



British Columbia Golf Superintendents Association

1229 Lee Creek Drive Lee Creek, BC V0E 1M4
Website: www.bcgsa.com

Phone: 250-804-4973
Email: admin@bcgsa.com

January 31, 2025

To All Our Valued Sponsors and Advertisers:

Thank you for taking the time to consider supporting the BCGSA by sponsoring and/or advertising with us in 2025.

We have a few options to offer you if you choose to advertise with our association. We distribute a membership roster as well as 3 magazines per year which offer ample space for advertising your company and/or products. We are also excited to have our new website in operation which will provide a platform for your advertisement to be showcased. As well, we will be providing a new opportunity of advertising in monthly e-blasts to the BCGSA's membership.

As you may be aware, the advertising opportunities that the BCGSA offers are both cost effective as well as being of great value to you, our valued Industry partners. They specifically target the golf course Superintendents, who are the key decision makers in purchasing equipment, fertilizer, and supplies for golf courses.

Opportunities for advertising with the BCGSA for 2025 are as follows:

2025 Membership Roster

- Distributed in May
- Deadline for Ads – April 18th

2025 DogWood – Spring Issue

- Distributed in May
- Deadline for Ads – April 1st

2025 DogWood – Summer Issue

- Distributed in July
- Deadline for Ads – June 15th

2025 DogWood – Fall Issue

- Distributed in October
- Deadline for Ads – September 15th

Website Advertising – Year Round

Eblast Advertising – Monthly

- Deadline for Ads – First of each month

The **DogWood** magazine is in full colour with approximately 40 - 50 pages on an 8½ x 11-inch page, that will be distributed to more than 400 British Columbia golf courses and industry alike, allowing you the opportunity to sell your products to all Superintendents in B.C.

The BCGSA Membership **Roster** is also in full colour with approximately 80 pages in a booklet that measures 5 ½ x 8 ½ inch page. This roster is used extensively by all members, Superintendents, and Industry alike.

Our **website** highlights a display of industry logos which offers the opportunity to link to your website and/or a feature promo. Our website is accessible to the public as well as features a members login section providing lots of exposure for promoting your business.

The Association is also committed to monthly **e-blasts**, called the **Super News**, where Industry partners will have an opportunity of posting your logo or banner linking to your company's website's home page or an "article" type link for promotion items or new products.

In addition, the BCGSA wants to provide opportunities for our members to network, learn and foster relationships. As such, BCGSA is seeking sponsorship for both the 2025 BCGSA Exchange Event and the 2025 Professional Development Days (PDDs) Conference. Once a commitment is made, all literature promoting these events online, or in any official publications will include the company logo signifying the level of support.

Attached are the advertising rates for our website, roster, magazine and e-blast communications along with ad sizing. As well, please find the rates packages for sponsoring our upcoming events. Be sure to check out the new opportunities to bundle advertising with sponsorships. For more information, contact the office to discuss options or speak to your BCGSA Regional Representative.

We look forward to working with you to meet your marketing needs. Please contact Jenn Rozek to set up your advertising and sponsoring for 2025.

jrozek@bcgsa.com

Cell: 250-804-4973

Thank you.

A handwritten signature in black ink that reads "Mark Berg". The signature is written in a cursive, flowing style.

Mark Berg
President,
BCGSA



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ADVERTISING HIGHLIGHTS & OPTIONS

- Colour Advertising
- Dogwood Magazine Advertisement
- Roster Advertisement
- Advertisement on the BCGSA Website
- Advertisement on the BCGSA E-blast Monthly Newsletter
- Links to Your Website

"THE DOGWOOD" MAGAZINE

Full Page	\$575
Half Page	\$375
Quarter Page	\$225
Two-Page Deal	\$900
Back Cover	\$800
Inside Back Cover	\$650
Inside Front Cover	\$650
Inserts – Per Page	\$600

MEMBERSHIP ROSTER

Full Page	\$600
Half Page	\$375
Two-Page Deal	\$1100
Back Cover	\$925
Inside Back Cover	\$700
Inside Front Cover	\$700

DIGITAL ADVERTISING

SUPER NEWS - MONTHLY E-BLAST

Banner – per month charge	\$75
Article-Type Link	\$200

BCGSA WEBSITE

Web PLATINUM Level: \$500.00

- 1st level logo placement on Home page as well as every other page on website
- Link to your website
- Opportunities to add promotions throughout year

Web GOLD Level: \$400.00

- 2nd level logo placement on Home page as well as every other page on the website
- Link to your website

Web SILVER Level: \$300.00

- 2nd level logo placement on Sponsor page
- Link to your website

Web BRONZE Level: \$200.00

- 2nd level logo placement on Sponsor page

ADVERTISING DISCOUNT OPPORTUNITY

Advertising in all 3 Dogwood Issues, the Roster and Website (any level):

- Receive a 5% discount

NOTE:

Reminders for submission deadlines will be sent out for print advertisements but not for digital advertisements. Monthly advertisements for the Super News are due by the first of every month. It is the responsibility of the company to have their submission emailed to the BCGSA Office before the deadline. E-blasts are scheduled to be sent out to the membership in the middle of each month.

