

# **GCSA of New England**



***Friend and Affiliate***  
***2017 Membership Renewal***  
***&***  
***Partnership Promotion***  
***Program***

## DEAR FRIENDS & AFFILIATES

THANK YOU! - The past year was a success with 34 companies taking advantage of the promotional opportunities. Your support made a critical positive impact to the financial health of the GCSA of New England. All Friends and Affiliates who participated will be forwarded a program renewal invoice in the coming weeks. This invoice will be at the level of participation purchased for 2016. If you wish to continue your participation at a level different from 2016 please use the form in this pamphlet to make adjustments.

The 2017 Program again offers four Partnership levels, each with great value in advertising and additional expanded forms of recognition and promotions for your company. The program keeps your company name and logo front and center of the membership throughout the year.

- \* **PARTNER LOGOS** will appear on billboard and table cards at every GCSA of New England regular meeting.
- \* **PARTNERSHIPS** include Membership Directory advertisement and back page listing for your company.
- \* **PARTNER** levels of Silver, Gold & Platinum include Newsletter advertisement space.
- \* **PARTNER LOGOS** and Partnership Level designation will appear in prominent location on the Website.
- \* **E-MAIL BLAST** to membership announcing Partnership support and participation in a customized message.

All Partnership levels include Friend and Affiliate dues and packaged advertising discounts. The program can simplify your membership and advertising needs by selecting a package offered that best fits your company profile or matches your scope of financial commitment. Partnerships do involve a greater financial commitment, but provide measurable value in the way of preferred service with great discounts. While we encourage our Friends and Affiliates to consider participating in the Partnership Promotion Program, it is not a requirement. You can renew your membership in the usual manner as well.

Your participation in the organization at all levels is cherished, and member Superintendents are encouraged to support those who support the organization. Committing to the program early will provide you with full advertising in all newsletters. **Deadline for enrollment is March 31, 2017.**

**This document serves as your Membership Renewal Form:**

- \* **Complete *Membership Renewal Selection Form*** and choose the preferred method of payment.
- \* **Complete *Company Information Update & Friend Profile*** forms.
- \* **Return completed card** in the enclosed addressed envelope. One stamp will get it there. Thank you again for your support & enjoy the Holiday!

Sincerely,

Ed Downing

New England Specialty Soils

Affiliate Director, GCSA of New England

**CURRENT MEMBERSHIP CATEGORY & BENEFITS**

**FRIEND OF THE ASSOCIATION** \$ 325

*Includes*

- \* 1-Copy Membership Directory, membership listing in NEWSLETTER
- \* Access to Web and NEWSLETTER advertising services at member Rates

**AFFILIATE MEMBER** \$ 165

- \* Meeting participant, Contact information in Membership Directory listing
- Note; Affiliate membership requires prior Friend Membership

**PARTNERSHIP PROMOTION PACKAGES & BENEFITS**

**PATRON PARTNER** **\$ 1,100** (ACTUAL VALUE \$ 1,990)

*Includes:*

- \* Friend of the Association Dues \$ 325
- \* 1-Copy Membership Directory, Friend membership listing in the NEWSLETTER
- \* 1-Affiliate membership for your company \$ 165

*Plus*

- \* Annual Website Banner Advertisement / and designation as PATRON PARTNER \$ 500
- \* Company Color Logo On Table Tent cards for all GCSANE Meetings \$ 500
- \* Company logo printed in Membership Directory & Back Cover Listing \$ 500
- \* Email Blast to Membership Announcing Your Company Participation \*
- \* Annual Meeting Recognition of Sponsorship \*

**SILVER PARTNER** **\$ 2,200** (ACTUAL VALUE \$ 3,073)

*Includes:*

- \* Friend of the Association Dues \$ 325
- \* 1-Copy Membership Directory, Friend membership listing in the NEWSLETTER
- \* 2-Affiliate memberships for your company \$ 330

*Plus*

- \* Annual Website Banner Advertisement / and designation as SILVER PARTNER \$ 500
- \* (12) Months (1/4) Page Advertisements In NEWSLETTER \$ 918
- \* 1/4 Page Advertisement in Printed Membership Directory & SILVER PARTNER Back Cover Listing \$ 500
- \* Company Color Logo On Table Tent Cards for all GCSANE Meetings \$ 500
- \* Email Blast Announcing Participation \*
- \* Annual Meeting Recognition of Sponsorship \*

**GOLD PARTNER      \$ 2,900**

(ACTUAL VALUE \$ 3,935)

*Includes:*

- \* Friend of the Association Dues \$ 325
- \* 1-Copy Membership Directory, Friend membership listing in the NEWSLETTER
- \* 2-Affiliate memberships for your company & Register Additional Affiliates at ½ Rate. \$ 330

*Plus*

- \* Annual Website Banner Advertisement / and designation as GOLD PARTNER \$ 500
- \* (12) Monthly (½) Page Advertisements In NEWSLETTER \$ 1,530
- \* 1/2 Page Advertisement in Printed Membership Directory & GOLD PARTNER Directory Back Cover Listing \$ 750
- \* Company Color Logo On Table Tent Cards for all GCSANE Regular Meetings \$ 500
- \* Email Blast Announcing Participation \*
- \* Annual Meeting Recognition of Sponsorship \*

**PLATINUM PARTNER      \$ 3,900**

(ACTUAL VALUE \$ 5,225)

