



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



THE GOLDEN STATE CHAPTER OF THE CLUB MANAGEMENT ASSOCIATION OF AMERICA

2026 | PARTNER & SPONSOR
PROGRAMS

INTRODUCTION

Join us in supporting over 700 members from more than 300 private clubs across California by becoming a Partner of The Golden State Chapter of the Club Management Association of America. Whether you're interested in sponsoring a Golf Tournament, showcasing your products at our Spring Conference Partner Vendor Show, or joining our TGSC Purchasing Portal, we offer unparalleled opportunities for companies looking to engage with the private club industry.

If your company seeks to build relationships and grow your business with private clubs throughout California, our association provides the most effective platform to connect, engage, and succeed in this exclusive market. Whether you're looking to strengthen your presence, increase sales, or make your first move into this industry, our programs can help you achieve your goals. To explore partnership opportunities or for more information, please contact Sarah Anselmo at partners@thegsc.org or (657) 348-4407.



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.

Founding Diamond: FILLED

Diamond: FILLED

Ruby: FILLED

Sapphire: FILLED

Emerald: AVAILABLE

Pearl: AVAILABLE

PARTNERSHIP LEVELS

	SAPPHIRE	EMERALD	PEARL	Purchasing Portal Affiliate
Spring & Fall Conference	2 Invites to the Spring & Fall Conference Reception	Spring Conference Reception Invite for 2	Spring Conference Reception Invite for 2	
Spring Conference Partner Vendor Show Spot	25% Discount	10% Discount	5% Discount	
Foursome at Regional Golf Tournament	2 Tournaments	1 Tournament		
Education Sponsorship	1 In-person Event & 1 Virtual Webinar	Multi-sponsor of 1 Virtual Webinar	Multi-sponsor of 1 Virtual Webinar	
Purchasing Portal Listing & Flipbook Directory Listing	✓	✓	✓	✓
Newsletter Ads	Quarter-page Ad in 3 Issues	Quarter-page Ad in 2 Issues	Quarter-page Ad in 1 Issue	
2 Annual Promotions in Weekly Bulletin	✓	✓	✓	✓
Web Listing Includes Full Company Profile, Logo, & Video	✓	✓	✓	✓
Partner E-blast & Partner Education	✓			
Online Membership Directory	✓	✓	✓	
Monthly Partner Connection Virtual Meeting	✓	✓	✓	✓

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



Online Presence

- 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

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 at one (1) Virtual Education

- Company Logo on Virtual Background
- One Company Representative invited to attend and participate in designated virtual event

Online Presence

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- Two (2) Promotions for Your Company in TGSC Weekly Bulletin
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- Company Logo on Recognition Board Prominently Displayed at Conferences, Golf Tournaments, Regional and Virtual Meetings
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- Use of TGSC Logo on Your Promotional Materials

PARTNER & SPONSOR
PROGRAMS



IN ADDITION TO PARTNERSHIP BENEFITS, THE GOLDEN STATE CHAPTER OFFERS SPONSORSHIP OPPORTUNITIES FOR ITS ANNUAL GOLF TOURNAMENTS, PARTNER VENDOR SHOW & PURCHASING PORTAL

KEY BENEFITS →

- Educational Impact
- Exclusive Networking
- Enhanced Brand Visibility

THE GOLDEN STATE CHAPTER HOSTS FOUR REGIONAL **GOLF TOURNAMENTS** EACH YEAR, OFFERING TIERED SPONSORSHIP OPPORTUNITIES:

Double Eagle — \$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
- 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
- After Play Festivities

Eagle Plus — \$3,000

- Foursome in Regional Golf Tournament
- 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
- After Play Festivities

**2026
GOLF TOURNAMENT
DATES**

Southern California Region
Date: March 30
Aliso Viejo Country Club

Roadrunner Region
Date: May 11
Hillcrest Country Club

San Diego Region
Date: July 13
The Bridges Rancho Santa Fe

Northern California Region
Date: August 3
Del Rio Country Club

PARTNER & SPONSOR
PROGRAMS



THE GOLDEN STATE CHAPTER HOSTS FOUR REGIONAL **GOLF TOURNAMENTS** EACH YEAR, OFFERING TIERED SPONSORSHIP OPPORTUNITIES: *(continued)*

