



**GOLDEN STATE
CHAPTER**
CLUB MANAGEMENT
ASSOCIATION OF AMERICA



THE GOLDEN STATE CHAPTER **OF THE CLUB MANAGEMENT ASSOCIATION OF AMERICA**

PARTNER & SPONSOR
PROGRAMS

2024



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INTRODUCTION

We invite you to support our 700 plus members, representing over 275 private clubs throughout California, by becoming a Partner, sponsoring a Golf Tournament, participating in our Spring Conference Partner Vendor Show, or joining our TGSC Purchasing Portal.

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 reach our members.

Whether you are looking to maintain your involvement in the private club industry, increase your sales, or launch within the market, our programs offer the most effective way to accomplish your goal.

To become a part of The Golden State Chapter or get more information, reach out to **Alexandra Chordas** at partners@thegsc.org or **206-419-8066**.

 *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 Agency

pipeline



PARTNER OPPORTUNITIES

The Golden State Chapter offers Partnership packages that maximize sponsorship investment by bundling some of our most popular benefits.

On the following pages, our available Partner positions are listed with what is included. The listed price is based on a one-year commitment:

Founding Diamond: **FILLED**

Diamond: **FILLED**

Ruby: **FILLED**

Sapphire: **FILLED**

Emerald: **OPPORTUNITIES AVAILABLE!**

Pearl: **OPPORTUNITIES AVAILABLE!**

“ I was introduced to TGSC by a long-time supporting vendor. He told me that Joining the chapter was one of the best decisions to connect directly with the GMs and key decision makers in the California club industry. My first impression as a partner vendor 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. I have found that club managers not only network with each other but also validate which companies truly add value to their clubs. Partnership in TGSC is one of the best decisions we have made and one of the most successful uses of our marketing funds.

- Kelly Dulaney
Bottomline Consulting & Results Group



EMERALD.....**\$5,775**

MEMBER FACE TIME ~ BRAND EDUCATION ~ BRAND PROMOTION

- Spring and Fall Educational Conferences
 - Attend Spring Conference Opening Reception
 - Recognition at Spring Conference Opening Reception
 - Company Name & Logo on Program & Event Materials Including Recognition Board Displayed Throughout Conference Activities
 - Opportunity to Sponsor Conference Raffle Prizes with Sponsorship Recognition
 - 10% Discount on Space at Spring Conference Vendor Show
- 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
 - Opportunity to Sponsor Golf Tournament Raffle Prizes with Sponsorship Recognition
- Multi-host Partner Sponsor at one (1) Virtual Education
 - Company Logo on Virtual Background
 - One Company Representative invited to attend and participate in designated virtual event
- Listing in Online TGSC Purchasing Portal
- Digital TGSC Purchasing Portal Sent to Members Quarterly
- Two (2), Promotions for Your Company in TGSC Weekly Bulletin
- Quarter-Page Advertisement in Two (2) Issues of the Bi-monthly Newsletter
- Subscription to the Bi-monthly Newsletter
- Company Logo on Recognition Board Prominently Displayed at Conferences, Golf Tournaments, Regional and Virtual Meetings
- TGSC Web Link to Your Website
- Partner Listing in All Issues of the Bi-monthly Newsletter
- Online Membership Directory Link
- Use of TGSC Logo on Your Promotional Materials



PEARL.....**\$3,465**

MEMBER FACE TIME ~ BRAND EDUCATION ~ BRAND PROMOTION

- Spring and Fall Educational Conferences
 - Attend Spring Conference Opening Reception
 - Recognition at Spring Conference Opening Reception
 - Company Name & Logo on Program & Event Materials Including Recognition Board Displayed Throughout Conference Activities
 - Opportunity to Sponsor Conference Raffle Prizes with Sponsorship Recognition
 - 5% Discount on Space at Spring Conference Vendor Show
- Regional Golf Tournaments
 - Company Logo on Recognition Board Displayed at Each Tournament
 - Opportunity to Sponsor Golf Tournament Raffle Prizes with Sponsorship Recognition
- Multi-host Partner Sponsor One (1) Virtual Education
 - Company Logo on Virtual Background
 - One Company Representative invited to attend and participate in designated virtual event
- Listing in Online TGSC Purchasing Portal
- Digital TGSC Purchasing Portal Sent to Members Quarterly
- Two (2), Promotions for Your Company in TGSC Weekly Bulletin
- Quarter-Page Advertisement in One (1) Issue of the Bi-monthly Newsletter
- Subscription to the Bi-monthly Newsletter
- Company Logo on Recognition Board Prominently Displayed at Conferences, Golf Tournaments, Regional and Virtual Meetings
- TGSC Web Link to Your Website
- Partner Listing in All Issues of the Bi-monthly Newsletter
- Online Membership Directory Link
- Use of TGSC Logo on Your Promotional Materials



GOLF SPONSORSHIP OPPORTUNITIES

In addition to Partnership benefits, The Golden State Chapter also has opportunities for sponsorship of its four (4) annual Golf Tournaments. The pricing provided is per tournament.

