



# **2022 Sponsorship and Advertising Opportunities**

Michigan Golf Course Association  
1005 Abbot Road, Suite A East Lansing, MI 48823  
Voice: 517.482.4312 • 800-860-8575  
[jpaisley@michigangca.org](mailto:jpaisley@michigangca.org) • [www.michigangca.org](http://www.michigangca.org)



## Partner with MGCA!

### **MGCA Members Are Your Target Audience**

With nearly 40 percent of Michigan Golf Courses in our membership, you are directly hitting your market. The MGCA is a prominent association for owners, operators and suppliers.

### **Members “Buy MGCA”**

MGCA members will often buy from MGCA suppliers and advertisers because they understand the value of what the organization represents. MGCA is the only industry association committed to advocacy, education and promotion for the golf industry in Michigan.

### **About MGCA**

Michigan Golf Course Association (MGCA) is committed to support and service of the golf industry in Michigan. We endeavor to be a key strategic component in your organization's success. With approximately 300 members, the MGCA empowers its members to increase their strategic value with education, professional development, market promotion and lobbying. For more information, visit [www.michigangca.org](http://www.michigangca.org).

### **Package Pricing**

MGCA is offering packaged pricing for multiple marketing opportunities. Can't find what you are looking for? Contact the MGCA to create a custom package or modify an opportunity to fit your organization's needs.



Strategic Partnerships are good for one year and may begin at any time during the year.

**MGCA has several partnership packages available for Corporate Members: Bronze, Silver, Gold and Diamond can be customized to fit your needs.**

**Call Jada Paisley to customize your opportunity.**

*These discount pricing packages are available to MGCA CORPORATE MEMBERS only.*

**Contact:** Jada Paisley, CMP, MGCA Executive Director  
jpaisley@michigangca.org 800-860-8575

"No other Michigan publication reaches more golf course decision makers."



# TEE-OFF TIMES

Top reasons  
why advertisers  
choose the  
Tee-Off Times

## Targeted Audience

The Tee-Off Times is delivered to the decision maker, the golf course owner and operator.

## Member Discount

MGCA Corporate Members can take advantage of low-cost advertising and receive a discount off all regular ads.

## Advertising Schedule and Rate Chart

### Looking for the best way to reach the Michigan golf industry?

Look no further than Tee-Off Times, the official newsletter of the Michigan Golf Course Association. The Michigan Golf Course Association has the State's largest membership of golf course decision makers.

The Tee-Off Times content is vital, timely, interesting to read and news oriented. We point out legislative and regulatory issues, emerging

trends, and tackle everyday operational problems that golf course owners face. Valuable information and how-to articles are included from industry experts. We have an outstanding mix of news, education, and entertainment.

Our publication is an 8.5"x11" newsletter format and is the official publication of the Michigan Golf Course Association. It is offset printed and ranges in size from 12 to 32 pages in length.

You can publicize your company's products and/or services to the largest group of golf course owners, managers and key industry personnel in the state. Whether you choose **display advertising or inserts**, your message will go to hundreds of golf course owners and operators.

Call us toll-free at  
**800.860.8575**  
to reserve ad space

## Tee-Off Times publication dates

(Please reserve ads at least two weeks before date listed.)

Copy Deadline is the 15<sup>th</sup> of the month preceding the publication month.

The Tee-Off Times is published in:

