

The WGCSA 2020

Industry Partner Program

Advertising and Sponsorship Opportunities

The WGCSA is thankful for the ongoing support of our Vendor Companies that have been and will continue to be integral to the success of our association. The WGCSA remains committed to continue offering the highest quality education, communications, networking events, and sharing of research to our membership. We are proud of our Grass Roots Magazine, the Annual Membership Handbook, our Monthly Meetings, and most recently our newly expanded and improved Website!

We simply cannot continue to offer our programs and events without the gracious support and sponsorship of the Vendor Member Companies like you. The WGCSA needs the support and sponsorship of the Industry Partners more than ever!

“*The goal of this 2020 program will continue to create mutually beneficial advertising and marketing opportunities for the Association and its vendor companies in our industry.*”

- **Expanded OFFERING FOR 2020!**
- **Sponsor Class C & EM Meetings!**
- **Payment Terms for packaged levels**
- **Packages or customize your plan**
- **Packaged opportunities!**
- **Recognition for your support!**
- **Increased Exposure!**
- **Packaged Levels Allow for Discount!**



**The GRASS
ROOTS!**

**Informative
Website!**

**The WGCSA has FOUR avenues
to showcase your company's
brand, message, products,
services, and staff!**

**Monthly Meetings
and Educational
Events!**

**Membership
Handbook!**

Industry Partners

Take your marketing and dedication to the next level! Becoming an Industry Partner is more than just sponsorship. Partnering with the WGCSA allows you increased exposure to the individual members and advertising in new and expanded formats. Choose from the three varying levels that best fit your company's needs.

Our PREMIER OFFERING for our strongest allied companies. Becoming our Industry Partner shows your dedication to the WGCSA and its Members!

Opportunities



	Platinum Level	Gold Level	Silver Level	
Grass Roots Adv.	Full Page	Full Page	Full Page <u>OR</u> Half Page	
Website Banner Adv. (includes hyperlink)	Dynamic Banner Ad (top)	Banner Ad (top)	Side Banner	
Monthly Meetings	Tee Sign <u>and</u> Hole Event	Tee Sign <u>and</u> Hole Event	Tee Sign	
<u>Newest Offering</u> Asst. and EM Meetings	Printed/Verbal Recog.	Printed/Verbal Recog.	Printed/Verbal Recog.	
Couples Weekend	Hole In One Sponsor	Birdie Sponsor	Par Sponsor	
Hospitality Room (At GCSAA GIS)	Hole in One Sponsor	Birdie Sponsor	Birdie Sponsor	
Members Handbook	Full Page (tab)	Half Page (tab)	Half Page (tab)	
	Platinum IP	Gold IP	Full Page GR Silver IP	Half Page GR Silver IP
Cost (if Separate)				
Partnership Cost	\$5775.00	\$4925.00	\$4250.00	\$3700.00
(Reflects 7% Discount!)	\$5370.00	\$4580.00	\$3952.00	\$3440.00

Plus these Exclusives!

Recognition Signage (at EVERY meeting)	Yes	Yes	Yes
Use of Partner Logo (print or other)	Yes	Yes	Yes
Web Ad	Yes	Yes	No

Silver Level Partners have the option of a Full OR Half Page Ad in the Grass Roots.

These Industry Partnership Packages offer the most exposure at a Discounted Price!

Grass Roots Advertising



Ads in the Grass Roots are viewed multiple times and the journals are often archived by members for later reference. In addition all editions of the Grass Root magazine are on file at the TGIC at MSU!

All WGCSA Members can access the TGIC via the WGCSA Website!

Many people rank our Grass Roots Magazine as the most valued benefit of being a WGCSA member. Your advertisement will get the exposure you are looking for!

2020 Grass Roots Ad Pricing

All ads are printed in full four color bleeds. Ad contracts are for a full year (6 bimonthly additions). Ads can be changed each edition as necessary. All advertisers will have access to all past editions of the Grass Roots on the Michigan State Turfgrass Information Center. Complete ad requirements and submission information can be found on the WGCSA website.