Ace

Double Eagle

Filled

\$3,500

- Foursome in Regional Golf Tournament
- Sponsor of On-Course Putting Contest
- Present Prize to the Putting Contest Winner
- Company Recognition as the Double Eagle Sponsor at the Reception following the Golf Tournament
- After Play Festivities
- Tee Sponsor Sign Prominently Displayed on Course
- Company Recognition in Program Materials and Golf Tournament App
- Quarter Page Advertisement in One (1) Issue of the Bi-Monthly Newsletter
- Opportunity to Sponsor Raffle Prizes with Sponsorship Recognition

Eagle Plus

\$3,000

- Foursome for Golf
- Tee Sign for Sponsor Recognition
- Company Recognition in Program Materials
- Quarter-Page Advertisement in One (1) Issue of the Newsletter
- Opportunity to Sponsor Golf Tournament Raffle Prizes with Sponsorship Recognition

2024 GOLF TOURNAMENT DATES

San Diego Region

Date: **March 11**

Location: The Santaluz Club

Roadrunner Region

Date: **May 13**

Location: Tamarisk Country Club

Southern California Region

Date: **July 29**

Location: Newport Beach Country Club

Northern California Region

Date: **August 5**

Location: Palo Alto Hills Golf & Country Club



GOLF SPONSORSHIP OPPORTUNITIES

In addition to Partnership benefits, The Golden State Chapter also has opportunities for sponsorship of its four (4) annual Golf Tournaments. The pricing provided is per tournament.

Eagle \$2,000

- Twosome for Golf
- Tee Sign for Sponsor Recognition
- Company Recognition in Program Materials
- Opportunity to Sponsor Golf Tournament Raffle Prizes with Sponsorship Recognition

Closest to the Pin Contest \$1,000 Longest Drive Contest \$1,000

- Present Prize to Winner of Contest
- Tee Sign for Sponsor Recognition
- Company Recognition in Program Materials
- Opportunity to Sponsor Golf Tournament Raffle Prizes with Sponsorship Recognition

Birdie \$500

- Tee Sign for Sponsor Recognition
- Company Recognition in Program Materials
- Opportunity to Sponsor Golf Tournament Raffle Prizes with Sponsorship Recognition

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San Diego Region

Date: **March 11**
Location: The Santaluz Club

Roadrunner Region

Date: **May 13**
Location: Tamarisk Country Club

Southern California Region

Date: **July 29**
Location: Newport Beach Country Club

Northern California Region

Date: **August 5**
Location: Palo Alto Hills Golf & Country Club



THE GOLDEN STATE CHAPTER SPRING CONFERENCE EXCLUSIVE PARTNER VENDOR SHOW FOR PRIVATE CLUB INDUSTRY

Join The Golden State Chapter for our Spring Conference Partner Vendor Show in San Jose at the Marriott San Jose

SPRING CONFERENCE PARTNER VENDOR SHOW,
MAY 20, 2024.....**\$1,450**

TGSC Partner Vendor Show

Meeting Schedule:

- 11:30 AM - 1:00 PM Vendor Show
- 1:00 PM Lunch with Attendees

Includes:

- Company Information Sent Out to All Members Prior to Show
- 6' Skirted Vendor Table, Two (2) Chairs (Signage, banners, small displays are also permitted)
- Vendor Tabletop Sign
- Continental Breakfast and Vendor Education for Two (2) before the Show
- Lunch for Two (2) Following Vendor Show with Conference Attendees
- Vendor Show Listing with Company Profile and Contact Information in Conference App



EXPAND YOUR REACH IN THE PRIVATE CLUB INDUSTRY – JOIN THE TGSC PURCHASING PORTAL

The Golden State Chapter of CMAA is one of the largest associations of club management professionals in the USA. It represents over 700 decision-makers at country clubs, yacht clubs, golf clubs, and other private clubs throughout California. Our Purchasing Portal is the go-to resource for our members when they are looking for products and services.

TGSC Purchasing Portal

\$1,000

INCLUDES →

Online:

Your Full-color
Company Logo

Your Company Profile
Including Ability to
Search by Specialties

A Link to Your
Company Website

Your Personalized
Direct Contact
Information

A Two (2) Minute
Video Added to Your
Company Listing

The Ability to Update
Your Video Three (3)
Times Per Year

In Addition:

- Introduction with your video sent out in our Weekly Bulletin to 650+ members
- Two (2) Promotions Annually for Your Company in our Weekly Bulletin
- Your Full-color Listing in Digital TGSC Purchasing Portal Directory sent to Members Quarterly

“TGSC Purchasing Portal is a great resource for our industry. It provides instant credibility, and our firm has personally worked with a number of clubs who have mentioned seeing us in the guide. It is a great way to further establish your name in the industry.

- Keith Dudum
Dudum Financial

DUDUM FINANCIAL



TGSC PURCHASING PORTAL LISTING AND BIRDIE GOLF SPONSORSHIP

INCREASE YOUR EXPOSURE AND SAVE!

Put together a Birdie Golf Sponsorship at one or more of our Regional Golf Tournaments along with a listing in our TGSC Purchasing Portal, and get a discounted price.

TGSC Purchasing
Portal Only
\$1,000

Birdie Sponsor
(Per Tournament)
\$500

TGSC Purchasing Portal
and Birdie Sponsor at One
(1) Tournament
\$1,300 (\$200 Savings)

TGSC Purchasing Portal and
Birdie Sponsor at Two (2)
Tournaments
\$1,700 (\$300 Savings)

TGSC Purchasing Portal
and Birdie Sponsor at Three
(3) Tournaments
\$2,100 (\$400 Savings)

TGSC Purchasing Portal
and Birdie Sponsor at Four (4)
Tournaments
\$2,500 (\$500 Savings)

2024 GOLF TOURNAMENT DATES AND LOCATIONS

San Diego Region
March 11
The Santaluz Club

Roadrunner Region
May 13
Tamarisk Country Club

Southern California Region
July 29
Newport Beach Country Club

Northern California Region
August 5
Palo Alto Hills Golf & Country Club



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1048 Irvine Avenue, Suite 775
Newport Beach, California 92660
(206) 419-8066 | partners@thegsc.org