



Heart of America Chapter GCSAA

Objective:

The purpose of this program is to enhance the recognition by our membership of important, participating affiliate partners for their generous support of the HAGCSA through their monetary contributions toward important chapter functions and advertisement through our communication media.

Program Goals:

- *Enrich member participation at all functions.*
- *Defray costs associated with functions.*
- *Streamline and forecast annual expenses sought for by HAGCSA.*
- *Optimize annual marketing dollars allotted to HAGCSA.*
- *Enhance support recognition through all means available.*

HAGCSA will start accepting
sponsorship opportunities on
December 6 at 9:00am.

No Earlier.

First-come, first served.

HEARTBEAT NEWSLETTER - 2022

Format: This year we are going to quarterly electronic publication. Publications will be electronically sent out in March, May, September and November. A separate roster issue (a 60 page magazine with reference materials) will also be published and include your advertisement.

Company ads will be published along with a company listing (company name and phone number) in all four quarterly publications.

Mechanicals: Send your ad (sized to fit) to ensure the best quality reproduction. All ads must be "camera-ready" and emailed to: kweitzel@westerneda.com.

*If you plan to use the same ad from 2021, you MUST "re-submit with new dimensions" for the best quality. ALL ads must be sent each year in an electronic format (jpeg or pdf).

ADVERTISING RATES:

Printed Newsletters <small>(multiple available / listed in all 4 issues):</small>	<u>Size</u>	<u>Cost</u>	<u>Printed Roster</u>
Half page ad	7.5" x 5"	\$600/year	Included
	3.65" x 10"	\$600/year	
One-fourth ad	3.65" x 5"	\$450/year	Included

Deadlines: Advertising material, inserts and editorial material must be received no later than the 1st of the month; proceeding the month of the printed publication. (Example: February 1 would be the deadline for the March publication).

OPEN ENROLLMENT: December 6, 2021 at 9:00am (No Sooner. First Come/First Served.)
DEADLINE: January 14, 2022

WEBSITE ADVERTISING - 2022

Get maximum exposure for your company by utilizing the HAGCSA website as an extension of your marketing plan. Add your advertisement or company logo to each webpage on the HAGCSA website (15,000 annual visits) or our most visited page, the job postings (12,000 annual visits). For the year, that is a lot of "views" of your company's logo or advertisement!

ALL Website Pages (15,000 visits annually): **\$750**

Job Postings Page (12,000 visits annually): **\$500**

******Ad Size:** ¼ page (3.65" x 5"); send to kweitzel@westerneda.com (full color, pdf or jpeg)

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LEGACY SCHOLARSHIP – 2022

(In **YOUR** Name)

The Heart of America Golf Course Superintendents Association (HAGCSA) Legacy Award competition offers education aid to the children and grandchildren of HAGCSA members. An award of \$2,000 is funded by an affiliate member. The award is administered by The Heart of America GCSA Board of Trustees and presented at the Common Ground Conference in December, 2022 (as long as the student is available).

Title Sponsor - \$2,000

- Company Name on Scholarship Application.
- Company Logo on Scholarship Application.
- Recognition in all promotional materials.
- Company representatives to present photo-op big check (as long as student is available)
- Recognition in *Heartbeat* publication.

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HOSPITALITY EVENT - 2022

at the

NATIONAL GCSAA GIS

February 9, 2022 from 8:00pm – 10:30pm
San Diego, CA

The Hospitality Event at the national superintendent conference is held one evening during the conference at an establishment. The event is attended by superintendents, assistant superintendents, affiliates and other industry professionals for the purpose of networking in a very casual atmosphere. This two hour event will attract over 150 HAGCSA and guests. Light snacks and drinks are provided.

Major Sponsors - \$2,000 (2 available)

- Company logo on event signage at registration table.
- Company logo on table tents located throughout the event.
- 50 drink tickets to distribute to members – **NEW!**
- Verbal recognition at event.
- Recognition in *Heartbeat* publication.

Contributing Sponsors - \$500

- Verbal recognition at event.
- Recognition in *Heartbeat* publication.

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BOWLING EVENT – 2022

This event is held the last few weeks of February during working hours. This will be the first event of the year for the local association after the national conference and show. This function is the only non-golf event of the year. It brings both vendors and superintendents along with assistant superintendents together for a fun and exciting time during the winter months. Participation usually is around 80-100 members.

Event Sponsors - \$400 (4 available)

- Registration fee for a team of four.
- Company logo on event signage at registration table.
- Company logo on table tents located throughout the event.
- Drink tickets provided on sponsors behalf.
- 10 Drinks tickets to distribute to members/clients
- Verbal recognition during trophy presentation.
- Recognition in *Heartbeat* publication.