For the Dogwood and Roster, we can accept all your advertisements for the year all at the same time or before each deadline.



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SPONSORSHIP HIGHLIGHTS & OPTIONS

- Sponsorship Levels
- Advertising Options
- Event Registrations Discounts
- Infomercial Opportunities
- Display Tables
- Signage

2025 SPONSORSHIP PACKAGES

Sponsorship TITLE Level: \$12,000.00

INCLUDES BOTH EVENTS (only 2 available)

- Recognized as "TITLE" Sponsor for both events on all BCGSA correspondence, literature and signage
- Includes 1 Full Page advertisement in each Spring, Summer, and Fall Dogwood
- Includes 1 Full Page advertisement in the Roster
- Includes free Digital Advertising EVERY MONTH on the BCGSA Super News with either a Banner (promotion of your logo linking to your company's website's home page) or an Article-Type Link (promotion items or new products) until January 31, 2026
- Includes free Digital Advertising on the BCGSA Website at the Web Platinum Level until January 31, 2026

2025 BCGSA Exchange Event

- Includes TWO free registration fees* and receive a 50% discount on registration fees* for additional delegates from the same company
- Two tee sponsorship signs

2025 Professional Development Days Conference

- Includes the opportunity to participate in the Innovative Product Showcase and/or Display Table
- Includes TWO free registration fees* and receive a 50% discount on registration fees* for additional delegates from the same company
- Includes a Display Table (\$500 value)
- Includes a 20-minute infomercial spot during the conference

Sponsorship PLATINUM Level: \$5000.00

INCLUDES BOTH EVENTS

- Recognized as "PLATINUM" Sponsor for both events on all BCGSA correspondence, literature and signage
- Includes free Digital Advertising in MARCH, JUNE, SEPTEMBER & DECEMBER on the BCGSA Super News with a Banner (promotion of your logo linking to your company's website's home page)

until January 31, 2026

- Includes free Digital Advertising on the BCGSA Website at the Web Gold Level until January 31, 2026
- Includes the opportunity to attach an advertising bundle to the Platinum Level as offered below

2025 BCGSA Exchange Event

- Includes ONE free registration fee* and receive a 50% discount on registration fees* for additional delegates from the same company
- One tee sponsorship sign

2025 Professional Development Days Conference

- Includes the opportunity to participate in the Innovative Product Showcase and/or Display Table
- Includes ONE free registration fee* and receive a 50% discount on registration fees* for additional delegates from the same company
- Includes a Display Table (\$500 value)

PLEASE NOTE: For the following **Gold, Silver, and Bronze** packages, if you choose to sponsor both events, the registrations for those events are outlined below. If you choose to sponsor only one event, registrations will only be for the corresponding event.

Sponsorship GOLD Level: BOTH EVENTS - \$3,000.00

MAY SPONSOR ONE or BOTH EVENTS

ONE EVENT: \$1,700.00

- Recognized as "GOLD" Sponsor for both events on all BCGSA correspondence, literature and signage
- Includes the opportunity to attach an advertising bundle to the Gold Level as offered below

2025 BCGSA Exchange Event

- Includes a 50% discount on registration fees* for all delegates from the same company
- One tee sponsorship sign

2025 Professional Development Days Conference

- Includes the opportunity to participate in the Innovative Product Showcase and/or Display Table
- Includes a 50% discount on registration fees* for all delegates from the same company
- Includes a Display Table (\$500 value)

Sponsorship SILVER Level: BOTH EVENTS - \$2,000.00

MAY SPONSOR ONE or BOTH EVENTS

ONE EVENT: \$1,200.00

- Recognized as "SILVER" Sponsor for both events on all BCGSA correspondence, literature and signage
- Includes the opportunity to attach an advertising bundle to the Silver Level as offered below

2025 BCGSA Exchange Event

- Includes a 50% discount on registration fees* for all delegates from the same company
- One tee sponsorship sign

2025 Professional Development Days Conference

- Includes the opportunity to participate in the Innovative Product Showcase and/or Display Table

- Includes a 50% discount on registration fees* for all delegates from the same company
- Ability to purchase a Display Table for \$500

Sponsorship BRONZE Level: BOTH EVENTS - \$1,000.00

MAY SPONSOR ONE or BOTH EVENTS

ONE EVENT: \$650.00

- Recognized as “BRONZE” Sponsor for both events on all BCGSA correspondence, literature and signage
- Includes the opportunity to attach an advertising bundle to the Bronze Level as offered below

2025 BCGSA Exchange Event

- Includes a 50% discount off ONE registration fee* for a delegate from your company
- One tee sponsorship sign

2025 Professional Development Days Conference

- Includes a 50% discount off ONE registration fee* for a delegate from your company

Sponsorship TEE: \$300.00

BCGSA Exchange Event Only

- Includes one tee sponsorship sign
- DOES NOT include registration fees or reduced registration fees for the event

***Event Registration Fees Includes:**

BCGSA Exchange

- September, 2025 – Prince George Golf & Curling Club, Prince George, BC
- Includes all golf, education, event meals and networking provided

BCGSA Professional Development Days

- December 3-5, 2025 – Marriott Victoria Ocean Pointe Resort, Victoria, BC
- Includes all education, event meals and networking provided

****NEW** Add-On ADVERTISING Bundles**

New to the BCGSA is the opportunity to bundle your advertising needs with your BCGSA sponsorship! Pick what bundles compliments your sponsorship and simplify your payments by receiving one invoice¹.

