

The Golden State Chapter of Club Managers Association of America



2019 Sponsor Programs





The Golden State Chapter Sponsor Programs



Introduction

We invite you to support our 600 plus members, representing more than 250 private clubs throughout California by becoming a Sponsor of The Golden State Chapter of the Club Managers Association of America, Inc.

The Golden State Chapter is the second-largest of the 46 professional chapters of The Club Managers Association of America. For private club management executives, membership in a local chapter, such as TGSC, is a requirement for participation in the national CMAA.

Our vision is to create “A closely connected community of club management professionals who place a high value on education and support for each other.” We strive to develop rich benefits for both members and our Sponsors by fostering genuine, long-lasting relationships that benefit the educational and professional development initiatives of our professional association, as well as the business interests of our Sponsor companies.

If your company seeks to conduct business with private clubs in the State of California, our association provides a multitude of unparalleled opportunities for you to expand your business among our member base. Whether you are looking to maintain your involvement in the private club industry, increase your sales, or are new to the market and want to introduce yourself, our sponsorship programs offer the most effective way to accomplish your goal. Some of the key benefits of sponsorship include:

- Resonate goodwill for your company by supporting The Golden State Chapter in their mission
- Leverage opportunities to build long-lasting relationships within our professional association
- Exercise an exchange of marketing opportunities
- Have targeted access to decision makers in the finest private golf and social facilities in the State of California

Club Managers communicate regularly to share their knowledge and opinions about the best products and services available to their industry. Be a part of their conversations by becoming a Sponsor to The Golden State Chapter.



The Golden State Chapter Sponsor Programs



About The Golden State Chapter

The vision of The Golden State Chapter of the CMAA is to create a closely connected community of club management professionals who place a high value on education and support for each other. As such, our members benefit from industry-leading educational and professional development opportunities within a collaborative and supportive environment.

Our membership is comprised primarily of Club Managers, Chief Operating Officers and other executive leaders from over 250 private and social club facilities throughout California, who maintain their positions through ongoing education sessions as well as two statewide educational conferences.

Additionally, The Golden State Chapter hosts four regional golf tournaments annually, numerous topical web-based learning seminars, quarterly meetings in seven education areas and local area professional networking groups, and publishes a bi-monthly newsletter to ensure that our members have access to the latest information and upcoming events within the chapter, as well as commentary on several of the issues facing club management professionals today.

Our members are keenly interested in expanding their knowledge and expertise within the club management profession, as well as supporting the endeavors of their fellow colleagues. Most of them are actively involved in pursuing professional designations, such as Certified Club Manager (CCM), which is the hallmark of professionalism for which CMAA is known.

In order to be most effective in delivering the best educational and professional development opportunities, we strongly rely on the expertise and knowledge that our Sponsors provide. All of us at The Golden State Chapter recognize the important role that Sponsors play in successfully delivering our mission and we are truly grateful and appreciative for the commitment and support they provide to our chapter.

Thank you for considering sponsorship of The Golden State Chapter.

Sincerely,
Bill Johnson, CCM, CCE
President, The Golden State Chapter



The Golden State Chapter Sponsor Programs



Benefits of Sponsorship

As an integral part of our continual efforts to provide the best educational and professional development opportunities to our members, we also work hard to consider the important role that our Sponsors play in The Golden State Chapter. We are constantly striving to ensure that our Sponsors receive ample opportunities to network with our members, provide product and brand education, and promote the general awareness of their organizations in a natural and unobtrusive manner.

The important role that Sponsors play is certainly noticed by our members. We take every opportunity to alert and remind our members about Sponsor involvement and ask that they respect our principles of sponsorship:

1. We ask our members to support our Sponsors by providing access to information and networking opportunities whenever reasonable and appropriate
2. When considering a new product or service for their club, to actively seek out our Sponsors and consider their proposal first

"Royal Cup Coffee has found working with The Golden State Chapter of CMAA to be a great partnership. The club industry values high quality upper end products. This relationship allows Royal Cup to sell premium products and services. Since we both value these things, it helps build loyalty. We are proud to support The Golden State Chapter with their educational mission. Anytime you can support the development of others, you feel like a real partner. The partnership between The Golden State Chapter and Royal Cup allows us to meet General Managers and other decision makers building relationships at a high level that often lead to long terms friendships and continued growth of our business."

