

Texas Lone Star Chapter of CMAA

1415 S. Voss, Ste. 110 #397

Houston, TX 77057

214-871-9800

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www.texascmaa.org



TEXAS LONE STAR CHAPTER

CLUB MANAGEMENT
ASSOCIATION OF AMERICA

2019

Partnership Program



**TEXAS
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CHAPTER**
CLUB MANAGEMENT
ASSOCIATION OF AMERICA

2019 Partnership Program

The Texas Lone Star Chapter (TLSC) of CMAA invites you to partner with over 250 club managers representing nearly 150 private clubs throughout Texas. As the most effective way to reach club managers in Texas, our Partnership Program offers you the kind of access, visibility and opportunities to build lasting professional and personal relationships.

The Partnership Program offers you the opportunity to make the most of your marketing dollars through impressive packages designed to directly reach club decision makers. Our members represent the finest country clubs, city clubs, athletic clubs and yacht clubs in

Membership Roster Advertising Opportunities

The TLSC publishes a printed directory, which includes a Buyer's Guide and full-color advertising for our partners. The various formats and associated benefits are provided below:

Tab Advertisement - \$2,000

- Full Page tab/divider advertisement
- Access for two representatives to attend 3 Industry Networking Events
- Listing in TLSC online and printed Buyer's Guide
- One copy of the Membership Roster

Full Page Advertisement - \$1,000

- Full Page advertisement
- Access for two representatives to attend 3 Industry Networking Events
- Listing in TLSC online and printed Buyer's Guide
- One copy of the Membership Roster

Back Cover Advertisement - \$2,500

- Advertisement on the back cover of the Membership Roster
- Access for two representatives to attend 3 Industry Networking Events
- Listing in TLSC online and printed Buyer's Guide
- One copy of the Membership Roster



2019 Partnership Program

Sponsorship Opportunities

The TLSC offers two exclusive Sponsorship levels associated with our three annual chapter-wide State Meetings.

Platinum Sponsorship - \$7,500

- Title Sponsor for one TLSC State Meeting
- Recognition on all promotional items associated with sponsored State Meeting
- 30-minute presentation at sponsored State Meeting
- Invitation for two representatives to attend all 3 State Meetings
- Invitation for two representatives to attend all 3 Industry Networking Events
- Access to all TLSC Region Meetings
- Full page tab advertisement in the Membership Roster (\$2,000)
- Member contact information in electronic format and two copies of the printed Membership Roster
- Logo recognition in Membership Roster, website and e-newsletter

Gold Sponsorship - \$4,500

- Participating Sponsor for one TLSC State Meeting
- Recognition on all promotional items associated with sponsored State Meeting
- Invitation for two representatives to attend all 3 State Meetings
- Invitation for two representatives to attend all 3 Industry Networking Events
- Access to all TLSC Region Meetings
- Full page advertisement in the Membership Roster (\$1,000)
- Member contact information in electronic format and two copies of the printed Membership Roster
- Logo recognition in Membership Roster and Chapter website



2019 Partnership Program

Advertising Specs & Rates & Deadlines

Ad Type	Dimensions	Rate
Full Page	5" x 8"	\$1,000
Tab	5" x 8"	\$2,000
Back Cover	6.5" x 9"	\$2,500

Ad sizes are displayed as width x height. All ads are full color and must be submitted in high-res PDF or Jpeg formats.

Artwork should be emailed to sam@texascmaa.org

Partnership Deadline

Friday, April 26, 2019

Artwork Deadline

Friday, May 10, 2019

Copy & Contract Agreement

- Member contact information is for individual solicitation only. Any mass solicitation must be approved by and sent through the Chapter Managing Director
- Cancellations are not accepted after the Partnership Deadline
- If copy is not received by the artwork deadline, copy from previous Membership Roster will run. If no previous copy is available, client is liable for the cost of contracted space. Advertiser's company name and contact information will be published in the allocated space.
- Requests for special positioning are given consideration, but no guarantee is made unless the position is included in the contract.
- All advertisers are accepted and published on the representation that the advertiser and/or advertising agency are properly authorized to publish the entire contents and subject matter thereof. It is understood that the advertiser and/or agency will indemnify and save the publisher harmless from and against any loss, expense or other liability resulting from any claim or suits that may arise out of the publication of such advertisements.
- By placing an advertising order, advertiser/agency agrees to pay charges for said advertisement. In the event advertiser/agency defaults on payment for charges due, advertiser/agency assumes all liability for fees associated with collection.



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Partnership Application

To confirm your partnership, please complete and return the following form with a copy of your logo in jpeg format to sam@texascmaa.org

Company Name: _____

Address: _____

City, State Zip: _____

Primary Contact: _____

Phone: _____ **Email:** _____

Marketing Contact: _____

Phone: _____ **Email:** _____

Website: _____

Please Indicate Your Partnership Level Below

Sponsorship Packages:

_____ **Platinum Sponsorship** (Includes Tab Roster Advertisement) \$7,500

_____ Winter Meeting _____ Summer Meeting _____ Fall Meeting

_____ **Gold Sponsorship** (Includes Full Page Roster Advertisement) \$4,500

_____ Winter Meeting _____ Summer Meeting _____ Fall Meeting

Membership Roster Advertising:	Specs:	Price:
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_____ Full Page	5" x 8"	\$1,000
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_____ Tab Advertisement – 4 available	5" x 8"	\$2,000
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_____ Back Cover – 1 available	6.5" x 9"	\$2,500
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Editorial Calendar:

Partnership Deadline Friday, April 26, 2019

Artwork Deadline Friday, May 10, 2019

Remit Payment to: Texas Lone Star Chapter | 1415 S. Voss, Ste. 110 #397, Houston, TX 77057