



VALUED INDUSTRY PARTNERS

2018 MEDIA KIT



Iowa Chapter
GCSAA 

WHO WE ARE



Originally known as the Iowa Greenkeepers Association, the Iowa GCSA was organized in 1921, five years before the inception of the Golf Course Superintendents Association of America (GCSAA) in 1926. The Iowa GCSA is one of the oldest active regional superintendents associations in the nation, currently serving nearly 500 members.

This great state offers one of the highest, per capita, amount of golf courses in the nation, with an Iowa GCSA member presently located at almost half of those courses.

Partnering with the Iowa GCSA through sponsorship opportunities and advertising in a mix of print and digital opportunities provides you with access to golf course management professionals all across the state of Iowa and the Midwest.

BECOME A VIP

For the first time, the Iowa GCSA is offering a partner program for its vendor companies. Vendor companies who participate in the program will be known as the Iowa GCSA VIP's (Valued Industry Partners). **Please note, you must be an Iowa GCSA affiliate member (Class F) and a bronze level sponsor at minimum to participate in any opportunities that the Iowa GCSA provides.**

The following pages outline and summarize all advertising, sponsorship, and marketing opportunities for you with the Iowa GCSA. Please begin by familiarizing yourself with all the opportunities that the Iowa GCSA provides. Once you've viewed all of your opportunities, please select the packaged sponsorship level of your choice. There are four levels to choose from: Platinum, Gold, Silver, and Bronze.

Are you interested in opportunities that are not included in your package level? You can add any additional opportunities of your choice to best fit your needs. For instance, you can upgrade your advertising in the silver level from 1/4-page ads to 1/2-page ads. Or, for example, you can add event sponsorships that are currently not included in your package. **It is important to remember that sponsorship packages are a minimum, and the Iowa GCSA will work with you to meet your needs.**

When you and your company become a VIP, you will be recognized at all Iowa GCSA events, including the Annual Meeting, on social media, in *The Reporter*, on the Iowa GCSA website, www.iowaGCSA.org, and Iowa GCSA's monthly membership email, Quicknotes.

The Reporter

Since 1968, Iowa GCSA's newsletter, *The Reporter*, has distributed technical and practical articles for and about Iowa golf course superintendents. Of equal importance is the newsletter's function of providing a common meeting ground of understanding between the superintendent and his club or board officials.

The Reporter is an Iowa GCSA member favorite and is currently being circulated to more than 525 individuals.



The Reporter is published ten times annually, with all ten issues being distributed digitally and two issues being printed in April and October.

Digital pageviews are on the rise in 2016, which makes this a prime opportunity to get your message across to all members of the Iowa GCSA.

7,971

Average monthly pageviews in 2017

2018 REPORTER ISSUES

Issue Date	Kind	Deadline
Jan / Feb	Digital	12/15/2017
March	Digital	2/1/2018
April	Print / Digital	3/1/2018
May	Digital	4/1/2018
June	Digital	5/1/2018
July	Digital	6/1/2018
August	Digital	7/1/2018
September	Digital	8/1/2018
October	Print / Digital	9/1/2018
Nov / Dec	Digital	10/1/2018

Advertising material, inserts and editorial material must be received no later than the 1st of the month prior to the publication.

You must send changes by the deadlines indicated above or changes will be held until the next issue.

ADVERTISING RATES

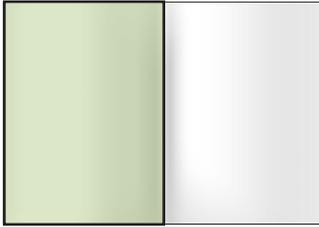
Size	1 - 5 x	6 - 9 x	10 x
Full-Page	\$395	\$350	\$320
1/2-Page Horizontal	\$250	\$220	\$190
1/2-Page Vertical	\$250	\$220	\$190
1/4-Page Horizontal	\$175	\$150	\$125
1/4-Page Vertical	\$175	\$150	\$125
1/8-Page	\$125	\$110	\$100

*Advertising rates are listed per issue

Level	Included
Platinum	Ten Full-page Ads
Gold	Ten 1/2-page Ads
Silver	Five 1/4-page Ads
Bronze	

Interested in Reporter advertising other than what is included in the VIP levels? Select your desired Reporter advertising on the Valued Industry Partners Contract or contact the Iowa Turfgrass Office for further information.

