



February 2012

Dear ESAGCS Partner,

On behalf of the Eastern Shore Association of Golf Course Superintendents I would like to wish you a healthy and prosperous 2012. The ESAGCS had another great year in 2011 as we continued to sponsor research, award scholarships, provide education, address legislative issues and support local charities. We are optimistically looking forward to continued recovery in the golf industry and economy overall in 2012 and hope that you will join us.

The ESAGCS board recognizes the challenges that lie ahead as the economic recovery tries to build momentum. We are also well aware of the other industry advertising and sponsorship requests that you must consider. In response to that, the Board has made every effort to keep our sponsorship rates low and keep our value high and we strongly urge our members to support your business. We are pleased to offer the option of split invoicing to address cash flow concerns. We hope that you find our advertising and sponsorship packages a fair and worthy investment. As you already know, your support and participation helps our association to grow and serve our membership and industry. The membership and Board of the ESAGCS are once again seeking your support and participation in the advertising and sponsorship campaign for 2012. Our partnership format makes it easy for you to decide on what to sponsor and how to add value to your investment. The following pages outline the advertising and sponsorship opportunities in detail. Be sure to check out our new "Association Championship Partner", "Demo Day", First Time Sponsor and Package Upgrade options.

Be sure to visit our website, www.esagcs.org, to see how we serve our advertisers and members and we invite you to provide input. It has been refreshed and is widely recognized as one of the best affiliate association web sites. As the messenger to our commercial and golf course members, our website is interactive and designed to showcase your support. We are encouraging all members to make it their home page. On the site you will find our directory, membership information, schedules, meeting notices, bulletin board for members, articles and much more. For our commercial partners, our website features your corporate logo, improved ads and contact information and web links. All "Eagle Partners", "Player of the Year", and "Hole in One" sponsors will have a permanent ad with link on every page, when you change pages your logo will always be there. All other partners will have their logo rotating on every page. All advertising and sponsorship programs include a rotating website ad with link, ad and web link in the Partners page, directory ad, multiple event sponsorship opportunities, and print mailings. Some even come with memberships.

The directory is a printed binder full of contact information and commercial support advertisements for the current year. As you decide on which package to sponsor, please do not forget that we will need a new electronic copy or camera ready artwork for the 5"x7" print directory ad in color or black and white, and an electronic version of your logo as well as your updated contact information for the website ad.

Thank you for your support of the Eastern Shore Association of Golf Course Superintendents. If you have any questions or feedback regarding the program please contact me by email at jperry@ococean.com or by phone at (410) 520-5408 or ESAGCS Executive Secretary Hope Palmer at admin@esagcs.org or 410-548-1599

Sincerely thanking you in advance,

Joe Perry, CGCS Sponsorship and Advertising Coordinator

2012 ESAGCS Advertising and Event Sponsorship Packages

For 2012 advertising and sponsorship packages rates will have a very slight increase (our first in five years!) and you can still take advantage of split invoicing. These packages are designed to make selecting sponsorships easy and to provide a discount for those participating at higher levels. All sponsors will be recognized on our website, in printed materials and at the meetings sponsored and our membership will be encouraged to support your business. Title event sponsors will receive special recognition. Listed below are the sponsorship packages available. Your contributions are greatly appreciated.

Eagle Partner \$1600

Sponsorship includes: Includes one “Demo Day” (see below for details)* Permanent home page ad and link * Title sponsorship to Annual Picnic, October Invitational and the Children’s Foundation fundraiser * Nine closest to the pin/long drive prizes, one each month * Advertising Package including, preferred placement directory ad, website sponsor page ad, print ads * Support announced at each meeting * Two ESAGCS memberships

Total Value \$2250

Osprey Partner \$1200

Sponsorship includes: Revolving home page ad and link with Osprey level designation * Title sponsorship to Annual Picnic or October Invitational and Children’s Foundation Fundraiser * Six meetings, closest to the pin/long drive prizes * Advertising Package including, color directory ad, website sponsor page ad, print ads * Support announced at each meeting * One ESAGCS membership

Total Value \$1450

Falcon Partner \$800

Sponsorship includes: Revolving home page ad and link * Title sponsorship to Annual Picnic or October Invitational * Four meetings closest to the pin/long drive prizes * Advertising Package including, color directory ad, website sponsor page ad, print ads