- March\*
- July
- September\*
- November

\*Expanded distribution to include ALL owners and operators in the state

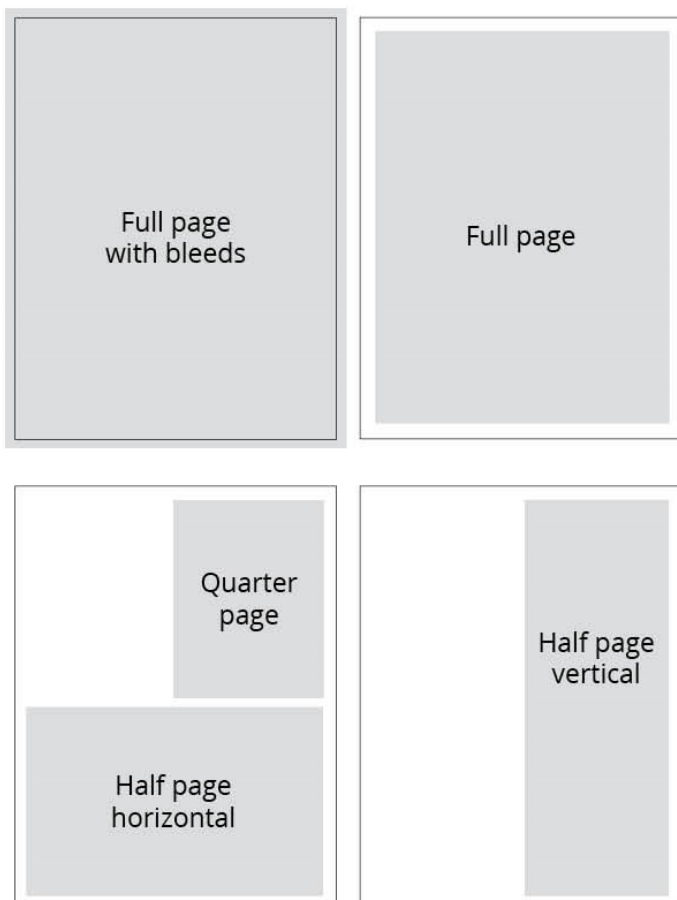


# Ad sizes and rates

Ad size	Width x Height	All Ads Full Color
Quarter page .....	3.65"w x 5.0"h .....	\$650.00
Half page-vertical.....	10.1875"w x 5.0"h .....	\$900.00
Half page-horizontal .....	7.5"w x 5.0"h .....	\$900.00
Full page .....	7.5"w x 10.1875"h .....	\$1,300
Full page (with bleeds) .....	8.75" x 11.25" (.125" bleed all around) .....	\$1,300

Advertise in 4 issues and receive a 10% discount (*in addition to any other earned savings*).  
For a Media Kit, contact Jada Paisley at [jpaisley@MichiganGCA.org](mailto:jpaisley@MichiganGCA.org).

## Ad formats



## Mechanical requirements

Please provide artwork as a high-resolution (300 ppi) electronic file in either PDF or jpg format. Files can be submitted on a CD-ROM, a Flash drive or via e-mail to [jpaisley@MichiganGCA.org](mailto:jpaisley@MichiganGCA.org). Film negative(s) may also be provided (right reading, emulsion down, and separated for each color.) A proof of artwork is helpful. Ad design services are available – call for pricing.

## Inserts

Inserts must be flat, single page and letter size. Any variations must be discussed in advance and the rates will vary. Inserts are due by the copy deadline. Call in advance to reserve the space. Management reserves the right to limit the number of inserts in a publication. Your **insert** advertising investment is **\$350 (Jul/Nov) or \$500 (Mar./Sept)**. Please check with the MGCA for total number of inserts needed per issue. If you would like the MGCA to print your inserts, call us for a quote.

It is agreed that the advertiser/agency will indemnify and save the publisher from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.



## Board of Directors

### President

**Jim Dewling**

*Total Golf Inc.*

### Vice President

**Jim Szilagyi**

*The Lynx Golf Club*

### Treasurer

**Bill Mory**

*Meridian Sun Golf Club*

### Past President

**Gilda Johnson**

*Lake Forest Golf Club*

**Kathy Aznavorian**

*Fox Hills Golf &  
Banquet Center*

**Corey Crowell**

*Indian River Golf Club*

**Bill Fountain**

*Majestic at Lake Walden*

**Bernie Friedrich**

*Boyne USA*

**Jeff Hoag**

*Scott Lake Country Club*

**Toni Joers**

*Concord Hills*

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*Course Logix*

**Tom Schwark**

*Sycamore Hills*

**Chris Sobieck**

*The Mines Golf Course*

**Susan Vanderburg**

*Indian Lake Hills*

**Chris White**

*Fenton Farms Golf Club*

## Contact

Jada Paisley  
Michigan Golf Course  
Association  
1005 Abbot Road  
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Phone: (517) 482-4312 I

Fax: (517) 267-8984

e-mail:

[jpaisley@MichiganGCA.org](mailto:jpaisley@MichiganGCA.org)



The MGCA sends out an eNewsletter twice a month to a targeted database compiled of golf course owners and operators. The eNewsletter consists of upcoming events and current issues in the industry. Engage current and potential customers in the golf industry with an eNewsletter Ad.

The eNewsletter is limited to two advertisers per issue. One is a banner ad 448 x 60 pixels, and one is a sidebar ad 250 x 250 pixels. The ads include links to the advertiser's web page.