– Allen Perry, Regional Manager, Royal Cup Coffee





The Golden State Chapter Sponsor Programs



Benefits of Sponsorship

Depending on the level of commitment to The Golden State Chapter, our Sponsors are afforded access and participation in three primary ways:

Direct Participation (Member Face Time)

The most sought after opportunities are those that facilitate direct member interaction and participation. Gaining face time with our members is one of the quickest and most effective means to building relationships and creating an open exchange of information. The Golden State Chapter provides several of these opportunities throughout the year, culminating in our two statewide educational conferences that provide unprecedented access.

Indirect Participation (Brand Education)

Many of our sponsors also seek opportunities to educate and inform our members through more traditional marketing and brand education methods. These opportunities offer an increased benefit over advertising as they provide an opportunity for our Sponsors to educate members about specific information related to their products and services. We offer our Sponsors many occasions for strategic placement of their products and informational materials as well as several educational opportunities including web-based seminars, our online Buyer's Guide and participation in our annual vendor show at our Spring Conference.

Awareness (Brand Promotion)

The ability for our Sponsors to promote their brand to our members and create top-of-mind awareness within our membership is an important benefit to sponsorship with The Golden State Chapter. With the second largest membership base of all 46 chapters of the CMAA, simply displaying a company logo prominently at any one of our numerous events throughout the year can make a significant difference to brand promotion and awareness. We provide numerous occasions for logo placement as well as many different advertising opportunities – all directly targeted towards decision makers within private and social facilities throughout California.



The Golden State Chapter Sponsor Programs



Key Features of Partnership

All of our partner programs share common features, regardless of the level of financial commitment:

- All Partners are placed into the Chapter Member Resource Buyer's Guide on the chapter website.
- A Partner Directory is distributed electronically to all members. The directory lists all Partners and provides a brief synopsis of the products and/or services that they provide.
- All Partners are listed in each issue of the Member Newsletter, which is distributed to all members every other month.
- All Partners are given electronic access to the membership database, which includes name, club, position, address and work phone number of the chapter members.

"With the ability to have face time with key decision makers, our investment in the chapter has helped our company grow exponentially. It became clear to us very early on that The Golden State Chapter values its partners."

– Shannon Herschbach, Pipeline Marketing Group





The Golden State Chapter Sponsor Programs



The Golden State Chapter Spring Conference Collaborative Solutions Vendor Trade Show in La Quinta, California

May 20, 2019

Includes

- One (1) Show Space
- 6' Skirted Vendor Table, 2 Chairs
- Vendor Company Signage 7" x 44"
- Breakfast and Vendor Education for (2) Before the Show
- Lunch for (2) Following Vendor Show with Conference Attendees
- Quarter page advertisement and Recognition in Program Materials
- Signage, banners and small displays are permitted
- Electricity (optional for \$95)

Event Schedule

9:00 AM: Vendor Check In, Breakfast and Education
10:00 AM: Vendor Set up
11:30 AM - 1:00 PM: Vendor Show
1:00 PM: Lunch with Conference Attendees
2:00 PM: Breakdown

Investment: \$1,400

Reserve your Booth Today!

Alexandra Chordas
TGSC Partnership Coordinator

"We are proud of our long standing association with The Golden State Chapter of CMAA. They go out of their way to support their sponsors and accommodate our interests. We look forward to continuing our satisfying partnership for many years to come."

- D. Jay Ellis, President & CEO, VGM Club, Resorts and Gaming





The Golden State Chapter Sponsor Programs



Buyer's Guide

Buyer's Guide..... \$500 annually

We are offering an opportunity for companies to participate in our Buyer's Guide. It's one of the best ways to gain high value exposure for your brand and to get your message in front of a responsive audience of club industry professionals.

OUR BUYER'S GUIDE LISTINGS INCLUDE:

- Company profile
- Contact info for company and club industry contact
- Industry keywords and categories for online search

The Golden State Chapter's Online Buyer's Guide is the go-to resource for club industry professionals seeking a solution. But the Chapter also works proactively to educate our members about the benefits your business offers:

- After you sign on, we feature your company in our weekly email bullitain to to all members introducing your business
- We encourage our members to use your business throughout the year
- We maintain your listing and promote the Buyer's Guide to our members

Buyer's Guide and Birdie Golf Sponsorship Varies

Buyer's Guide Only: \$500

Birdie Sponsor Only: \$500 ea.

