



**2011 ONTARIO
GOLF COURSE
MANAGEMENT
CONFERENCE & TRADE SHOW**

Windsor, ON | January 12-14, 2011

Ontario Golf Superintendents' Association
Keeping Golf Green

OGSA is committed to serving its members, advancing their profession and enriching the quality of golf and its environment. With over 885 members, it is one of the most successful associations in the golf industry.

**SPONSORSHIP
PACKAGE**



The OGSA's 2011 Conference is anticipated to draw more than 800 attendees involved in the business of golf course management for a 3-day program, offering a 2-day trade show, in-depth educational sessions and lots of networking opportunities.

Becoming a Conference Sponsor would be the perfect opportunity to showcase your company to a key target audience. And the earlier you sign up, the earlier your company will start to benefit from website and print exposure.

Why Sponsor?

- Create awareness and visibility.
- Educate prospective customers.
- Network with primary target clients.
- Change or reinforce your image and increase brand loyalty.
- Stimulate sales, trial and usage by marketing to your direct customers.
- Sponsorship is a sound investment in strategic cooperative marketing.
- Gain valuable recognition with existing prospective clients.
- Build lasting relationships with clients in supporting educational programs.

Many of the sponsorship amounts have been reduced substantially to reflect more affordable levels for potential sponsors. As a result, many of the sponsorship opportunities are offered on a non-exclusive, co-sponsorship basis. Should you wish an exclusive on any of these, or if none of these meets your needs, call us. We'll be happy to discuss a sponsorship opportunity that works for you.

Contacts

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Ontario Golf Superintendents' Association
Tel: 519 767-3341 or 877 824-6472
Fax: 519 766-1704
Email: ogsa@gti.uoguelph.ca

Gale Gingrich is working on behalf of the OGSA in managing the sponsorship and exhibitor contracts for the 2011 Ontario Golf Course Management Conference and Trade Show. Please feel free to contact Gale or Dorothy with your questions.

Sponsorship Opportunities

All sponsors will receive recognition based on the chosen sponsorship package. See the individual sponsorship opportunities and associated recognition to determine how your sponsorship dollars will best benefit your company. Recognition of company name and/or logo will be in either large, medium or small print, dependent on the amount of sponsorship.

\$5,000 or over - large print
\$3,000 to \$4,000 - medium print
\$2,000 and under - smaller print.

All sponsorships will be acknowledged on screen at the Opening Ceremonies.

Speaker program with dates and details will be available online at www.golfsupers.on.ca



Educational Sessions

Exclusive Sponsor - \$5000

For a morning or an afternoon of education

**Choice of Wed., Jan. 12th AM Sessions or PM Sessions
Thurs., Jan. 13th AM Sessions or PM Sessions
Fri., Jan. 14th AM Sessions or PM Sessions**

- Exclusive sponsorship of a selected morning or afternoon session.
- LED signage outside the session room.
- Logo on screen acknowledging your sponsorship, prior to the start of the educational sessions.
- Two minute speaking opportunity at beginning of selected AM or PM Session with opportunity to introduce the visiting lecturers for that specific morning or afternoon education sessions.
- Logo on OGSA Conference web page upon receipt of signed agreement.
- Company name on On-Site Conference Program.
- Signage in Registration Area.
- Signage on Trade Show floor.
- Recognition in OGSA's E Bulletin "Clippings" to members two weeks leading up to and the two weeks following the conference.
- Recognition in 2011 Winter Issue of "Green is Beautiful".
- VIP invitation for 2 Representatives to attend President's Reception at the Canada Brand Centre January 13th.

Equipment Technicians Educational Program

Exclusive Sponsor - \$5000

Thursday, January 13th 1:00PM - 5:00PM

The equipment technicians will have the opportunity to walk the trade show floor on Thursday morning, enjoy lunch on the trade show floor and sit in on a structured set of lectures, geared especially for their profession.

- LED signage outside the session room.
- Logo on screen acknowledging your sponsorship, prior to the start of the technicians educational program.
- Two minute speaking opportunity at beginning of the afternoon education session with opportunity to introduce the visiting lecturers.
- Logo on OGSA Conference web page upon receipt of signed agreement.
- Company name on On-Site Conference Program.
- Signage in Registration Area.
- Signage on Trade Show floor.
- Recognition in OGSA's E Bulletin "Clippings" to members two weeks leading up to and the two weeks following the conference.
- Recognition in 2011 Winter Issue of "Green is Beautiful".
- VIP invitation for 2 Representatives to attend President's Reception at the Canada Brand Centre January 13th.



