

The WGCSA 2017

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 2017 program is to create mutually beneficial advertising and marketing opportunities for the Association and its vendor companies in our industry.”

- PRICING REMAINS SAME FOR 2017!
- 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 now 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	
	Full Page	Full Page	Full Page <u>OR</u> Half Page	
Grass Roots Adv.				
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	
Couples Weekend	Hole In One Sponsor	Birdie Sponsor	Par Sponsor	
Hospitality Room (At GCSAA Convention)	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)	\$5650.00	\$4800.00	\$4125.00	\$3575.00
Partnership Cost (Reflects 7% Discount!)	\$5255.00	\$4465.00	\$3835.00	\$3325.00

Plus these Exclusives!

	Platinum Level	Gold Level	Silver Level	
Recognition Sign (at reg. table each meeting)	Yes	Yes	Yes	
Use of Partner Logo (print or other)	Yes	Yes	Yes	
Listing on all Mailings	Yes	Yes	No	
Website Listing	Yes	No	No	
Web Ad	Yes	Yes	Yes	

For 2017 The Silver Level Industry Partnership Package will now INCLUDE a Website Ad! Silver Level Partners will 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!

2017 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.

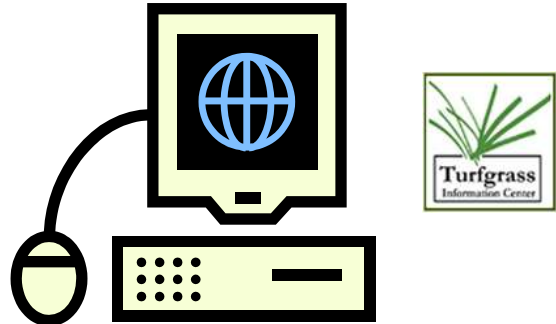
<u>Ad Type</u>	<u>Member</u>	<u>Non-Member</u>
Full Page	\$2200.00*	\$2450.00
Half Page	\$1650.00*	\$1900.00
Quarter Page	\$1300.00	\$1550.00
Eighth Page	\$875.00	\$1125.00

****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!



2017 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 2017 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 now 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 2017.

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!

2017 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
Beverage Cart Sponsor	Negotiable	Negotiable
Lunch Sponsorship	Negotiable	Negotiable
Tournament Title Sponsor (Could be obtained by providing speaker)	Negotiable	Negotiable

** 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 (at GCSAA National Convention)	\$1000.00 **	\$500.00 *	\$250.00
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** 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 2017 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.

Extensive information and content will add value so your ad will be viewed over and over throughout the year!

2017 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 2017 Offerings or if you would like help in completing your companies contract please contact WGCSA for help today!



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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.