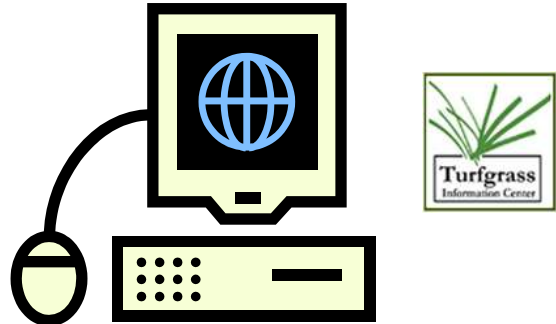
<u>Ad Type</u>	<u>Member</u>	<u>Non-Member</u>
Full Page	\$2200.00*	\$2450.00
Half Page	\$1650.00*	\$1900.00
Quarter Page	\$1300.00	\$1550.00
Eighth Page	\$875.00	\$1125.00

****Industry Partners receive a 7% discount off member pricing!***

Printed magazine delivered to all members. Our magazine is the envy of many other organizations!

Website Advertising

Our all new and professionally built Website creates many new opportunities for our members use. Ads on the website will draw users to your own site!



2020 Web Pricing

Website ads will be shown on both Public and Members Only areas. Banner advertising must be web ready with all technical requirements found on the WGCSA website. All ads will link to your website (or other as desired).

<u>Ad Type</u>	<u>Member</u>	<u>Non Member</u>
Top Page Banner Ad (Dynamic Ads Allowed for Platinum IP's)	\$600.00 **	\$650.00
Side Page Ad (Static Ad Only)	\$500.00 *	\$550.00

** Included with Platinum and Gold Partnership with 7% discount

* Included with Silver Partnership at 7% discount

Ad contract is for Calendar year 2020 and ads can be changed as needed by submitting new ads to Ch. Mgr. Ad sizes and formats with other technical information is available on the website. Please contact Ch. Mgr Brett Grams who can explain details and help with creation and submission of ads.

WGCSA.COM is our Main Communication Tool. Be a Part of It!

In addition to Banner Ads – Platinum Partners will have a listing on the home page as well!

Meeting Sponsorships

Please refer to the WGCSA.com website to learn the details of each WGCSA meeting for 2020.

These will be updated and confirmed ASAP!



The exposure and support of our meeting sponsorship allow our members to meet and hear a variety of speakers and topics. Sponsorship keeps the cost affordable for all!

2020 Meeting Sponsorship Opportunities

<u>Opportunity</u>	<u>Season Long</u>	<u>Per Event</u>
Hole Sponsor Sign	\$500.00**	\$200.00
Flag Event Sponsor	\$500.00*	\$200.00
Bev.Cart/Title/Lunch SPONSORSHIP	Negotiable	Negotiable

Our newest sponsorships!

Annual Class C Sponsor (Included in Platinum, Gold, Silver Partnerships) **\$75.00**
&

Annual Class EM Sponsor (Included in Platinum, Gold, Silver Partnerships) **\$75.00**

** Included in ALL Industry Partnerships at 7% discount

* Included in Platinum and Gold Industry Partnership at 7% discount

	<u>Hole in One</u>	<u>Birdie</u>	<u>Par</u>
Couples Weekend	\$250.00***	\$150.00**	\$75.00*
*** Included in Platinum Partnership at 7% discount			
** Included in Gold Partnership at 7% discount			
* Included in Silver Partnership at 7% discount			

WI Hospitality Room **\$1000.00**** **\$500.00*** **\$250.00**
(at GCSAA National Convention)

** Included in Platinum Partnership at 7% discount

* Included in Gold and Silver Level Partnership at 7% discount

In addition each Industry Partner will be recognized at each meeting!

Members Handbook

The WGCSA 2020 Membership Handbook will again contain all chapter information, important dates, and an expanded and accurate directory. It is a valuable reference and is a great edition to the website and our Grass Roots magazine.

*The WGCSA will again deliver Handbook ASAP in 2020!
This means we need all ads in ASAP!*

2020 Handbook Ad Pricing

Ads will be full color and full or half page. Complete ad requirements and submission information can be found on the WGCSA website.

	<u>Member</u>	<u>Non Member</u>
Full Page Ad	\$600.00**	\$650.00
Half Page Ad	\$350.00*	\$400.00

** Included in Platinum Partnership at 7% discount

* Included in Gold and Silver Partnership 7% discount

There are a limited number of ads. All ads will be placed on tabs separating the information in handbook.

Back Cover of Handbook
(full page only)

Will be \$125.00 additional
(sold on first request basis)

For more information on the 2020 Offerings or if you would like help in completing your companies contract please contact WGCSA for help today!