Student Registration

Non-Exclusive Co-Sponsorship - \$4000

It is part of the OGSA's mandate to provide affordable education to everyone in the industry, including students. All turfgrass students currently enrolled in a full time turf managers course will receive a subsidized registration rate. This will allow them to attend all of the educational sessions, the trade show, the trade show social, and lunches on Wednesday and Thursday. It'll also provide them with plenty of networking opportunities.

- Logo on OGSA Conference web page upon receipt of signed agreement.
- Company name on On-Site Conference Program.
- Signage in Registration Area.
- Signage on Trade Show floor.
- Recognition in OGSA's E Bulletin "Clippings" to members two weeks leading up to and the two weeks following the conference.
- Recognition in 2011 Winter Issue of "Green is Beautiful".
- VIP invitation for 2 Representatives to attend President's Reception at the Canada Brand Centre January 13th.

Trade Show Lunch

Non-Exclusive Co-Sponsorship - \$4000

Choice Wednesday, January 12th or Thursday, January 13th

Lunch provided for all delegates and exhibitors, right in the middle of all the action in the Colosseum, on the trade show floor.

- Logo on OGSA Conference web page upon receipt of signed agreement.
- Company name on On-Site Conference Program.
- Signage in Registration Area.
- Signage on Trade Show floor.
- Onsite signage at corresponding sponsorship area.
- Recognition in OGSA's E Bulletin "Clippings" to members two weeks leading up to and the two weeks following the conference.
- Verbal acknowledgement by the OGSA President during the lunch on the trade show floor.
- Recognition in 2011 Winter Issue of "Green is Beautiful".
- VIP invitation for 2 Representatives to attend President's Reception at the Canada Brand Centre January 13th.

**GAIN VALUABLE RECOGNITION
WITH EXISTING AND
PROSPECTIVE CLIENTS**

**INCREASED EXHIBITOR TRAFFIC
WITH 7 HOURS OF DEDICATED
SHOW TIME**



Continental Breakfast

Non-Exclusive Co-Sponsorship - \$4000

Choice of Wednesday, January 12th or
Thursday, January 13th or Friday, January 14th

Get the day off to a good start with a continental breakfast. It's a good chance to mingle with the delegates and exhibitors before the education sessions and the trade show start. The breakfast will take place in the Registration Pre-function Area just outside the Augusta Room where educational seminars will be held.

- Logo on OGSA Conference web page upon receipt of signed agreement.
- Company name on On-Site Conference Program.
- Signage in Registration Area.
- Signage on Trade Show floor.
- Onsite signage at corresponding sponsorship area.
- Recognition in OGSA's E Bulletin "Clippings" to members two weeks leading up to and the two weeks following the conference.
- Recognition in 2011 Winter Issue of "Green is Beautiful".
- VIP invitation for 2 Representatives to attend President's Reception at the Canada Brand Centre January 13th.

Educational Session Break

Non-Exclusive Co-Sponsorship - \$3000

Choice of:
Wednesday, January 12th (AM or PM)
Thursday, January 13th (AM)
Friday, January 14th (AM or PM)

- Logo on OGSA Conference web page upon receipt of signed agreement.
- Company name on On-Site Conference Program.
- Signage in Registration Area.
- Signage on trade show floor.
- Onsite signage at corresponding sponsorship area.
- Recognition in OGSA's E Bulletin "Clippings" to members two weeks leading up to and the two weeks following the conference.
- Recognition in 2011 Winter Issue of "Green is Beautiful".
- VIP invitation for 1 Representative to attend President's Reception at the Canada Brand Centre January 13th.

**BUILD LASTING RELATIONSHIPS
WITH CLIENTS BY SUPPORTING
EDUCATIONAL PROGRAMS**

**CREATE AWARENESS AND
VISIBILITY**



President's Reception

Non-Exclusive Co-Sponsorship - \$3000

Thursday, January 13th 6:30 pm – 10:30 pm

Held at the Historic Canadian Corporate Brand Centre, just minutes from Caesar's Convention Centre. Evening will include historical tour of the facility with complimentary Whiskey Tasting and alcoholic/non alcoholic beverages. Due to prohibition beer is not permitted on the premises.

Great Food...Great Friends. . . Great Time!