Contributing Sponsors - \$100

- Recognition on signage.
- Verbal recognition during event.
- Recognition in *Heartbeat* publication.

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SHOP TALK – 2022

Shop Talk is an annual event during the off season that is centered on a hot topic round table talk. It is in a relaxed setting usually being held in a maintenance facility where educators, industry professionals, fellow superintendents, or company representatives to educate the audience while providing accredited CEU's. The four hour event attracts over 75 HAGCSA members. There is a lunch and beverages provided.

Event Sponsors - \$500 (2 available)

- Provide 5 minute commercial about your products & services.
- Literature distribution to attendees (bring your own).
- Sponsorship will cover a portion of the lunch (name recognition).
- Name or logo on promotional material
- Recognition in *Heartbeat* publication.

Beverage Sponsors - \$250

- Verbal recognition at event.
- Recognition in *Heartbeat* publication.

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ASSISTANT SUPERINTENDENT PROGRAM - 2022

This program is in its 10th year. The goal is to: 1) provide opportunities for networking with fellow assistants, superintendents and other industry leaders. 2) Provide opportunities for professional development and growth of assistant superintendents. 3) Encourage assistant superintendent involvement within chapter and attendance of local events. 4) Increase the number of diversified assistant superintendents in the profession. Each program will highlight a hot topic and local speaker with networking opportunities. Sponsorship will endorse your company to upcoming superintendents and provide food and beverage for event.

Title Sponsors - \$250 (3 Available)

- Company logo on all promotional pieces.
- Verbal recognition at event.
- Recognition in *Heartbeat* publication.

Contributing Sponsors - \$100

- Verbal recognition at event.
- Recognition in *Heartbeat* publication.

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EQUIPMENT MANAGER PROGRAM - 2022

This program is in its 5th year. The goal is to: 1) provide opportunities for networking with fellow equipment managers, superintendents, assistant superintendents, and other industry leaders. 2) Provide opportunities for professional development and growth of equipment managers. 3) Encourage equipment manager's involvement within chapter and attendance of local events. 4) Increase the number of diversified equipment managers in the profession. Each program will highlight a hot topic, demos, and local speaker with networking opportunities. Sponsorship will endorse your company and provide food and beverage for event.

Title Sponsors - \$250 (3 Available)

- Company logo on all promotional pieces.
- Verbal recognition at event.
- Recognition in *Heartbeat* publication.

Contributing Sponsors - \$100

- Verbal recognition at event.
- Recognition in *Heartbeat* publication.

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ANNUAL MEETING – 2022

November 2, 2022 at The 180 Room

The Annual Meeting is the membership business meeting where all members are encouraged to attend. The meeting has been moved to an afternoon event to avoid conflicts with family time at night. Last year was a great turn-out with 70 members in attendance. The meeting includes a 30 minute networking opportunity with a cash bar followed by a nice lunch. After lunch, the business meeting is held with annual awards announced. The purpose of the meeting is to review the past year's activity and elect the Officers of the Board of Directors and Director positions.

Event Sponsors - \$500

- Registration for lunch/drinks (2)
- Company logo on event signage at registration table.
- Company logo on table tents located throughout the event.
- 3 Minute Presentation to Introduce your company (along with service/products)
- Verbal recognition at event.
- 5 drink tickets to distribute to members.
- Recognition in *Heartbeat* publication.

Contributing Sponsors - \$250

- One free registration.
- Company logo on event signage at registration table.
- Verbal recognition at event.
- Recognition in *Heartbeat* publication.

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COMMON GROUND CONFERENCE & TRADE SHOW – 2022

December 19-20, 2022 at the Olathe Conference Center

The Common Ground Conference is one of the premiere events of the year. A two-day joint event between two different associations (HAGCSA and MAGIC). Full of education and networking for golf course superintendents, lawn care professionals, sport turf professionals, and vendors.

Platinum Sponsors - \$1,250 (Table Top + Lunch Buffet) – (4 available; 2 each day)

- Sponsor of a Lunch
- Table Top display for both days. *All materials must fit on table (no equipment or materials on floor.)*
- 5 minute promotion of your company's products/service at an education session
- Sponsor of a one hour education session
- Logo in Program as a Lunch Sponsor
- Logoed Signage during Lunch
- Logoed Table Tents at all Tables
- Literature and/or give-a-ways distributed during lunch (you provide)
- Logo & Link on Conference Website
- ½ Page Ad in Program *Due: December 1*
- Logoed Signage During Education Session
- 3 Free Conference Registrations (Includes Table Top Reps.)