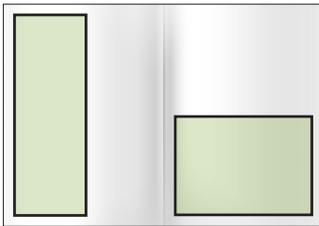
ADVERTISING SPECIFICATIONS



Full-Page

Trim Size: 8.5" x 11"

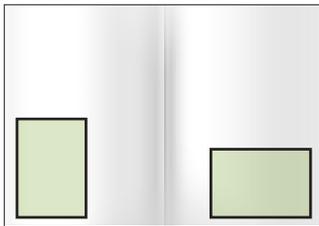
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1/2-Page

Horizontal (Non-Bleed): 7.5" x 5"

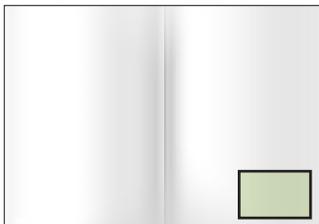
Vertical (Non-Bleed): 3.75" x 10"



1/4-Page

Horizontal (Non-Bleed): 5" x 3.75"

Vertical (Non-Bleed): 3.75" x 5"



1/8-Page

Horizontal (Non-Bleed): 3.75" x 2.5"



2018 EVENTS

23
JAN

IOWA RECEPTION

Yard House- San Antonio River Walk

San Antonio, Texas

16
MAY

EXTENSION FUNDRAISER

Indianola Country Club

Indianola, Iowa

13
JUN

SPRING STATE MEETING

Lakeside Municipal Golf Course

Fort Dodge, Iowa

09
AUG

IOWA GCSA OPEN

Landsmeer Golf Club

Orange City, Iowa

10
OCT

FALL STATE MEETING

Bunker Hill Golf Course

Dubuque, Iowa

13
DEC

WINTER SEMINAR

Standard Golf Company

Cedar Falls, Iowa

IOWA RECEPTION



The Iowa Reception at the GCSAA Golf Industry Show is a joint social event with the Nebraska GCSA. The event is attended by superintendents, assistant superintendents, affiliates, other industry professionals and their families for the purpose of networking in a very casual atmosphere.

Your sponsorship of this event provides food and free admission for all attendees. Event recognition includes: signage and recognition in emails, website, social media, and *The Reporter*.

The 2018 Iowa Reception will be held in San Antonio at the Yard House- San Antonio River Walk, which is one block from the Henry B. Gonzalez Convention Center.

Level	Included
Platinum	Included
Gold	Included
Silver	Included
Bronze	\$300

EXTENSION FUNDRAISER



Each year, Iowa golf course superintendents, sports turf managers, lawn care professionals, industry partners, and Iowa State University officials come together to raise money for turfgrass extension travel throughout the state of Iowa.

All profits from this popular event are donated to Dr. Adam Thoms, Iowa State University's Extension Specialist. Our association is pleased to be working with Dr. Thoms on his turfgrass research and help him with his travels across the state.

The Extension Fundraiser begins with one hour of education, typically provided by Iowa State University, and is followed by lunch and 18-holes of golf.

Level	Sponsorship	Registrations
Platinum	Included	4 Registrants
Gold	Included	4 Registrants
Silver	Included	4 Registrants
Bronze	Included	\$50 per registrant

ASSISTANT TOURNAMENT **NEW**



New for 2018, the Iowa GCSA Assistant Superintendent Tournament is now included in the Valued Industry Partners program. This event is planned and operated by the Iowa GCSA Board of Directors Assistant Superintendent Representative.

