billing on sign or banner recognizing annual sponsorship at event
- Name/Logo on all written materials before and at event
- Five (5) minute presentation at event (podium)
- Company handouts/display at registration table and provided to each attendee

Western States Reception

- Two (2) event registrations
- Sign or banner recognizing annual sponsorship at event
- Name/Logo on all written materials before and at event
- Five minute introduction (podium)
- Company handouts/display at registration table and provided to each attendee

Regional Membership Meetings (4)

- One (1) event registration
- Third billing on sign or banner recognizing annual sponsorship at event
- Name/Logo on all written materials before and at event
- Five minute introduction at event (podium)
- Company handouts/display at registration table and provided to each attendee

Exclusive Luncheon or Dinner (1)

- Up to 10 course GMs/representatives hosted per event (chosen by Platinum Sponsor)
- Exclusive to Platinum Sponsor (no other sponsors in attendance)
- NOTE: CGCOA will make every effort to ensure up to 10 attendees, but cannot be held responsible for no-shows or fewer than 10 registered participants.*

Webinars - Present up to four (4) webinars per year (topic developed by Sponsor)

NOTE: CGCOA reserves the right to pre-record webinars if scheduling difficulties occur

Second CGCOA Website Logo/Link

Newsletter (4) - Full-page ad., one (1) article per issue, plus newsletter subscription

Second Listing/Logo in CGCOA Sponsor Directory

Second Logo/Link in Periodic Email Bulletins

Access to California golf course database, incl. email addresses (CGCOA Members/Non-members)

Gold Sponsor (4 only) - \$5,000



Golf Tournament

- Two (2) single player registrations
- Third billing on sign or banner recognizing annual sponsorship at event reception
- Tee sign
- Name/Logo on all written materials before and at event
- Brief introduction at event reception
- Company handouts/display at registration table and provided to each attendee

Annual Meeting

- Two (2) event registrations
- Third billing on sign or banner recognizing annual sponsorship at event
- Name/Logo on all written materials before and at event
- Brief introduction at event
- Company handouts/display at registration table and provided to each attendee

Northern/Southern Educational Conferences

- Two (2) event registrations
- Third billing on sign or banner recognizing annual sponsorship at event
- Name/Logo on all written materials before and at event
- Brief introduction at event
- Company handouts/display at registration table and provided to each attendee

Western States Reception

- One (1) event registration
- Third billing on sign or banner recognizing annual sponsorship at event
- Name/Logo on all written materials before and at event
- Brief introduction at event
- Company handouts/display at registration table and provided to each attendee

Regional Membership Meetings (4)

- One (1) event registration
- Third billing on sign or banner recognizing annual sponsorship at event
- Name/Logo on all written materials before and at event
- Brief introduction at event
- Company handouts/display at registration table and provided to each attendee

Webinars - Present up to two (2) webinars per year (topic developed by Sponsor)

NOTE: CGCOA reserves the right to pre-record webinars if scheduling difficulties occur

CGCOA Website Logo/Link

Newsletter (4) - Half-page ad., one (1) article per issue, plus newsletter subscription

Third Listing/Logo in CGCOA Sponsor Directory

Third Logo/Link in Periodic Email Bulletins

Access to California golf course database, incl. email addresses (CGCOA Members/Non-members)

Silver Sponsor (Unlimited) - \$2,500



Golf Tournament

- Name/Logo on all written materials before and at event
- Brief introduction at event reception
- Company handouts/display at registration table and provided to each attendee
- One entry in the Annual Fundraising Golf Tournament

Annual Meeting

- One (1) event registration
- Fourth billing on sign or banner recognizing annual sponsorship at event
- Name/Logo on all written materials before and at event
- Brief introduction at event
- Company handouts/display at registration table and provided to each attendee

Northern/Southern Educational Conferences

- One (1) event registration
- Fourth billing on sign or banner recognizing annual sponsorship at event
- Name/Logo on all written materials before and at event
- Brief introduction at event
- Company handouts/display at registration table and provided to each attendee

Western States Reception

- One (1) event registration
- Fourth billing on sign or banner recognizing annual sponsorship at event
- Name/Logo on all written materials before and at event
- Brief introduction at event
- Company handouts/display at registration table and provided to each attendee

Regional Membership Meetings (4)

- One (1) event registration
- Name/Logo on all written materials before and at event
- Brief introduction at event
- Company handouts/display at registration table and provided to each attendee

Webinars - Present one (1) webinar per year (topic developed by Sponsor)

NOTE: CGCOA reserves the right to pre-record webinars if scheduling difficulties occur

CGCOA Website Logo/Link

Newsletter (4) – Logo in quarterly newsletter, plus newsletter subscription

Listing/Logo in CGCOA Sponsor Directory

Logo/Link in Periodic Email Bulletins

Access to California golf course database, incl. email addresses (CGCOA Members/Non-members)

Bronze Sponsor (Unlimited) - \$1,250



Golf Tournament

- Name/Logo on all written materials before and at event
- Brief introduction at event reception
- Company handouts/display at registration table and provided to each attendee