*Includes:*

- \* Friend of the Association Dues \$ 325
- \* up to 4-Affiliate memberships for your company \$ 660
- \* Register Additional Affiliates at ½ Rate.
- \* 1-Copy Membership Directory, Friend membership listing in the NEWSLETTER

*Plus*

- \* Website Banner Advertisement / and designation as PLATINUM Partner \$ 500
- \* (12) Monthly Full Page Advertisements In NEWSLETTER \$ 2,040
- \* Full Page Advertisement in printed Membership Directory & PLATINUM PARTNER Directory Back Cover Listing \$ 1,200
- \* Company Color Logo On Table Tent Cards for all GCSANE Regular Meetings \$ 500
- \* Email Blast to membership Announcing Participation \*
- \* Annual Meeting Recognition of Sponsorship \*

\* PRICELESS

Annual Partnership promotion packages are valid for the period of April 2017 – March 2018. Time is of the essence to gain the most from your *Newsletter* & *Web* page advertisements. Ads and all company logo artwork for website and table cards may be submitted via e-mail in **JPEG** file.

**Please forward all correspondence to Don Hearn [donhearn@gcsane.org](mailto:donhearn@gcsane.org)**

## 2017 MEMBERSHIP RENEWAL SELECTION FORM

COMPANY NAME \_\_\_\_\_

- \$ 325                      Friend Dues (Required By Company)
- \$ 165                      Affiliate Dues (\$165 for each company member registered)

- OR -

**2017 PARTNER PROMOTION PROGRAM:**    Itemized previously includes;

- \$ 1,100                      PATRON PARTNER    Friend & 1 Affiliate Dues & Patron Promotion Package
- \$ 2,200                      SILVER PARTNER    Friend & 2 Affiliate Dues & Silver Promotion Package
- \$ 2,900                      GOLD PARTNER      Friend & 2 Affiliate Dues & Gold Promotion Package
- \$ 3,900                      PLATINUM PARTNER Friend & 4 Affiliate Dues & Platinum Promotion Package

\$ \_\_\_\_\_                      TOTAL PAYMENT DUE

**\*Please Provide AFFILIATE NAMES Included in this Registration (please print).**

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\* New Affiliate members require an application for membership (located at [www.gcsane.org](http://www.gcsane.org)) as established by GCSANE By-Laws.

**SELECT PAYMENT OPTION:**

- Check for Full Amount Enclosed
- Credit Card Payment can be made by using the PayPal link on the website homepage at [gcsane.org](http://gcsane.org).

**2017 BILLING OPTIONS FOR PARTNER PARTICIPATION PROGRAM ONLY** (your company will be invoiced according to this selection).

- One Payment:                      March 1
- Two Payments:                      February 1    May 1
- Three Payments:                      February 1    May 1    August 1

## 2017 COMPANY INFORMATION UPDATE FORM

Please supply your company information for print in the  
GCSA of New England Membership Directory

Name \_\_\_\_\_

Business Name \_\_\_\_\_

Business Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Business Phone \_\_\_\_\_

Cell or Alternate Phone \_\_\_\_\_

Check this box if you do not want your cell phone number in the Directory

Email \_\_\_\_\_

Company Web Site \_\_\_\_\_

Home Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Preferred Mailing Address: Home  Business

Preferred Address for print in the Membership Directory: Home  Business

**FRIEND PROFILE**

As a Friend of the Association, your company is listed in the FRIEND section of each NEWSLETTER. Please complete the following lines for how you wish your COMPANY PROFILE to appear.

\*Should you not respond, your current profile will remain active.

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**FEEDBACK or MESSAGE TO THE ORGANIZATION**

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**SUBMIT FORMS, RESPONSE PAGES and Payments by Mail to:**

**GCSA of New England  
c/o Don Hearn  
300 Arnold Palmer Boulevard  
Norton, MA 02766**

[donhearn@gcsane.org](mailto:donhearn@gcsane.org)  
[www.gcsane.org](http://www.gcsane.org)

## Thank You! to our 2016 Participants

### **PLATINUM PARTNERS**

Turf Products  
MTE- Turf Equipment Solutions  
Hartney Greymont

### **GOLD PARTNERS**

LaCorte Equipment/John Deere Golf & Turf Supply  
Northeast Golf & Turf Supply

### **SILVER PARTNERS**

New England Specialty Soils  
Read Custom Soils  
Atlantic Golf and Turf  
Sportscares Unlimited

### **PATRON PARTNERS**

Cavicchio Greenhouses  
Allen's Seed Company  
Larchmont Engineering  
Sodco  
Syngenta  
Lazaro's Golf Course Supplies  
Beals and Thomas, Inc.  
Chas. C. Hart Seed Company  
The Cardinals  
Bayer  
BASF  
Harrell's  
Hillcrest Turf Services  
Putnam Pipe Corp.  
WinField  
Tartan Farms  
Colonial Dryject & Turf Services  
Ton Irwin, Inc.  
Gary Fialkosky Lawn Sprinklers  
Crop Production Services  
Helena Chemical Supply  
SiteOne Landscape Supply  
DeLea Sod Farms  
MAS Golf Course Construction  
Country Club Enterprises

*Renew Your Membership Today*

**GCSA of New England  
300 Arnold Palmer Boulevard  
Norton, MA 02766  
Phone: (774) – 430 – 9040**

[donhearn@gcsane.org](mailto:donhearn@gcsane.org)

[www.gcsane.org](http://www.gcsane.org)