Buyer's Guide and Birdie Sponsor (1) Tournament: \$800 (\$200 Savings)

Buyer's Guide and Birdie Sponsor (2) Tournaments: \$1,200 (\$300 Savings)

Buyer's Guide and Birdie Sponsor (3) Tournaments: \$1,600 (\$400 Savings)

Buyer's Guide and Birdie Sponsor (4) Tournaments: \$2,000 (\$500 Savings)

"TGSC Buyer's Guide is a great resource for our industry. It provides instant credibility and our firm has personally worked with a number of club's who have mentioned seeing us in the guide. It is a great way to further establish your name in the industry." - Keith Dudum, President, Dudum Financial

DUDUM FINANCIAL



The Golden State Chapter Sponsor Programs



Golf Sponsorship Opportunities

In addition to the benefits that the Partnerships provide, The Golden State Chapter also has several additional opportunities for sponsorship of four annual Golf Tournaments:

Ace..... Filled

Double Eagle Filled

Eagle Plus \$3,000

Eagle Plus is priced per Tournament, of which there are 4 per year, and includes the following:

- Foursome for Golf
- Tee Sign for Sponsor Recognition
- Company Recognition in Program Materials
- 1/4 Page Advertisement in One (1) Issue of the Newsletter
- Welcome Bag Participation

Eagle..... \$2,000

The Eagle is priced per Tournament, of which there are 4 per year, and includes the following:

- Twosome for Golf
- Tee Sign for Sponsor Recognition
- Company Recognition in Program Materials
- Welcome Bag Participation

Birdie \$500

The Birdie is priced per Tournament, of which there are 4 per year, and includes the following:

- Tee Sign for Sponsor Recognition
- Company Recognition in Program Materials
- Welcome Bag Participation

Closest to the Pin Contest \$1000

Priced per Tournament, of which there are 4 per year, and includes the following:

- Prize for Winner of Closest to the Pin Contest
- Tee Sign for Sponsor Recognition
- Company Recognition in Program Materials
- Welcome Bag Participation

2019 Golf Tournament Dates and Locations

Roadrunner Region

Monday, May 7, 2019

Mission Hills CC

So Cal Region

Monday, June 10, 2019

Rolling Hills CC

San Diego Region

Monday, July 15, 2019

San Diego CC

No CA Region

Monday, August 5, 2019

Round Hill CC



The Golden State Chapter Sponsor Programs



Partner Opportunities

The Golden State Chapter offers "Partner" packages which maximize sponsorship investment by bundling some of our most popular benefits together in a structured program. These Partner positions are listed below and are priced based on a one-year commitment:

Founding Diamond

Diamond

Ruby

Sapphire

Emerald

Pearl

For information on availability of different partner levels, please contact Alexandra Chordas at pc@thegsc.org or (818) 435-4668.

"I was introduced to TCSC by a long time supporting vendor. He told me that joining the association was one of the best decision to connect directly with the GM's and key decision makers in the California club industry. My first impression as a partner vendors began with a great introduction by Crystal and her team, and they continue to impress me with their concern for a successful relationship experience with the association and its members. During my first year in the TGSC I attended a couple special events, participated in the annual trade show, and earned some new clients. I have found that club managers not only network with each other, but validate which companies are truly value add to their clubs needs. Partnership in TCSC is one of the best decisions we made and most successful use of marketing funds."

- Kelly Dulaney, Founding Partner Bottomline Partners Group



Sapphire Filled
Member Face Time ~ Brand Education ~ Brand Promotion

- Spring and Fall Educational Conferences
 - *Attend Spring and Fall Conference Opening Receptions*
 - *Company Name & Logo on Program & Event Materials*
 - *Recognition at Spring and Fall Conference Opening Receptions*
 - *Welcome Bag Participation*
- Foursome at Two (2) Regional Golf Tournaments
 - *Select from Roadrunner, San Diego, Southern California and Northern California Regions*
 - *Tee Sign Prominently Displayed on Course of your selected tournaments*
 - *Recognition in Program Materials for your selected tournaments*
 - *Welcome Bag Participation*
- Host Two (2) Regional Meetings with Speaker Introductions
 - *Company Logo on Program Materials at participating regional meetings*
 - *Full Participation at designated regional meeting with Speaker Introductions*
- Listing in online Chapter Member Resource Buyer's Guide
- 25% Discount on Space at Spring Conference Vendor Show and Advertisement in Program Materials at Spring Conference Event
- One (1) Web-based Education Event
- ¼ Page Advertisement in Three (3) Issues of the Bi-Monthly Newsletter
- Subscription to the Bi-Monthly Newsletter
- Partner Promotional Direct Mailing Coordinated by TGSC Office
- One (1) Partner E-blast Coordinated by TGSC Office
- Company Logo on Recognition Board Prominently Displayed at Conferences, Golf Tournaments and Regional Meetings
- TGSC Web Link to Your Web Site
- Partner Listing in All Issues of the Bi-Monthly Newsletter
- Online Membership Directory Link
- Use of TGSC Logo on Your Promotional Materials



