



Preferred Vendor Process for the MGCA

To become a MGCA Preferred Vendor Program the company must be approved by the EXECUTIVE COMMITTEE of the MGCA Board of Directors. The following criteria are utilized for this evaluation:

- The company must be a corporate member of the MGCA for a minimum of 5 years;
- The company must have been in business for a minimum of 10 years, serving the golf industry;
- The company must have worked with the MGCA on Platinum Sponsorship Level for a minimum of two years, and continue to do so as a Preferred Vendor for a 3 year contract when Preferred Vendor Status begins. Platinum Sponsorship level is defined as \$10,000 per year.
- The company may also be considered for Preferred Vendor status if the company started at any Sponsorship level, and continued increasing their exposure every year with the MGCA by reaching the Platinum Level.
- The company can provide referrals upon request of a client that has been using them for a minimum of 2 years.

The purpose of having a preferred vendor process shows not only the commitment to the MGCA, but also the golf industry in Michigan. One of the key MGCA membership responsibilities is to insure the Preferred Vendor has longevity with the association. Preferred Vendors still receive all of the Platinum Sponsorship benefits with MGCA.

What will a Preferred Vendor receive in return?

- A press release announcing the company as a Preferred Vendor of the MGCA;
- The company may identify themselves as MGCA Preferred Vendor in their marketing materials;
- MGCA will have the statement on michigangca.org website and in select association marketing materials that the company is a Preferred Vendor of the MGCA;
- E-newsletter promotion to membership and non-membership, a maximum of 5;
- The Preferred Vendor to provide a testimonial (from a golf course operator who has utilized the company) on the benefits of the product to the MGCA;

The status of Preferred Vendor will be reviewed each year by the Preferred Vendor representative and the Executive Committee of the MGCA Board of Directors.