Gold Sponsors - \$1,000 (Table Top + Coffee Break) – (8 available; 2 each day)

- Sponsor of a Coffee Break
- Table Top display for both days. *All materials must fit on table (no equipment or materials on floor.)*
- 3 minute promotion of your company's products/service at an education session
- Sponsor of a one hour education session
- Logo in Program as a Coffee Break Sponsor
- Logoed Signage during Coffee Break
- Logoed Table Tents at all Tables
- Literature and/or give-a-ways distributed during breakfast (you provide)
- ¼ Page Ad in Program *Due: December 1*
- Logoed Signage During Education Session
- 2 Free Conference Registrations (Includes Table Top Reps.)

Silver Sponsors - \$650 (Education Session) – (multiple available)

- Sponsor of a one hour education session
- Table Top display for both days. *All materials must fit on table (no equipment or materials on floor.)*
- *All materials must fit on table (no equipment or materials on floor.)*
- 3 minute promotion of your company's products/services at an education session
- Business card size Ad in Program
- Logoed Signage at Education Session
- 2 Free Conference Registrations (Includes Table Top Reps.)

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COMMON GROUND HAPPY HOUR – 2022

(HONORING PAST PRESIDENTS)

December 19, 2022 at Johnny's Tavern

This event will gather at the conclusion of Day One of the Common Ground Conference; at Johnny's Tavern (across the street from the conference center); and is open to all HAGCSA conference attendees and table top vendors. We will take this time to network, talk about what's new in the upcoming year and recognize our distinguished Past Presidents for their service.

Title Sponsors (2 available) - \$500

- (2) Complimentary Registration for Happy Hour Event
- (5) Drink Tickets to Distribute to Clients/Members
- Verbal recognition during the event.
- Signage at event
- Table tents with company logo.
- Recognition in *Heartbeat* publication.

Contributing Sponsors - \$250

- (1) Complimentary Registration for Happy Hour Event
- Verbal recognition during the event.
- Signage at event
- Table tents with company logo.
- Recognition in *Heartbeat* publication.

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SCHOLARSHIP & RESEARCH TOURNAMENT – 2022

The HAGCSA's Scholarship and Research Tournament is considered our most important function of the year. This tournament is the pinnacle of our fund raising endeavors and provides the optimum opportunity to have your company's name honored and recognized by our membership for your support of this well-attended event.

Title Sponsors - \$3,000 (2 available)

- Company name or logo recognition on main signage at the registration table.
- Company name or logo on score card.
- Prominently displaying of your firm's name or logo in all lunch and meeting areas.
- Company Name on individual banner, located on the front or back nine holes
- Name recognition on all tournament material (i.e. rules sheets, sign up sheets, etc.)
- Complimentary entry and lunch for a full team in the tournament.
- Verbal recognition as title sponsor by speakers during lunch and award presentations as a key component to the success of this event.
- Recognition in *Heartbeat* publication.

Food Sponsors - \$750

- Verbal recognition as the benefactor of our meal during lunch and the awards ceremony.
- One complimentary lunch pass.
- If lunch is served on the course, you may have a representative at the food station, greeting players.
- Company name on signage at the buffet table and on table tents positioned around the room.
- Firm's name recognition on the main banner at registration table with other participating sponsors.
- Verbal recognition for your company.
- Recognition in *Heartbeat* publication.

Beverage Sponsors - \$500 (6 available)

- Sponsorship of one of the six on-course beverage stations that are positioned around the golf course.
- Perfect opportunity to greet event participants on the golf course and get your name out there as an important contributor to the success of the event.
- Company name on signage at the beverage station you are assigned.
- Name recognition on the main banner at registration table with other participating sponsors.
- Recognition in *Heartbeat* publication.

Hole Sponsors - \$300

- Affords your company to be recognized by each player with signage posted prominently on an assigned tee box.
- Company name will be displayed with other important affiliate partners on the main banner located at the registration table.
- Recognition in *Heartbeat* publication.

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BATTLE of the HEART TOURNAMENT – 2022

The Battle of the Heart Tournament is the last golf tournament of the year and attracts all members of the association. Last year 157 players participated. Great event to get maximum exposure.

Title Sponsors - \$1,500 (2 available)

- Up to four players and entry fees.
- Verbal recognition to membership.
- Fifteen minutes of presentation time.
- Company logo on event signage at registration table.
- Table tents with logo throughout event.
- Recognition in *Heartbeat* publication.