The Assistant Superintendent Tournament is not just attended by assistant superintendents, superintendents, staff members, affiliates, and guests are all welcome to attend.

The event includes 18-holes of golf, cart and a meal. Most years, all assistants who attend will go home with a small gift, which is purchased with your sponsorship money.

Level	Sponsorship	Registrations
Platinum	Included	\$50 per registrant
Gold	Included	\$50 per registrant
Silver	\$100	\$50 per registrant
Bronze	\$100	\$50 per registrant

SPRING STATE MEETING



The Spring State Meeting is the first of three Iowa GCSA State Meetings throughout the year. This event rotates annually between central and western Iowa golf courses.

The event begins with one hour of education, followed by a meeting with Iowa GCSA board members, lunch, and is capped off with 18-holes of golf.

This event is a great opportunity to network, build, and strengthen your customer base.

Level	Sponsorship	Registrations
Platinum	Included	4 Registrants
Gold	Included	4 Registrants
Silver	\$125	\$50 per registrant
Bronze	\$125	\$50 per registrant

IOWA GCSA OPEN



Iowa GCSA superintendents, active and retired, battle it out each year to be known as the association’s best golfer.

Even though the goal of this event is to crown an individual superintendent champion, all Iowa GCSA members and guests are welcome to attend. Non-superintendent members are eligible to win hole prizes and flights.

Each year, the event is followed by an awards ceremony and social time for networking, which is always a favorite of the attendees and another great opportunity for you and your company to personally meet your target audience.

Level	Sponsorship	Registrations
Platinum	Included	4 Registrants
Gold	\$125	\$50 per registrant
Silver	Included	4 Registrants
Bronze	Included	\$50 per registrant



BUS SPONSORSHIP



No doubt about it, the talk of 2017 was Iowa GCSA’s first charter bus experience, which took members from eastern and central Iowa to Sioux Center for the Iowa GCSA Open golf tournament. After overwhelming positive reviews and numerous members wanting their chance to participate, the Iowa GCSA will once again offer a bus trip to the Iowa GCSA Open, being held this year at Landsmeer Golf Club in Orange City.

A bus sponsorship helps fund transportation for this once-a-year event. Sponsors will receive signage and recognition inside the charter bus during travel, as well as signage and recognition at the event, on www.IowaGCSA.org, in member emails, in *The Reporter*, and on social media.

Level	Sponsorship
Platinum	Included
Gold	\$250
Silver	\$250
Bronze	\$250

FALL STATE MEETING



The Fall State Meeting continues to be the most popular and well attended Iowa GCSA event each year. This event is hosted annually by a course located in Eastern Iowa.

The Fall State Meeting typically has the most attendees of any Iowa GCSA event, and last year's event had over 150 attendees. This event gives you the best opportunity to be in front of a large amount of Iowa turfgrass professionals.

Due to the high demand for this event, sponsorship is only included in the Platinum and Gold VIP packages; however, it can be added to the Silver and Bronze packages at cost (\$125).

Level	Sponsorship	Registrations
Platinum	Included	4 Registrants
Gold	Included	4 Registrants
Silver	\$125	\$50 per registrant
Bronze	\$125	\$50 per registrant

WINTER SEMINAR



The growing season has ended, but the continuing education never stops. The final Iowa GCSA State Meeting of the year provides turfgrass professionals an opportunity to better themselves.

Even though this event is solely educational for the attendees, there is still opportunities for networking and socializing.

Keep in touch with your customers and learn alongside them in the off-season.

Level	Sponsorship	Registrations
Platinum	Included	2 Registrants
Gold	Included	1 Registrant
Silver	Included	\$50 per registrant
Bronze	\$100	\$50 per registrant



AWARD SPONSORSHIP



Are you looking for a more unique way to bring attention and exposure to your company? Become a sponsor of one of our association's coveted awards: 18-Hole Superintendent of the Year, 9-Hole Superintendent of the Year or Assistant Superintendent of the Year!

