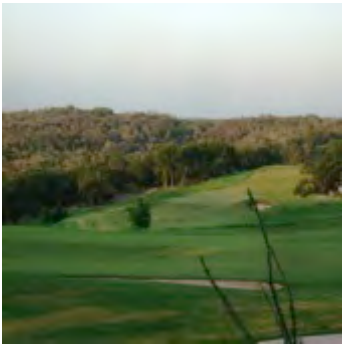




TEXAS LONE STAR CHAPTER OF CMAA 2018 PARTNERSHIP PROGRAM

Vendors Partnering with the Texas Lone Star Chapter:

Advancing the Club Management Profession through Education
and Genuine Relationships with Industry Vendors



2018 PARTNERSHIP PROGRAM

The Texas Lone Star Chapter (TLSC) of CMAA invites you to partner with over 275 club managers, representing 140 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 relationships that will benefit you for years to come.

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 Texas – providing targeted advertising opportunities for your message.

The TLSC Partnership Program offers opportunities to create personal relationships while building brand awareness for your organization through:

- Exclusive access to our members through networking events
- Promotion of your brand via advertising, website recognition and exclusive email opportunities

Maximize your visibility by participating in the TLSC Partnership Program!

Texas Lone Star Chapter of CMAA



The Texas Lone Star Chapter is the professional association for managers of membership clubs in Texas. Our mission is to advance the profession of club management and our members through education, affiliation and networking. As one of the largest CMAA Chapters, our 275 plus managers represent 140 different country clubs, city clubs, athletic clubs, yacht clubs and resorts.

Our members are highly engaged and place tremendous value on education, networking and social activities afforded to them.

Given the vast geography of Texas, the Chapter is divided into four Regions. Each Region conducts local education programs, while the Chapter offers four annual statewide events.

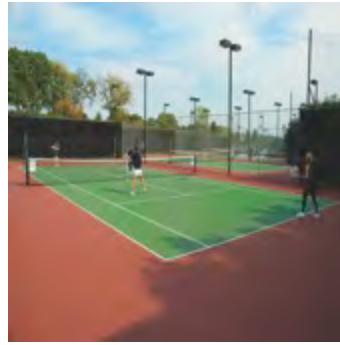
The Texas Lone Star Chapter is dedicated to:

- Providing members the best in club specific education, featuring speakers who are recognized nationally as industry leaders
- Providing forums for networking and idea sharing that will help managers successfully lead their clubs, boards and staff
- Supporting the development of future private club leaders through student scholarship and mentoring programs

Your support will enhance the quality of education and programming offered to Chapter members and hospitality students in Texas.

We strive to develop rich benefits for both members and our Preferred Vendor Partners by fostering genuine, long-lasting relationships that benefit the objectives of our Association, as well as the business interests of our Vendor Partners.

Our members value the important contributions of our Preferred Vendor Partners. As a Chapter, we take every opportunity to highlight our Partners and encourage our members to be accessible and to seek Vendor Partners first when making purchasing decisions.



Platinum Sponsorship

\$7,500 – Four Available

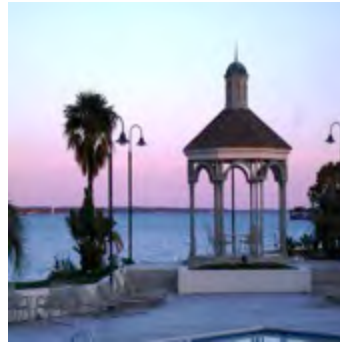
- Title sponsor for one State Meeting or Assistant Manager Workshop
- Recognition on all promotional materials associated with your sponsored State Meeting
- 30 minute presentation at sponsored State Meeting
- Invitation for two representatives to attend all State Meetings
- Invitation for two representatives to attend three Industry Networking Events
- Access to TLSC Region meetings
- Manager liaison assigned to communicate industry information throughout the year
- Full page tab advertisement in the Membership Roster (\$2,000 value)
- Member contact information in electronic format and two copies of the Membership Roster
- Sponsor recognition in the Membership Roster, Round Up newsletter and the home page of the Chapter website
- Two exclusive marketing emails to Chapter members
- Use of TLSC logo on your company letterhead



Gold Sponsorship

\$4,500 – Twelve Available

- Participating sponsor at one TLSC State Meeting
- Access for two representative to attend additional TLSC State Meetings
- Recognition on all promotional materials associated with sponsored meeting
- Sponsorship signage at State Meeting
- Invitation for two representatives to attend three Industry Networking Events
- Access to TLSC Region meetings
- Manager liaison assigned to communicate industry information throughout the year
- Full page advertisement in the Membership Roster (\$1,000 value)
- Member contact information in electronic format and two copies of the Membership Roster
- Sponsor recognition in the Membership Roster, Round Up newsletter and the home page of the Chapter website
- One exclusive marketing email to Chapter members
- Use of TLSC logo on your company letterhead



Membership Roster

- Advertisement in the Membership Roster
- Listing as a Preferred Vendor Partner in the Membership Roster
- Logo link on the Preferred Vendor Partner page of the Chapter website
- One copy of the Membership Roster
- Invitation for two representatives to attend three Vendor Appreciation networking events

Full Page Advertisement	\$1,000
Tab Advertisement – 4 available	\$2,000
Back Cover Advertisement – 1 available	\$2,500



Partnership Benefits



Industry Networking Events

Our Vendor Appreciation events are specifically designed to give you access to our members and provide an atmosphere for you to establish relationships and cultivate them over years to come. Three of our four Regions host these networking events, providing exposure to managers throughout the State.



State Meetings

The Texas Lone Star Chapter hosts three statewide events: Winter State Meeting, Summer State Meeting and the Fall State Meeting. Each event is a two and a half day workshop consisting of education, networking and social events.



Manager Liaison Program

Specifically for Platinum and Gold Sponsors, this program is designed to keep you in the loop throughout the year on upcoming events and Chapter news. If you need an introduction to a specific club or manager, your assigned Manager Liaison will be happy to accommodate you.



Membership Roster & Website Recognition

The Membership Roster is a full-color binder containing contact information for all Texas Lone Star Chapter managers and their clubs.

All vendor partners receive a logo link on the Preferred Vendor page of the Texas Lone Star Chapter website.

+ Specs & Rates

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

Advertisements should be emailed to sam@texascmaa.org

Partnership Program Deadline

Friday, April 27, 2018

Copy Due Date

Friday, May 11, 2018

+ Copy & Contract Regulations

- 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 advertisement closing deadline.
- If copy is not received by the copy due date, copy from previous Membership Roster will run. If no previous copy is available, client is liable for 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 claims 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 and sums incurred in collection including, but not limited to, collection fees, attorney fees and court costs.



CMAA Lone Star Chapter Spring State Meeting 2014



Texas Lone Star Chapter

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