Rates / Issue	
1x	\$350
3x	\$250
6x	\$150

#### Questions?

Contact Jada Paisley at  
800-860-8575 or  
jpaisley@MichiganGCA.org

(Recent Sample  
of Newsletter)


## Michigan Golf Business Annual Conference & Vendor Fair

**Nov. 30 - Dec. 2 Somerset Inn, Troy**

**MI GOLF BUSINESS CONFERENCE AND VENDOR SHOW!**  
November 30-December 2 at the Somerset Inn, Troy

**Room Block at the Somerset Inn on hold until 11/16**  
**CALL 800-228-8769 to ensure you have a room  
at the conference hotel.**

Ask for the MI Golf Business Conference Block for your special rate of \$119  
single/double



Greg Patterson is guaranteed to get your train jumping throughout the entire conference! He was invited to be a speaker at the NGCOA National Conference for his expertise in communication on customer loyalty and change. He is also a "Chief Social Officer" that have the BUZZ! and Day Patterson, 2015.

[View the Complete Brochure NOW](#)  
[Download the Registration Form Here](#)

**MGCA EDUCATIONAL SUPPORT  
FOUNDATION WANTS TO GIVE YOU  
MONEY!!!**

Each year we recognize the creative drive of individuals and golf courses by providing grants for Player Development Leadership and Entrepreneurship. All members are invited to submit applications for these grants, **given at our Golf Business Conference**. If you have an idea that has benefitted your golf course, send it in. If you have administered a successful Player Development program, send it in. **Applications are accepted until November 15. Please call if you have questions about the process 800-860-8575**

[2015 Player Development Leadership Application](#)  
(downloadable Microsoft Word document)  
Dul Family Player Development Leadership Award

[2015 John Dodge Carpe Diem Award](#)  
(downloadable Microsoft Word document)

**Your Ad Here**

Our Vendor Fair at the MI Golf Business Conference is on Tuesday December 1 from 11:30am-2:30pm. Business will be conducted and relationships strengthened. Come and visit the companies that want to do business with YOU!

**Your Ad Here**

[www.mgca.org](http://www.mgca.org) | [Contact](#) | [Email](#)



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MichiganGCA.org is the information hub for Michigan golf course owners and operators. The homepage is the first stop on the road to industry insights. The golf industry in Michigan accesses MichiganGCA.org for information on upcoming events, legislative issues, money-saving member programs and more.

## Rates

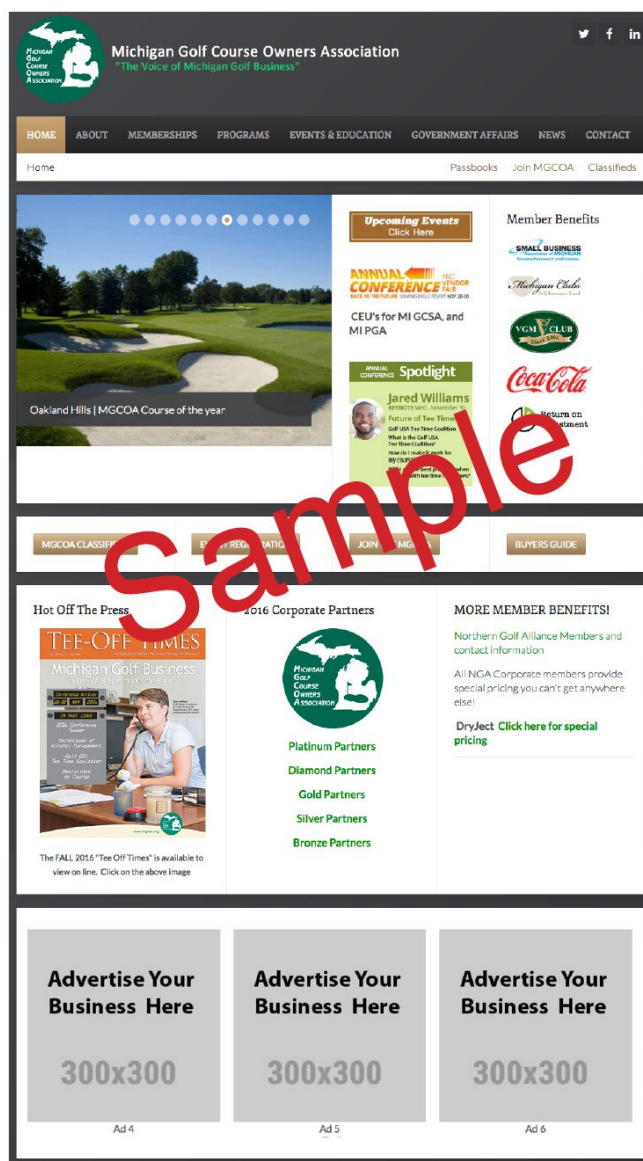
6-month ad spot \$495 each

## Questions?

Contact Jada Paisley at  
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jpaisley@MichiganGCA.org



(Guaranteed  
50% Rotation)



As other advertising opportunities come up, Jada will be in touch.  
Have an idea you would like to pursue? Give us a call.