(Fifth billing on sign or banner recognizing annual sponsorship at one event below)

Annual Meeting

- One (1) registration
- Name/Logo on all written materials before and at event
- Brief introduction at event
- Company handouts/display at registration table and provided to each attendee

Northern/Southern Educational Conferences

- One (1) registration
- Name/Logo on all written materials before and at event
- Brief introduction at event
- Company handouts/display at registration table and provided to each attendee

Western States Reception

- One (1) registration
- Name/Logo on all written materials before and at event
- Brief introduction at event
- Company handouts/display at registration table and provided to each attendee

Regional Membership Meetings (4)

- One (1) registration
- Name/Logo on all written materials before and at event
- Brief introduction at event
- Company handouts/display at registration table and provided to each attendee

Webinars - Present one (1) webinar per year (topic developed by Sponsor)

NOTE: CGCOA reserves the right to pre-record webinars if scheduling difficulties occur

CGCOA Website Logo/Link

Newsletter (4) – Logo in quarterly newsletter, plus newsletter subscription

Listing/Logo in CGCOA Sponsor Directory

Logo/Link in Periodic Email Bulletins

Access to California golf course database, incl. email addresses (CGCOA Members/Non-members)

Annual Sponsor (Unlimited) - \$750



Golf Tournament

- Name/Logo on all written materials before and at event
- Brief introduction at event reception
- Company handouts/display at registration table and provided to each attendee

Annual Meeting

- One (1) registration
- Name/Logo on all written materials before and at event
- Brief introduction at event
- Company handouts/display at registration table and provided to each attendee

Northern/Southern Educational Conferences

- One (1) registration
- Name/Logo on all written materials before and at event
- Brief introduction at event
- Company handouts/display at registration table and provided to each attendee

Western States Reception

- One (1) registration
- Name/Logo on all written materials before and at event
- Brief introduction at event
- Company handouts/display at registration table and provided to each attendee

Regional Membership Meetings (4)

- One (1) registration
- Name/Logo on all written materials before and at event
- Brief introduction at event
- Company handouts/display at registration table and provided to each attendee

Webinars - Present one (1) webinar per year (topic developed by Sponsor)

NOTE: CGCOA reserves the right to pre-record webinars if scheduling difficulties occur

CGCOA Website Logo/Link

Newsletter – Logo in quarterly newsletter, plus newsletter subscription

Listing/Logo in CGCOA Sponsor Directory

Logo/Link in Periodic Email Bulletins

Access to California golf course database, incl. email addresses (CGCOA Members/Non-members)



INFORMATION & NETWORKING

- Two Annual Educational Conferences
- Four Regional Member Meetings Per Year
- Annual Meeting with Keynote Speaker
- Quarterly Newsletter
- Frequent, Ongoing Email Bulletins
- Listserv Information Exchange

*Sponsorship of
CGCOA is an
investment in
your business,
your industry,
your career.*

PROMOTING GOLF

- Participation in California Alliance for Golf
- Contribution to Golf Lobbying Efforts
- Contribution to Golf Industry Environmental Causes
- Partnerships and Networking With Golf Tourism Groups and Convention & Visitors Bureaus

ADVERTISING & PUBLICITY

- Listing in CGCOA Sponsor Directory Distributed Statewide
- Ongoing Webinar Opportunities
- Listing, Logo, and Link on CGCOA Web Site
- Logo in Ongoing Email Bulletins
- Logo on all Event Literature
- Tabletop Displays at all CGCOA Events
- Video Testimonial "Commercial" Endorsing CGCOA Sponsors

2215 21st Street ● Sacramento, CA ● 95818
916/456-0500 ● FAX: 916/456-7672
www.golfcalifornia.org



The Value of CGCOA Sponsorship

CGCOA Sponsor Benefits:

Access to CGCOA Annual Meeting (1/yr.), Educational Conferences (2/yr.), and Regional Meetings (4/yr.), resulting in exposure and networking opportunities **(\$175 value)**

Access to tabletop presentation of marketing and promotional materials at meetings **(\$350)**

Opportunities for brief self-introductions of products or services and personnel at each event **(\$105)**

Special verbal recognition at CGCOA conferences, tradeshow, meetings, and events **(\$200)**

Sponsor logo on Email Alerts sent to ALL California courses (members and non-members) **(\$125)**

Sponsor logo in quarterly newsletter, meeting agendas, event signage, etc. **(\$150)**

Listing of sponsor logo on the CGCOA website **(\$100)**

Access to CGCOA membership directory (including available contact names and information) **(\$150)**

Designation as a CGCOA sponsor with logo in the annual membership directory **(\$100)**

Listing in Annual Sponsor Directory distributed to ALL California courses (members and non-members) **(\$300)**

Video Testimonial “Commercials” by CGCOA members on behalf of CGCOA Sponsors **(\$500)**

Ongoing webinar opportunities **(\$100)**

Opportunity to participate in CGCOA listserv forums with CGCOA members **(\$300)**

Total Value: \$2,655