

GCSA of New England



Friend and Affiliate

2021

Partnership Promotion

Program

Dear Friends and Affiliates,

On behalf of the Board of Directors of the Golf Course Superintendents Association of New England (GCSANE) I would like to thank you for your support during the past year. With all the uncertainty of our industry and of your business, we appreciate the continued support through it all. Without your support and sponsorship we simply would not have the Association that we have today. Belonging to GCSANE is great for networking, expanding your business leads and spending quality time with those in our industry.

One of the most important assets of our Association is that we are helping fund our government relations efforts both locally and nationally. Recently, the importance of having a voice with state and local government during shutdowns and restrictions due to COVID-a9 was highlighted once again. We had representation through Don Hearn being part of AMGO (Alliance of Massachusetts Golf Organizations). We need to have a voice at federal, state and local levels to ensure that we can all continue to work in this industry that we value and depend on. GCSANE is also a member of the Green Industry Alliance (GIA). This helps us stay connected to legislators and keep aware of legislation that could have an effect on our industry. We continue to share with legislators the positive impact of golf on human health, and the importance of green spaces to our communities.

Being a member of GCSANE is a great way to spend time with others in our industry, especially those who you do business with, or could do business with. However, membership has many other intangible benefits to the promotion and protection of our industry. Members of the Association are encouraged to support those Friends and Affiliates who support our Association. We hope that you see the value in supporting GCSANE and participating in the Partner Promotion Program (PPP), or simply being a Friend and Affiliate and contributing to other individual events as well.

For 2021 we are continuing the additional benefits for those who choose to participate in the Partnership Promotion Program (PPP). **Golf is now included in the Platinum, Gold and Silver levels, as well as the ability to display a product or service at an Association hosted event.** The opportunity to submit a newsletter article about yourself and your company, and to host a “Lunch and Learn” promoted by the Association, are other ways to reach superintendents and show your value to the local industry.

Please see the categories below for details, or contact Greg Cormier for more information at 978-846-1133 or gregcormier@tomirwin.com

Note: All unused complimentary golf registrations from 2020 will carry over to 2021 and will be added to the amount included with your PPP sponsor level

Platinum Partner \$4,880

- Friend of the Association dues
- Waived initiation fee for Affiliate memberships
- 4 Affiliate memberships from your company included (additional Affiliate memberships at ½ price)
- 8 total complimentary registrations per year, for any of the golf events** (*excluding the Scholarship and Benevolence Tournament*)
- Ability to display a product or service at 3 of the Association hosted events** (Approval required by BOD and host site)
- Opportunity to bring your own sign to display at all Association events** (excluding the S and B) with approval by BOD and host site no larger than 34" wide and 84" tall
- Full-Page Newsletter advertisement in each edition of *The Newsletter* (6 issues per year)**
- Association will also "tweet" or "retweet" company announcements on Twitter**
- Website banner advertisement, and listing as Platinum Partner
- Company logo included in Membership Directory, and listing on back cover
- Company logo displayed at all Association hosted meetings on large signs and table tents
- Email blast and Twitter post to membership, announcing your participation in the program
- Listing in the "Friends of the Association" section of all issues of *The Newsletter*

Gold Partner \$3,400

- Friend of the Association dues
- Waived initiation fee for Affiliate memberships
- 2 Affiliate memberships from your company (additional memberships at ½ price)
- 4 total complimentary registrations per year, for golf events** (*excluding the Scholarship and Benevolence Tournament*)
- Ability to display a product or service at 2 of the Association events** (Approval required by BOD and host site)
- Opportunity to bring your own sign to display at all Association events** (excluding the S and B) with approval by BOD and host site no larger than 34" wide and 84" tall

-1/2 page Newsletter advertisement in each edition of *The Newsletter* (6 issues per year)

- Website banner advertisement and listing as Gold Partner
- Company logo included in Membership Directory and listing on back cover
- Company logo displayed at all Association hosted meetings on large signs and on table tents
- Email blast and Twitter post to membership announcing your participation in the program

-Association will also “tweet” or “retweet” company announcements on twitter

- Listing in the “Friends of the Association” section of all issues of *The Newsletter*

