



# Indiana Golf Course Owners Association



*The Pete Dye Course at French Lick Resort*

## INDUSTRY PARTNER PROGRAM

### BECOME A PARTNER

#### MEMBERSHIP MEANS BUSINESS

Supporting the INGCOA as an Industry Partner Member brings you the opportunity to deliver your message directly to the largest target market of Indiana's Golf Course Owners, Operators and decision makers.

- ✓ Gain unparalleled networking and personal contact opportunities during INGCOA events.
- ✓ Showcase your business during the Annual Business Conference and Golf Outing.
- ✓ Advertise online, in print, participate in programs or invest in events to reach INGCOA members, owners and operators statewide, Indiana PGA Professionals and other allied associates.

**Today's business decisions are often based on relationships. Relationships require multiple points of communication.**

#### WE CAN HELP.

- **The Indiana Golf Course Owners Association** brings together owner/operators interested in advocacy, education, promotion and growth of Indiana's golf industry. To this end, the Association invites all Indiana's course owners, PGA Professionals, Superintendents and club managers to participate in all events and programs. The Association communicates regularly with this audience that represents **\$1.042 Billion in direct spending** in Indiana's economy.
- **The Indiana Golf Course Owners Association** strives to bring quality programs, beneficial resources & networking opportunities to its members, while seeking industry relationships that offer value, savings and expertise in the business of golf. The Association delivers expertise in programs for rounds growth, operating solutions, savings solutions, networking communities & legislative advocacy.
- **Leading golf's future!** The Association is excited about the opportunities ahead, join now and be involved while we lead America's golf's future.

**INDIANA GOLF COURSE OWNERS ASSOCIATION**

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# \$2.02 BILLION

## Economic Impact of Golf in Indiana

The latest Golf Economic Impact study reveals golf's impressive economic impact on Indiana's economy. The reports finds that through the 368 Indiana Golf Courses there are \$816.9M in Core Golf Operations Spending including:

|                 |  |
|-----------------|--|
| <b>\$579.8M</b> | <b>Golf Facility Revenue</b>           |
| <b>\$67.3M</b>  | <b>Golf Course Capital Investments</b> |
| <b>\$107M</b>   | <b>Golf Related Supplies</b>           |
| <b>\$12.4M</b>  | <b>Tournaments and Associations</b>    |
| <b>\$50.4M</b>  | <b>Charitable Events</b>               |

### Are you getting your share?

Get the best results and best value from the Premiere Partner Membership Programs.

Industry Partner Membership Applications are available at [www.ingcoagolf.org](http://www.ingcoagolf.org)

### All Partner Programs run for 1-Year Based on Agreement Date.

|                   | ANNUAL INVESTMENT | BENEFITS  |
|-------------------|-------------------|---|
| PLATINUM PARTNER  | \$5,000           | <ul style="list-style-type: none"> <li>✔ Premiere Signage &amp; Recognition at all Events</li> <li>✔ Exhibit Space at Annual Business Conference</li> <li>✔ Expanded Opportunities at Annual Conference, Golf Outing or Additional Meetings - TBD</li> <li>✔ Two Conference Registrations</li> <li>✔ Golf Outing Special Hole Contest Sponsorship</li> <li>✔ Golf Outing Team Registration Package</li> <li>✔ Logo Ad Link on Quarterly Newsletters</li> <li>✔ Contribution of 1 Newsletter Article Per Year</li> <li>✔ Plus All the Benefits of Corporate Partnership</li> </ul> |
| GOLD PARTNER      | \$2,750           | <ul style="list-style-type: none"> <li>✔ Exhibit Space at Annual Business Conference</li> <li>✔ Two Conference Registrations</li> <li>✔ Golf Outing Special Hole Contest Sponsorship</li> <li>✔ Golf Outing Team Registration Package</li> <li>✔ Logo Ad Link on Quarterly Newsletters</li> <li>✔ Contribution of 1 Newsletter Article Per Year</li> <li>✔ Plus All the Benefits of Corporate Partnership</li> </ul>  |
| SILVER PARTNER    | \$1,500           | <ul style="list-style-type: none"> <li>✔ Exhibit Space at Annual Business Conference</li> <li>✔ Two Conference Registrations</li> <li>✔ Golf Outing General Hole Sponsorship</li> <li>✔ Plus All the Benefits of Corporate Partnership</li> </ul>   |
| CORPORATE PARTNER | \$500             | <ul style="list-style-type: none"> <li>✔ Logo Ad with Clickable Link on Website</li> <li>✔ Listing In Annual Conference Program</li> <li>✔ Listing in Golf Outing Program</li> <li>✔ Opportunity to Take Part in INGCOA Activities and Other Sponsorships</li> </ul>  |

## FREQUENTLY ASKED QUESTIONS

**Q** Is membership in the Association a requirement to participate in marketing opportunities?

**A** Yes. INGCOA Bylaws are specific, requiring a fee-based membership for corporations providing goods & services to golf course owners & operators. Membership is granted upon application & approval of the board of directors.

**Q** Can I become a Corporate Member & participate in other promotions on an ala carte basis?

**A** Yes. Choose the level of sponsorship that fits your marketing budget and achieves your objectives in delivering your message.

## EVENT OPPORTUNITIES

### GOLF OUTING

Sponsorships do not include Outing Registrations

|                |   |
|----------------|---|
| <b>\$1,500</b> | Title Sponsor includes Logo on Tee Gift   |
| <b>\$800</b>   | Lunch Sponsor   |
| <b>\$800</b>   | Prize Sponsor   |
| <b>\$600</b>   | Beverage Sponsor  |
| <b>\$250</b>   | Special Hole Contest Sponsor  |
| <b>\$150</b>   | General Hole Sponsor  |
| <b>\$600</b>   | Team Registration Package - includes foursome, general hole sponsor & team bonus package (raffles, mulligans etc.). |

### ANNUAL BUSINESS CONFERENCE

Sponsorships include 1 Conference Registration

|                |                             |
|----------------|-----------------------------|
| <b>\$2,500</b> | Presenting Sponsor          |
| <b>\$1,500</b> | Dinner Sponsor              |
| <b>\$1,000</b> | Lunch Sponsor               |
| <b>\$750</b>   | Exhibit Space - Table/Booth |
| <b>\$750</b>   | Course of the Year Sponsor  |
| <b>\$500</b>   | Keynote Sponsor             |
| <b>\$500</b>   | Breakfast Sponsor           |
| <b>\$250</b>   | Afternoon Break Sponsor     |
| <b>\$250</b>   | Educational Session Sponsor |

