



## **Sponsorship Program**

**Gain Continuing Exposure for your Company by Becoming an CGCOA Sponsor**

### **Diamond Sponsor (One • \$12,000 Annually)**

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- Annual Meeting/Fundraiser: 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
- Membership Meetings (2 per year): 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 (at Golf Business Conference): 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
- Exclusive Luncheon or Dinner (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 or Email Alerts: Full-page ad., two (2) articles per issue, plus newsletter subscription
- Top Listing/Logo in CGCOA Sponsor Directory
- Access to California golf course database, incl. email addresses (CGCOA Members/Non-members)

### **Platinum Sponsor (Two • \$10,000 Annually)**

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- Annual Meeting/Fundraiser: 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

### Platinum Sponsor (Continued)

- Membership Meetings (2 per year): 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 (at Golf Business Conference): Two (2) event registrations, Sign or banner recognizing annual sponsorship at event, Name/Logo on all written materials before and at event, Five (5) minute introduction (podium), Company handouts/ display at registration table and provided to each attendee
- Exclusive Luncheon or Dinner (1 per year): 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 or Email Alerts: Full-page ad., one (1) article per issue, plus newsletter subscription
- Second Listing/Logo in CGCOA Sponsor Directory
- Access to California golf course database, incl. email addresses (CGCOA Members/Non-members)

### **Gold Sponsor (Four • \$5,000 Annually)**

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- Annual Meeting/Fundraiser: 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
- Membership Meetings (2 per year): 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(at Golf Business Conference): 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

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## Gold Sponsor (Continued)

- 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 or Email Alerts: Half-page ad., one (1) article per issue, plus newsletter subscription
- Third Listing/Logo in CGCOA Sponsor Directory
- Access to California golf course database, incl. email addresses (CGCOA Members/Non-members)

## Silver Sponsor (\$2,500 Annually)

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- Annual Meeting/Fundraiser: 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
- Membership Meetings (2 per year): 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 (at Golf Business Conference): 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
- 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 or Email Alerts: Quarter-page ad., plus newsletter subscription
- Listing/Logo in CGCOA Sponsor Directory
- Access to California golf course database, incl. email addresses (CGCOA Members/Non-members)

## Bronze Partner (\$1,250 Annually)

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- Annual Meeting/Fundraiser: 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
- Membership Meetings (2 per year): 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 (at Golf Business Conference): 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 or Email Alerts: Logo, plus newsletter subscription
- Listing/Logo in CGCOA Sponsor Directory
- Access to California golf course database, incl. email addresses (CGCOA Members/Non-members)

## Annual Sponsor (\$750 Annually)

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- Annual Meeting/Fundraiser: 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
- Membership Meetings (2 per year): 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 (at Golf Business Conference): 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 or Email Alerts: Logo, plus newsletter subscription
- Listing/Logo in CGCOA Sponsor Directory
- Access to California golf course database, incl. email addresses (CGCOA Members/Non-members)

## Single Event Sponsor (\$500 Each Event)

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- Western States Reception at Golf Business Conference
- Spring Educational Session & Meeting
- Fall Educational Session & Meeting
- Annual Meeting/Fundraiser
- Designation as "Hosting Sponsor" of event on all pre-event and day of event materials, verbal recognition as sponsor at event, signage at event, display table at event, opportunity to participate at event presenter or give five minute overview of products and services

## Additional Sponsorship Information

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- Sponsorship anniversary date is based on the month you join.
- New sponsorships are paid to CGCOA directly.
- Renewals are billed by CGCOA.

For questions about our sponsorship program, please contact our Sponsor Services Coordinator, Alex Johnson, at (916) 456-0500 or email [ajohnson@connerlyandassociates.com](mailto:ajohnson@connerlyandassociates.com), or contact Executive Director, Marc Connerly, at [mconnerly@connerlyandassociates.com](mailto:mconnerly@connerlyandassociates.com).



# Sponsorship Application

Business/Company Name \_\_\_\_\_

Federal Tax ID Number \_\_\_\_\_

Owner or Primary Contact \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State, Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Fax \_\_\_\_\_ Corporate Website \_\_\_\_\_

Email \_\_\_\_\_

Please select only one:	
<b>Diamond Partner</b>	<b>\$12,000 per year</b>
<b>Platinum Partner</b>	<b>\$5,000 per year</b>
<b>Gold Partner</b>	<b>\$5,000 per year</b>
<b>Silver Partner</b>	<b>\$2,500 per year</b>
<b>Bronze Partner</b>	<b>\$1,250 per year</b>
<b>Annual Partner</b>	<b>\$750 per year</b>
<b>Single Event Sponsor</b>	<b>\$500 each event</b>

## Sponsorship Agreement

This Agreement is made and entered into as of this \_\_\_\_ day of \_\_\_\_\_, 20\_\_ by and between California Golf Course Owners Association "CGCOA", a nonprofit (name business organized under the laws of the State of California, and \_ (name of sponsor) "Sponsor," an organized entity under the laws of the State of \_\_\_\_\_. Sponsor has decided to provide financial and/or other support in exchange for certain promotional rights to be provided by CGCOA.

**In consideration of the mutual agreements and promises, the parties agree as follows:**

**Advertising and Promotion.** CGCOA shall use its best efforts to provide the following rights to Sponsor during the Term of this Agreement.  
**Benefits of Sponsorship.** Sponsor benefits will be provided as described in the document entitled, "CGCOA Sponsorship Program."  
**Sponsor Insurance.** During the term of this Agreement, Sponsor agrees to carry workers' compensation and employer's liability insurance in such amounts as may be required by law for any personnel Sponsor may utilize for the delivery, installation, maintenance, repair and removal of the products.  
**Option to Renew.** CGCOA grants to Sponsor the right to renew its Sponsorship annually at the sponsorship rates in effect at the time of renewal and determined by CGCOA.

**Term & Termination.** This Agreement shall become effective on the date first written, and shall expire one year from this date unless earlier terminated or renewed.  
**Sponsor References.** The CGCOA Board of Directors reserves the right to evaluate and vet potential sponsors to ensure that businesses desiring to affiliate with CGCOA are reputable, perform their duties as promised, and in good standing with creditors. This evaluation process could take up to two (2) weeks, and if CGCOA rejects the proposed sponsor as a result of the evaluation process, all sponsorship dues paid will be fully refunded.

**Please provide three (3) business references below:**

Company: \_\_\_\_\_ Contact: \_\_\_\_\_  
 Email: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Company: \_\_\_\_\_ Contact: \_\_\_\_\_  
 Email: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Company: \_\_\_\_\_ Contact: \_\_\_\_\_  
 Email: \_\_\_\_\_ Phone: \_\_\_\_\_

### Payment

**Please enclose a check made payable to:**  
 CGCOA, 2215 21st Street, Sacramento, CA 95818  
 or provide credit card information below:

Name \_\_\_\_\_

Credit Card Number \_\_\_\_\_

**The parties have executed this Agreement.**

California Golf Course Owners Association: \_\_\_\_\_ Sponsor: \_\_\_\_\_  
 Signature \_\_\_\_\_ Signature \_\_\_\_\_  
 Date \_\_\_\_\_ Date \_\_\_\_\_

Exp. Date \_\_\_\_\_ 3-Digit CC Code \_\_\_\_\_  
 X \_\_\_\_\_  
 Signature \_\_\_\_\_