With an Award Sponsorship, your name and logo will be emphasized on the respective award application, webpage, and winner's plaque. You will also be included in the award announcements at the Iowa Turfgrass Conference and Trade Show, in member emails, *The Reporter*, and on social media.

Each award will be restricted to only one company sponsorship, so be the first one to select this opportunity. Please note, the award is administered by the Iowa GCSA Board of Directors.

Opportunity	Price
18-Hole Superintendent of the Year	\$500
9-Hole Superintendent of the Year	\$500
Assistant Superintendent of the Year	\$500

SCHOLARSHIP SPONSOR

NEW



New for 2018, the Iowa GCSA is partnering with its Valued Industry Partners to support the future of the turfgrass industry by providing financial assistance to students who plan careers in golf course management or a related field in the state of Iowa.

As a Scholarship Sponsor, you have the ability to create scholarships in your company's name, as well as the ability to announce and award the scholarship winner(s) at the Iowa GCSA Annual Meeting. You may choose the amount of scholarships given and the amount each scholarship winner receives. These scholarships will be given in addition to the scholarships which the Iowa GCSA already grants.

The Iowa GCSA Board of Directors, based on recommendation from the Awards Committee, will select a qualified recipient or recipients for the scholarship.

All applicants for scholarship grants shall be currently enrolled in Turfgrass Management or related curriculums at Iowa Universities/Colleges, Iowa Area Technical Schools, Iowa Community Colleges, and those students who are legal residents of the State of Iowa and who are enrolled in Turfgrass Management or Related curriculums at any University/College outside the State of Iowa. Applicant must also be a member of the Iowa GCSA.

EDUCATION PARTNERSHIP



In an effort to provide improved education opportunities for our superintendent members, the Iowa GCSA is partnering with our vendor members to provide sponsorship and participation in the development and programming of education at our events.

Vendors who choose this opportunity will provide the speaker and education of their choosing. Education should be an opportunity to educate the golf course superintendent on a specific product, process, or service. Attendees shall gain knowledge that will allow them to use your products more effectively and efficiently.

Education opportunities are typically limited to one hour and are available at the following events: Spring State Meeting, Fall State Meeting, and the Winter Seminar.

Please note, you must be a sponsor of the event in which you'd like to provide education for.

Opportunity	Price
One Hour of Education	\$250

E-MARKETING



Have you ever wished you could get an email sent directly to our members? Let the Iowa GCSA help you reach your current and potential customers through our e-Marketing services.

Whether it's an email to our entire membership or a targeted email to a segment of our membership, we can help!

A number of email blasts are included in the Platinum, Gold and Silver MVP levels. **Email blasts can also be purchased for \$100 per blast**, with a maximum of four email blasts allowed per year, per company.

Level	Included
Platinum	Two Email Blasts
Gold	One Email Blast
Silver	One Email Blast
Bronze	\$100 per blast

MEMBERSHIP GIVEAWAY



Included in your package will be a number of memberships for you to give away to **non-members of the Iowa GCSA**. You can use this as a thank you to a current customer or to anyone you wish.

This is a great way for you to solidify a bond with a customer and help get the customer involved with others in our association. Memberships are included in all package levels.

Please note that this benefit is not to be used on vendor memberships.