Brett Grams, Chapter Manager
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Waupaca, WI, 54981

PH (920) 630-4888

www.wgcsa.com

bgrams@wgcsa.com

All Advertising and Sponsorship Technical Information Available Online at www.wgcsa.com

Advertising and Sponsorship Opportunities will require a signed contract (attached) or available online.

2020 Industry Partners Pricing and Contract

For Details see 2020 Industry Partner Program Flyer (or online at www.wgcsa.com)

Platinum Level Partner

Includes all the items marked with "P"

Cost **\$5,370**

Pricing reflects 7% discount off individual member pricing.

Gold Level Partner

Includes all the items marked with "G"

Cost **\$4,580**

Pricing reflects 7% discount off individual member pricing.

Silver Level Partner (Optional FULL or HALF Page GR AD)

Includes all the items marked with "S"

Cost (Full Groots) **\$3,952** or Cost (Half Groots) **\$3,440**

Pricing reflects 7% discount off individual member pricing.

Grass Roots Journal Pricing

Award Winning Bi-Monthly Publication of the WGCSA

Advertising Contracts are for Full Year Only (6 issues)

ISSUE	MAIL	CLOSE	Ad Type	Ad Sizes	Member	Non-Member
Jan/Feb	Feb 1st	Jan 1st	Full Page	8.5x11	\$2200 P,G,SF	\$2,450
Mar/Apr	Apr 1st	Mar 1st	Half Page	Multiple	\$1,650P SH	\$1,900
May/June	Jun 1st	May 1st	1/4 page	Multiple	\$1,300	\$1,550
Jul/Aug	Aug 1st	Jul 1st	1/8 page	Multiple	\$875	\$1,125

All Ads are 4 color, full bleed, ads can change each edition
See website for complete details (www.wgcsa.com/advertising info)

Web Site Advertising

Ad Type	Member	Non-Member	Dimensions	
Top Banner (.swf)	\$600 P,G	\$650	468x60 pixels	100kb max. file size
Side Banner	\$500 S	\$550	200x300 pixels	.jpg, .gif, .swf (HTML5) files only.

Meeting Sponsorships

Offerings	All 5 Events	Per Event
Hole Sponsor Sign	\$500 P,G,S	\$150
Flag Event Sponsor	\$500 P,G	\$150
Beverage, Title, Spkr Sponsor	Negotiable (call)	
NEW Assistants Mtg. Spons.	\$75 P,G,S	
NEW Equipt. Mgr. Mtg. Spons.	\$75 P,G,S	

Couples Dinner Sponsorship

Offerings	Cost
Hole In One	\$250 P
Birdie	\$150 G
Par	\$75 S

All sponsors will be recognized evening of event and in Grass Roots.

WI Hospitality Room in Orlando, FL (Jan 29th, 2020)

Offerings	Cost
Hole In One	\$1000 P
Birdie	\$500 G,S
Par	\$250

All sponsors will be recognized and shown on Power Point Show.

WGCSA MEMBERS HANDBOOK

Ad Type	Member	Non-Member	Directory Ad Sizes (live area)
Full Page	\$600 P	\$650	4.5"x7.75"
1/2 Page	\$350 G,S	\$400	4.5"x3.5"
Back Cover Add'l	\$125		4.5"x7.75"

Publishing Date - ASAP in 2020; Materials due Feb 1st

Ad Space Limited, 4 color-Located on Tabs and back cover only.

HIGH VISIBILITY FOR ENTIRE YEAR!

Your companies commitment total for 2020.

Please note we are asking for all sponsorships in this one streamlined form

WGCSA offers quarterly billing for all IP Packages. (Jan, Mar, Jun, Sep)

WGCSA offers split billing for all individual offerings (Jan, Jun)

Invoicing is available, Credit Card Payment is available.

Please sign and date below, Email to bgrams@wgcsa.com

WGCSA
or Mail to N1922 Virginia Drive
Waupaca, WI 545981



Your Companies

Selections

(Fill in amounts)

(WGCSA will verify)

WGCSA will contact you with billing options

WGCSA will contact you with billing options

WGCSA will contact you with billing options

Individual Opportunities

(Fill in amounts)

(WGCSA will verify)

Your Authorized Signature

Date

Your Phone Number

Your Email Address

Questions? Please Contact Chapter Manager Brett Grams.

Phone 920-643-4888

Email bgrams@wgcsa.com

Thank You!