Silver Partner \$2,500

- Friend of the Association dues
- Waived initiation fee for Affiliate memberships
- 2 Affiliate memberships from your company
- 2 total complimentary registrations per year, for golf events** (*excluding the Scholarship and Benevolence Tournament*)

-Ability to display a product or service at 1 of the Association events
(Approval required by BOD and host site)

-1/4 page Newsletter advertisement in each edition of *The Newsletter* (6 issues per year)

- Website banner advertisement and listing as Silver Partner
- Company logo included in Membership Directory and listing on back cover
- Company logo displayed at all Association hosted meetings on large signs and on table tents
- Email blast and Twitter post to membership announcing your participation in the program
- Listing in the “Friends of the Association” section of all issues of *The Newsletter*

Patron Partner \$1,300

- Friend of the Association dues
- Waived initiation fee for Affiliate memberships
- 1 Affiliate membership from your company

- 1/4 page Newsletter advertisement in 2 editions of *The Newsletter*
- Website banner advertisement and listing as Patron Partner
- Company logo included in Membership Directory and listing on back cover
- Company logo displayed at all Association hosted meetings on large signs and on table tents
- Email blast and Twitter post to membership announcing your participation in the program
- Listing in the “Friends of the Association” section of all issues of *The Newsletter*

To discuss program details, commitment, or receive other information about the program please contact Greg Cormier at 978-846-1133 or gregcormier@tomirwin.com.

To help with your budget for the year, attached is a list of opportunities that can help with the process.

To discuss billing and payments please contact Don Hearn at 774-430-9040.

ENROLLMENT DEADLINE IS MARCH 31, 2021



THANK YOU TO OUR 2020 PARTNERS

PLATINUM PARTNERS

MTE – TURF EQUIPMENT SOLUTIONS
TANTO IRRIGATION
TOM IRWIN, INC.
TURF PRODUCTS

GOLD PARTNERS

ATLANTIC GOLF & TURF
FINCH SERVICES / JOHN DEERE GOLF
HARRELL'S
NEW ENGLAND SPECIALTY SOILS
READ CUSTOM SOILS

SILVER PARTNERS

LARCHMONT ENGINEERING
NORTHEAST GOLF AND TURF SUPPLY
SPORTSCAPES UNLIMITED
SYNGENTA

PATRON PARTNERS

AGRESOURCE, INC.
BAYER
BEALS + THOMAS
CAVICCHIO GREENHOUSES
CHAS. C. HART SEED CO.
HELENA AGRI ENTERPRISES
LAZARO'S GOLF COURSE SUPPLIES & ACCESSORIES/ HAMMOND PAINT &
CHEMICAL CO. INC.
MAS GOLF CONSTRUCTION
NEW ENGLAND TURF
NOBLE TURF
NUTRIEN SOLUTIONS
PRECISION LABORATORIES
PUTNAM PIPE CORP.
SITEONE LANDSCAPE SUPPLY
SODCO, INC.
TARTAN FARMS
TUCKAHOE TURF FARMS
WINDING BROOK TURF FARM
WINFIELD UNITED

GCSANE 2021 Sponsorship Opportunities

Partnership Promotion Program Levels (PPP)

Amount Committed

Platinum	\$4,880.00
Gold	\$3,400.00
Silver	\$2,500.00
Patron	\$1,300.00

Affiliate Memberships

\$180.00

Additional Affiliate Memberships (Platinum, Gold, Silver Partners)

\$90.00

Scholarship and Benevolence Event Sponsorships

Diamond	\$3,000.00
Gold	\$2,000.00
Silver	\$1,500.00
Bronze	\$1,000.00
Hole Sponsor	\$500.00

Assistants Tournament (covers green fees, food/beverage and prizes)

Sponsor	\$500.00
Hole Sponsor	\$250.00

Annual Meeting Sponsorship (signage and recognition for sponsors)

Guest Speaker Contribution	\$1,000.00
Food and Beverage Contribution	\$500.00

Make a charitable tax deductible donation to the Scholarship and Benevolence Fund

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Total 2021 Investment