Eagle — \$2,000

- Twosome in Regional Golf Tournament
- Tee Sponsor Sign Prominently Displayed on Course
- Company Logo on Golf Sponsor Banner and Recognition in Program Materials and Tournament App
- Opportunity to Sponsor Golf Tournament Raffle Prizes with Sponsorship Recognition
- After Play Festivities

Closest to the Pin Contest— \$1,000

Longest Drive Contest— \$1,000

- Present Prize to Winner of Contest
- Tee Sponsor Sign Prominently Displayed on Course
- Company Logo on Golf Sponsor Banner and Recognition in Program Materials and Tournament App
- Opportunity to Sponsor Golf Tournament Raffle Prizes with Sponsorship Recognition
- After Play Festivities

Birdie — \$549

- Tee Sponsor Sign Prominently Displayed on Course
- Company Logo on Golf Sponsor Banner and Recognition in Program Materials and Tournament App
- Opportunity to Sponsor Golf Tournament Raffle Prizes with Sponsorship Recognition
- After Play Festivities

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

JOIN THE GOLDEN STATE CHAPTER FOR OUR **SPRING CONFERENCE
PARTNER VENDOR SHOW** IN **PALM DESERT, CA - MAY 18, 2026**

SCHEDULE:

- 3:00 - 4:00 PM - Set Up
- 4:00 - 4:45 PM - Education & Snacks
- 5:00 - 6:30 PM - Vendor Show
- 6:30 - 8:30 PM - Dinner Reception with Attendees

\$1,450

INCLUDES:

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



The Golden State Chapter of the Club Management Association of America (CMAA) continues to set the standard for excellence. Their creativity, professionalism, and genuine hospitality make every interaction feel like a true partnership. With consistent leadership from their board and committees, they create programming that pushes the industry forward. Our partnership with TGSC has deepened our understanding of club needs and strengthened relationships, and we especially appreciate their exceptional engagement with vendor partners, ensuring every collaboration and event is thoughtful, inclusive, and aligned with shared goals.

- Carrie Eyler, Director of Business Development - Private Clubs

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



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The Golden State Chapter of CMAA is part of the largest associations of club management professionals in the USA, representing over 700 decision makers at private clubs throughout California. Our Purchasing Portal is the "go-to" resource for members seeking products and services. From a personalized introduction in our Weekly Bulletin to the quarterly Purchasing Portal Directory sent to our members, your brand will be showcased to the leaders of the private club industry.

MORE THAN A DIRECTORY – MAXIMIZE YOUR BRAND EXPOSURE

TGSC Purchasing Portal **\$999.00**

INCLUDES →

Online:

- | | |
|--|--|
| 1 Your Full Company Logo | 4 A Link to Your Company Website |
| 2 Your Personalized Direct Contact Information | 5 A Two (2) Minute Video Added to Your Company Listing |
| 3 Your Company Profile Including Ability to Search by Specialties | 6 An Opportunity to Add One (1) Testimonial from a Club OR One (1) List of Clubs Served |

In Addition:

- Introduction with your video sent out in our Weekly Bulletin to 700+ members
- The Ability to Update Your Video Three (3) Times Per Year
- Two (2) Annual Promotions for Your Company in Weekly Bulletin – Featured One Week, Highlighted All Month
- Your Full Listing in Digital TGSC Purchasing Portal Directory sent to Members Quarterly
- Unlimited Company Updates & Educational Content in Weekly Bulletin

➔ LOOKING FOR PROLONGED EXPOSURE AND SAVINGS?

Commit to a **2-year listing** in our Purchasing Portal and enjoy extended visibility while saving \$399 total. \$1,998 Value - now only **\$1,599**. Start saving today!



Scan for More Savings



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