- Logo on OGSA Conference web page upon receipt of signed agreement.
- Company name on On-Site Conference Program.
- Signage in Registration Area.
- Signage on Trade Show floor.
- Onsite signage at the Canadian Brand Centre.
- Recognition at the Canadian Corporate Brand Centre.
- Recognition in OGSA's E Bulletin "Clippings" to members two weeks leading up to and the two weeks following the conference.
- Recognition in 2011 Winter Issue of "Green is Beautiful".
- VIP invitation for 1 Representative to attend President's Reception.

Awards Luncheon

Non-Exclusive Co-Sponsorship - \$5000

Friday, January 14th Noon - 2:00PM

ONLY 3 SPOTS AVAILABLE

OGSA Awards Luncheon, Friday, January 14th honoring those in our industry who have won scholarships or awards and those who deserve special recognition for long time service.

- Two Minute speaking opportunity at the Award's Luncheon.
- Tent cards on tables with co-sponsor's logo, recognizing their contribution.
- VIP seating for 2 Representatives at the Awards Luncheon.
- Logo on OGSA Conference web page upon receipt of signed agreement.
- Company name on On-Site Conference Program.
- Signage in Registration Area.
- Signage on Trade Show floor.
- Onsite signage at corresponding sponsorship area.
- Recognition in OGSA's E Bulletin "Clippings" to members two weeks leading up to and the two weeks following the conference.
- Recognition in 2011 Winter Issue of "Green is Beautiful".

STRENGTHEN CUSTOMER
RELATIONSHIPS THROUGH
SOCIAL MEDIA

SPONSORSHIP IS A SOUND
INVESTMENT IN STRATEGIC
COOPERATIVE MARKETING



Other Sponsorship Opportunities

Non-Exclusive Co-Sponsorship

\$2000

All Sponsors will be acknowledged at the Opening Ceremonies

This is an opportunity to have your logo in the hands of all the delegates throughout the 3 day conference.

Company logo on delegate's bag

Company logo on Windsor map.

Map will be provided in registration package to all delegates.

We must receive your sponsorship commitment by October 25th, 2010 to have your logo printed on the map.

Company logo on Caesars coded hotel room key (3 spots available)

We must receive your sponsorship commitment by Friday, November 15th, 2010 to have your logo printed on the room keys.

Company logo on Attendee Note Book

Note book with pen will be distributed to each registrant.

We must receive your sponsorship commitment by Friday, November 15th, 2010 in order to have your logo printed on the note books.

In-Kind Sponsor Donation

Recognized at Cost Value

All Sponsors will be acknowledged at the Opening Ceremonies

Draw prizes for the Delegate Trade Show Visitor Contest.

Attendee Gifts.

Badge Lanyards

Provided by the sponsor with their logo.

**WE LOOK FORWARD TO RECEIVING
YOUR SPONSORSHIP AND THANK
YOU FOR SUPPORTING THE
2011 ONTARIO
GOLF COURSE MANAGEMENT
CONFERENCE AND TRADE SHOW**



Ontario 2011 Golf Course Management Conference & Trade Show Sponsorship Contract

Email: dggingrich@bellnet.ca or Fax: 416-693-0049

Please Print

COMPANY: _____

ADDRESS: _____

CITY: _____ PROV/STATE: _____ POSTAL/ZIP CODE: _____

WEB SITE: _____

CONTACT: _____

PHONE: _____ EXT: _____ FAX: _____

EMAIL ADDRESS: _____

SPONSORSHIP DESCRIPTION	COST VALUE
	\$

CUSTOM SPONSORSHIP	SPONSORSHIP DESCRIPTION	COST VALUE
In-Kind Sponsorship		\$

PAYMENT INFORMATION:

TOTAL AMOUNT ENCLOSED: \$ _____

Cheque (Payable to OGSA)
Mail to: 24 Wheeler Ave., Toronto, ON M4L 3V2
Fax to: 416-693-0049

VISA MasterCard Card Number: _____

Expiry Date: _____ Name on card: _____

Payments: Payment is due upon receipt of invoice.

Cancellation: Upon Signing of this agreement, you agree to participate as a 2011 Conference sponsor as indicated above. In the event a cancellation is made after signing this contract, you will be billed for 50% of the total agreed cost. Cancellations are not accepted after November 30, 2010.

Agreement: I, the undersigned, agree to purchase the Sponsorship as indicated above, and have read and understood the payment and cancellation clauses.

Print Name

Signature

Date