The Golden State Chapter Sponsor Programs



Emerald..... \$5,250
Member Face Time ~ Brand Education ~ Brand Promotion

- Spring and Fall Educational Conferences
 - *Company Logo on Recognition Board displayed throughout Conference Activities*
 - *Welcome Bag Participation*
 - *Attend Spring Conference Opening Reception*
 - *Recognition at Spring Conference Opening Reception*
- Foursome at One (1) Regional Golf Tournament
 - *Select from Roadrunner, San Diego, Southern California and Northern California Regions*
 - *Tee Sign Prominently Displayed on Course of your selected tournament*
 - *Recognition in Program Materials for your selected tournament*
 - *Welcome Bag Participation*
- Multi-Host of One (1) Regional Meeting
 - *Company Logo on Program Materials at participating regional meetings*
 - *One Company Representative Invited to Attend & Participate in designated Event*
 - *Company Logo on Recognition Board displayed during Meeting*
- Listing in online Chapter Member Resource Buyer's Guide
- 10% Discount Space at Spring Conference Vendor Show and Advertisement in Program Materials at Spring Conference Event
- ¼ Page Advertisement in Two (2) Issues of the Bi-Monthly Newsletter
- Subscription to the Bi-Monthly Newsletter
- Partner Promotional Direct Mailing Coordinated by TGSC Office
- Company Logo Prominently Displayed at All Chapter Events
- TGSC Web Link to Your Web Site
- Partner Listing in All Issues of the Bi-Monthly Newsletter
- Online Membership Directory Link
- Use of TGSC Logo on Your Promotional Materials



The Golden State Chapter Sponsor Programs



Pearl..... \$3,150
Member Face Time ~ Brand Education ~ Brand Promotion

- Spring and Fall Educational Conferences
 - *Company Logo on Recognition Board displayed throughout Conference Activities*
 - *Welcome Bag Participation*
 - *Attend Spring Conference Opening Reception*
 - *Recognition at Spring Conference Opening Reception*
- Regional Golf Tournaments
 - *Company Logo on Recognition Board displayed at each tournament*
 - *Welcome Bag Participation*
- Multi-Host of One (1) Regional Meeting
 - *Company Logo on Program Materials at participating regional meetings*
 - *One Company Representative Invited to Attend & Participate in designated Event*
 - *Company Logo on Recognition Board displayed during Meeting*
- Listing in online Chapter Member Resource Buyer's Guide
- 5% Discount Space at Spring Conference Vendor Show and Advertisement in Program Materials at Spring Conference Event
- ¼ Page Advertisement in One (1) Issue of the Bi-Monthly Newsletter
- Subscription to the Bi-Monthly Newsletter
- Partner Promotional Direct Mailing Coordinated by TGSC Office
- Company Logo Prominently Displayed at All Chapter Events
- TGSC Web Link to Your Web Site
- Partner Listing in All Issues of the Bi-Monthly Newsletter
- Online Membership Directory Link
- Use of TGSC Logo on Your Promotional Materials



The Golden State Chapter Sponsor Programs



Contact Information

Thank you for your interest in The Golden State Chapter. We would be delighted to discuss your marketing goals and answer any questions you may have regarding sponsorship or our association in general.

We are also happy to consider any special requirements that you may be seeking from a Sponsor Partnership with us. In many cases, we are able to design a custom sponsorship program specific to your needs.

Please contact TGSC Partnership Coordinator, Alexandra Chordas, to get started:

*Alexandra Chordas
TGSC Partnership Coordinator
The Golden State Chapter
Phone: (818) 435-4668
Cell: (206) 419-8066
Email: pc@thegsc.org*

Additional information about The Golden State Chapter is available online at www.thegsc.org.



The Golden State Chapter Sponsor Programs





**The Golden State Chapter of
Club Managers Association of America, Inc.
1048 Irvine Avenue, Suite 775
Newport Beach, California 92660
(310) 741-6031
www.thegsc.org**