Food Sponsors - \$500

- One registration for golf.
- Verbal recognition during event.
- Company logo on event signage at registration table.
- Signage at buffet table.
- Recognition in *Heartbeat* publication.

Beverage Sponsors - \$350

- One Registration for golf.
- Verbal recognition during event.
- Company logo on event signage at registration table.
- Signage on cart.
- A golf cart or equivalent to supply drinks on course to network with members.
- Recognition in *Heartbeat* publication.

Hole Sponsors - \$100

- Verbal recognition during event.
- Company logo on event signage at registration table.
- Signage at a tee on the golf course.
- Recognition in *Heartbeat* publication.

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FALL OUT EVENT (formerly MO CUP CHALLENGE) - 2022

Joint Event with MVGCSA & OTA

The MO Cup is a two-day event at the Lake of the Ozarks. Members from HAGCSA, Mississippi Valley and Ozark Turf Associations are in attendance. It is a well-attended event that is a great way to get your name out to a wide variety of potential clients.

Title Sponsors - \$2,500 (2 available)

- Recognized as presenting sponsor over the two-day event both verbally and with signage at registration table, reception and during lunch (on banner).
- Complimentary foursome in the tournament
- Company name/log on registration promotion
- Company name/logo on rules sheet
- Company Name on individual banner, located on the front or back nine holes.
- Tee sign with company name located on assigned tee
- Recognition in *Heartbeat* publication.

Food Sponsors (Breakfast/Lunch/Dinner) - \$750 (4 Available)

- Company Name on individual banner, located at food site.
- Company name/logo on rules sheet
- Company name on banner located near registration area.
- Verbal recognition as food sponsor over the two-day event
- Recognition in *Heartbeat* publication.

Beverage Sponsors - \$350

- Company name will be recognized on main banner near the registration area.
- Company name/logo on rules sheet
- Verbally recognized as reception sponsor during the awards presentation during reception.
- Name recognition on table tent cards during dinner for reception
- Tee sign with company name located on assigned tee.
- Recognition in *Heartbeat* publication.

Keg Sponsor - \$300 (one available)

- Company name will be recognized on main banner near the registration area.
- Company name/logo on rules sheet
- Name recognition on table tent cards during dinner for reception
- Recognition in *Heartbeat* publication.

Hole Sponsors - \$200

- Tee sign with company name located on assigned tee.
- Company name/logo on rules sheet
- Company name will be recognized on main banner near the registration area.
- Recognition in *Heartbeat* publication.

Corn Hole Sponsors - \$100 (4 available)

- Company name/logo on rules sheet
- Recognition in *Heartbeat* publication.

Contest Sponsors - \$100 (4 each day)

- Company name/logo on rules sheet
- Recognition in *Heartbeat* publication.

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“ANNUAL” GOLF EVENT – HOLE SPONSOR 2022 **(\$100 SAVINGS - TAKE ADVANTAGE)**

Instead of buying a hole sponsorship for one or two golf events for the year, your company now has the opportunity to have a presence at all three golf outings for a discounted price. Events include: Scholarship and Research Tournament (\$300 value), MO Cup Challenge (\$200 value), and the Battle of the Heart Tournament (\$100 value). **If purchased separately the cost would be \$600.**

Annual Hole Sponsors (Three Events) - \$500 (\$100 SAVINGS!)

- Signage at a tee/green on the golf course (at all three events).
- Company name on the S&R Tournament and MO Cup Challenge banner.
- Recognition in Heartbeat publication.

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Definition of Recognition

As outlined in the list of Recognition Opportunities, Affiliate Partners have many different avenues in which to become involved and be recognized by our membership for their generous contributions toward events, functions and our media through signage, face time, print and advertising. The HAGCSA will endeavor to insure that every reasonable means available are utilized toward these recognition goals. As with every new program, it will evolve as better ideas and methods for recognition become apparent.

Recognition Disclaimers

- **All events are equally available to all affiliates on a first come – first served basis.** Sponsorship forms must come through the association office. All submissions will be date & time stamped for fairness. You may submit your commitment by:
 Phone: 816-561-5323 (ask for Kim Weitzel)
 Email: kweitzel@westerneda.com
- All payments must go through the association office.
- Final sponsorship decisions will be made by the Executive Committee.
- At least a two-week notice is needed for last minute sponsors (in order to prepare materials).
- If for any reason an event would be canceled (due to unforeseen circumstances), you have the option to move your support to next year's support or request a refund in writing.



Heart of America GCSA
 P.O. Box 419264, KCMO 64141
 816-561-5323, kweitzel@westerneda.com

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