## **29th Annual Golf Outing and Supplier Field Day** **Date TBA 2022** **Gull Lake View Resort**

### **2022 Signature Sponsorship Includes:**

Recognition in the MGCA “Tee Off Times” Newsletter and on the event Web page;  
Your company name and logo on event program;  
Your company’s name at golf hole;  
Opportunity to have product displayed at club house or on course;  
Your company name and logo on signature sponsorship sign at event;  
Announcement of your sponsorship during the Golf Outing awards dinner.

### **Signature Sponsorship Opportunities:**

- Award Dinner Sponsor—\$4500
- Lunch Sponsor—\$2,000
- Beverage Sponsor—\$1,500
- Trophy—\$1,000
- Mulligan sponsor—\$700
- Registration and Goodie Bag Sponsor—\$500
- Driving Range Sponsor—\$500
- Hole In One Sponsor—\$500
- Promotional Mailing (2 opportunities available) - \$250 each
- Broadcast E-Mail promotion (2 opportunities available) - \$350 each
- Individual Prize Sponsors—\$100

### **2021 Hole Sponsorship Includes:**

Recognition in the MGCA “Tee Off Times” Newsletter and event Web page;  
Your company name and logo on event program;  
Your company’s name at golf hole;  
Opportunity to have product displayed at club house or on course.

### **Hole Sponsorship Investment: Member Price is \$300**

*(when purchased with any package, the price is reduced)*

### **Hole Sponsorship Investment: Non Member Price is \$500**

**Contact:** Jada Paisley, CMP, MGCA Executive Director  
jpaisley@michigangca.org 800-860-8575





## **Michigan Golf Business Conference and Vendor Fair**

### **November 28-30, 2022**

### **Location TBA**

#### **EXIBITOR**

Showcase your company at the annual Vendor Fair. The state's largest gathering of golf course owners and operators will visit the yearly event. Corporate Members pay \$595 which includes a full registration to the Michigan Golf Business Conference. (Non-Member Rate—\$795)

#### **MEALS/SPEAKERS**

Sponsorship includes the opportunity for a representative from your company to address attendees about your company and what you are promoting. This presentation can be up to three minutes. You will also have the opportunity to place marketing materials and/or giveaways in the room, your logo on all promotional materials and event Web page, signage on site. If you are sponsoring a speaker, you will also have the opportunity for a representative from your company to introduce the speaker (if applicable).

- |                                |                                       |
|--------------------------------|---------------------------------------|
| ■ Presenting Sponsor - \$1,500 | ■ Evening Welcome Reception - \$1,000 |
| ■ Breakfast - \$1,500          | ■ Opening Keynote - \$2,000           |
| ■ Vendor Fair Lunch - \$2,000  | ■ Award Banquet Dinner - \$5,000      |
| ■ Entertainment - \$1,500      | <i>And more...</i>                    |

#### **BREAKS**

All break sponsorships include signage at the break with your logo, and your logo on all promotional materials. ■ \$500

#### **OTHER OPPORTUNITIES**

These opportunities include your logo on all promotional materials and the event Web page. Your logo will also appear on the item sponsored (if applicable). Breakout session sponsors will have the opportunity to introduce the speaker.

- Broadcast Email Promotion (2 opportunities available) - \$350 each
- Promotional Mailing (2 opportunities available) - \$250 each
- Breakout Session Speaker (when applicable) - \$300 each
- Conference Registration Bags - \$500 (Sponsor to pay for the bags in addition to the sponsorship fee)
- Conference Registration - \$500 (Sponsor has opportunity to volunteer to assist and greet attendees at the registration desk)
- Conference Notebooks/Journals - \$1,000 (MGCA to provide the notebooks with your logo)
- Wednesday Turn-down Service - \$1,000 (Sponsor to work with MGCA staff on gift selection)

**Contact:** Jada Paisley, CMP, MGCA Executive Director