Level	Included
Platinum	Four Memberships
Gold	Three Memberships
Silver	Two Memberships
Bronze	One Membership



PLATINUM VIP

Opportunity	Value
Advertise in <i>The Reporter</i>	
Ten Full-page Ads	\$3,200
Event Sponsorships / Registrations	
Extension Fundraiser	\$125 / \$200
Assistant Tournament	\$100 / \$0
Spring State Meeting	\$125 / \$200
Iowa GCSA Open Championship	\$125 / \$200
Fall State Meeting	\$125 / \$200
Winter Seminar	\$100 / \$100
Iowa Reception Sponsorship (\$300)	
Sponsor Iowa GCSA's annual GIS gathering	\$300
Bus Sponsorship (\$250)	
Sponsor charter bus trip to Iowa GCSA Open	\$250
e-Marketing (\$100 per email)	
Send three emails to our membership in 2018	\$300
Membership Giveaway (\$125 per member)	
Four memberships to give to a non-member	\$500
Total Price	\$6,150
Discount	\$800
You Pay	\$5,350

GOLD VIP

Opportunity	Value
Advertise in <i>The Reporter</i>	
Ten 1/2-page Ads	\$1,900
Event Sponsorships / Registrations	
Extension Fundraiser	\$125 / \$200
Assistant Tournament	\$100 / \$0
Spring State Meeting	\$125 / \$200
Iowa GCSA Open Championship	
Fall State Meeting	\$125 / \$200
Winter Seminar	\$100 / \$50
Iowa Reception Sponsorship (\$300)	
Sponsor Iowa GCSA's annual GIS gathering	\$300
Bus Sponsorship (\$250)	
Sponsor charter bus trip to Iowa GCSA Open	
e-Marketing (\$100 per email)	
Send two emails to our membership in 2018	\$200
Membership Giveaway (\$125 per member)	
Three memberships to give to a non-member	\$375
Total Price	\$4,000
Discount	\$575
You Pay	\$3,425

SILVER VIP

Opportunity	Value
Advertise in <i>The Reporter</i>	
Five 1/4-page Ads	\$875
Event Sponsorships / Registrations	
Extension Fundraiser	\$125 / \$200
Assistant Tournament	
Spring State Meeting	
Iowa GCSA Open Championship	\$125 / \$200
Fall State Meeting	
Winter Seminar	\$100 / \$0
Iowa Reception Sponsorship (\$300)	
Sponsor Iowa GCSA's annual GIS gathering	\$300
Bus Sponsorship (\$250)	
Sponsor charter bus trip to Iowa GCSA Open	
e-Marketing (\$100 per email)	
Send one email to our membership in 2018	\$100
Membership Giveaway (\$125 per member)	
Two memberships to give to a non-member	\$250
Total Price	\$2,275
Discount	\$350
You Pay	\$1,925

BRONZE VIP

Opportunity	Value
Advertise in <i>The Reporter</i>	
No advertising	
Event Sponsorships / Registrations	
Extension Fundraiser	\$125 / \$100
Assistant Tournament	
Spring State Meeting	
Iowa GCSA Open Championship	\$125 / \$100
Fall State Meeting	
Winter Seminar	
Iowa Reception Sponsorship (\$300)	
Sponsor Iowa GCSA's annual GIS gathering	
Bus Sponsorship (\$250)	
Sponsor charter bus trip to Iowa GCSA Open	
e-Marketing (\$100 per email)	
Send zero emails to our membership in 2018	
Membership Giveaway (\$125 per member)	
One membership to give to a non-member	\$125
Total Price	\$575
Discount	\$125
You Pay	\$450

PLATINUM	GOLD	SILVER	BRONZE
\$5,350	\$3,425	\$1,925	\$450
Ten Full-page Ads	Ten 1/2-page Ads	Five 1/4-page Ads	
Six Event Sponsorships	Five Event Sponsorships	Three Event Sponsorships	Two Event Sponsorships
Attend Five Events	Attend Four Events	Attend Two Events	Attend Two Events
Iowa Reception Sponsorship	Iowa Reception Sponsorship	Iowa Reception Sponsorship	
Bus Sponsorship			
Three Email Blasts	Two Email Blasts	One Email Blast	
Four Membership Giveaways	Three Membership Giveaways	Two Membership Giveaways	One Membership Giveaway
\$800 Discount	\$575 Discount	\$350 Discount	\$125 Discount