Total Value \$950

Kestrel Partner \$525

Sponsorship includes: Revolving home page ad and link * Two meetings closest to the pin/long drive prizes * Advertising Package including, directory ad, website sponsor page ad, print ads

Total Value \$580

First Time Sponsorship – If your company wishes to support the ESAGCS for the first time this year or you are a returning sponsor who has not been involved for the past two years for whatever reason we would like to offer you a 10% discount on the sponsorship package of your choice (sorry not available on the Eagle Partner Package). Please consider joining or rejoining the “best little association in the GCSAA”

Sponsorship Package Upgrade – If you would like to upgrade your sponsorship package we would love to have you do just that. We are offering a 10% discount off the higher-level sponsorship when you step up to the next level. Enjoy all the benefits at a discount price. Eagle Partner upgrade based on availability.

MAIL PAYMENT TO: **Joe Perry CGCS c/o ESAGCS**

***Note new address PO Box 708**

Berlin, MD 21811

2012 ESAGCS Event Sponsorship Opportunities

Individual event and golf sponsorships are also available “al a carte” and can be added to any partner package. Please be sure to carefully consider these options as they will add value to your partnership and support the worthy endeavors of our association.

Player of the Year Partner \$700

This sponsorship goes to support the ESAGCS Player of the Year. This is awarded to the winner of the yearlong competition that determines our best and most active golfing member.

This sponsorship requires participation at the Falcon Partner level or above.

Sponsorship includes:

Yearlong home page ad with link recognizing you as the POTY sponsor * Special recognition at every meeting * Company name will be on the trophy as presenting sponsor and you will be invited to make trophy presentation

Hole in One Partner \$500

Sponsorship includes:

Yearlong home page ad with link recognizing you as the Hole in One sponsor * Special recognition at every meeting * You will be the presenter of the check in the event a hole in one is carded and a photo will be placed on the home page. *This sponsorship requires participation at the Kestrel level or above.*

*****NEW*** Association Championship Partner \$400**

*****NEW*****

This is your chance to be recognized as the sole title partner of the ESAGCS Association Championship.

This is a very competitive golf tournament. This best two scores out of three event happens during the May, June and July meeting and you will present the trophy during our August Picnic and Crab Feast.

This sponsorship requires participation at the Kestrel level or above.

“Demo Day” \$300

We would like to give your company the opportunity to showcase a piece of equipment, product line, service or whatever industry related item you want the day of our monthly meeting. You choose the date on a first come, first served basis. You are allowed to bring one piece of equipment, a small assortment of products, or one service related demo. You are responsible to coordinate with the host superintendent the location and logistics. There will not be more than two demos per meeting and not competitive product lines. Your demo can go on before and after the meeting and during golf, but please, not during the meeting. For more details contact Joe Perry. There is a \$200 up charge for the August and November meetings. *This sponsorship requires participation in one of the four partnership packages.*

“Al a Carte” Sponsorships

Feel free to add any of these sponsorships to your selected Partner level.

These additional sponsorships require participation in one of the four partnership packages.

*Closest to the pin, long drive \$40.00 per meeting sponsored

*Beverages for the August picnic and/or the October Invitational \$300.00
each

*Pig for the Annual picnic. \$300.00

- *Cocktails and Raw bar at the October Invitational \$300.00
- *Believe in Tomorrow Children's Foundation event at Hog Neck \$300.00
- *Shorebirds Baseball Family Night and Fireworks. \$1,000

THANK YOU FOR YOUR CONTINUED SUPPORT!



Be sure to read through the 2012 Advertising and Sponsorship Proposal Carefully. There are several new opportunities and discounts for you to consider. To our current supporters, thank you very much for your ongoing support. To our prospective supporters, we hope you see the value in our association and we welcome you to become a supporter and member of the ESAGCS.



Be sure to read through the 2012 Advertising and Sponsorship Proposal Carefully. There are several new opportunities and discounts for you to consider. To our current supporters, thank you very much for your ongoing support. To our prospective supporters, we hope you see the value in our association and we welcome you to become a supporter and member of the ESAGCS.