“THE DOGWOOD” AD BUNDLES

AD DW Full Page Bundle: \$1500.00

- Includes 1 X Full Page ad in the Spring Dogwood
- Includes 1 X Full Page ad in the Summer Dogwood
- Includes 1 X Full Page ad in the Fall Dogwood
- Value: \$1725.00

AD DW Half Page Bundle: \$1000.00

- Includes 1 X ½ Page ad in the Spring Dogwood
- Includes 1 X ½ Page ad in the Summer Dogwood
- Includes 1 X ½ Page ad in the Fall Dogwood
- Value: \$1125.00

ROSTER AD BUNDLES

AD ROSTER Full Page Bundle: \$525.00

- Includes 1 X Full Page ad in the Roster
- Value: \$600.00

AD ROSTER Half Page Bundle: \$325.00

- Includes 1 X ½ Page ad in the Roster
- Value: \$375.00

COMBINATION AD BUNDLES

AD COMBO Full Page Bundle: \$2000.00

- Includes 1 X Full Page ad in the Spring Dogwood
- Includes 1 X Full Page ad in the Summer Dogwood
- Includes 1 X Full Page ad in the Fall Dogwood
- Includes 1 X Full Page ad in the Roster
- Value: \$2325.00

AD COMBO Half Page Bundle: \$1200.00

- Includes 1 X ½ Page ad in the Spring Dogwood
- Includes 1 X ½ Page ad in the Summer Dogwood
- Includes 1 X ½ Page ad in the Fall Dogwood
- Includes 1 X ½ Page ad in the Roster
- Value: \$1500.00

¹ – Excludes registration fees for the BCGSA Exchange Event and Professional Development Days. The CGSA Membership Management System handles all our transactions for event registrations and membership fees. Depending on your sponsorship level, once registered, you will receive a registration invoice prior to the event date.

For more information on Partnership opportunities please contact Jenn Rozek at the BCGSA Office at 250-804-4973, email address: jrozek@bcgsa.com or feel free to contact any of our Board members below:

Mark Berg – super@williamslakegolf.ca

Keith Lyall – klyall@sunpeaksresort.com

Brett Finlayson – bfinlayson@golfbc.com

Mark Whitehead – super@wildstonegolf.com

Peter Rodrigues – pete.rodrigues@vancouver.ca

Brad Sinclair – brad.sinclair@crgolf.ca

T-Jay Creamer – tcreamer@golfbc.com

Spencer Grundy – spencer.grundy@nutrien.com

2025 DOGWOOD AD GUIDE

1/4 Column Page Ad

*PDF Supplied without
Bleed or Cropmarks
300 DPI, 3.80x4.80 inches*

1/4 Page Ad

*PDF Supplied with
Bleed (1/4") and Cropmarks
300 DPI, 4.18x5.30 inches*

*(Make note of where it lays within the
pink margin lines)*

Column Page Ad

*PDF Supplied without
Bleed or Cropmarks
300 DPI, 7.86x9.75 inches*

Full Page Ad

*PDF Supplied with
Bleed (1/4") and Cropmarks
300 DPI, 8.5x11 inches*

*(Make note of where it lays within
the pink margin lines)*

1/2 Column Page Ad

*PDF Supplied without
Bleed or Cropmarks
300 DPI, 7.86x4.75inches*

1/2 Page Ad

*PDF Supplied with
Bleed (1/4") and Cropmarks
300 DPI, 8.5x5.5 inches*

*(Make note of where it lays within the
pink margin lines)*

ADD ONS

Two-Page Deal

*PDF Supplied with
Bleed (1/4") and Cropmarks
300 DPI, 8.5x11 inches x2*

Back Cover

*PDF Supplied with
Bleed (1/4") and Cropmarks
300 DPI, 8.5x11 inches x2*

Inside Back or Inside Front Cover

*PDF Supplied with
Bleed (1/4") and Cropmarks
300 DPI, 8.5x11 inches*

Inserts Welcome



2025 BCGSA Ad Guide

Please Contact Jenn Rozek
jrozek@bcgsa.com

2025 ROSTER AD GUIDE

Full Page Ad

PDF Supplied with 1/4" Bleed

300 DPI, 8 1/2 x 5 1/2"

(Finished Size)

1/2 Page Ad

PDF Supplied with 1/4" Bleed

300 DPI, 4 1/4 x 5 1/2"

(Finished Size)

Make note of where the ad lays within the pink margin lines to ensure readability.

ADD-ONS

Two-Page Deal

Back Cover (5 1/2" x 8 1/2")

Inside Back Cover (5 1/2" x 8 1/2")

Inside Front Cover (5 1/2" x 8 1/2")

All Ads must be submitted as a PDF with 300 DPI and a 1/4" bleed (if it bleeds)

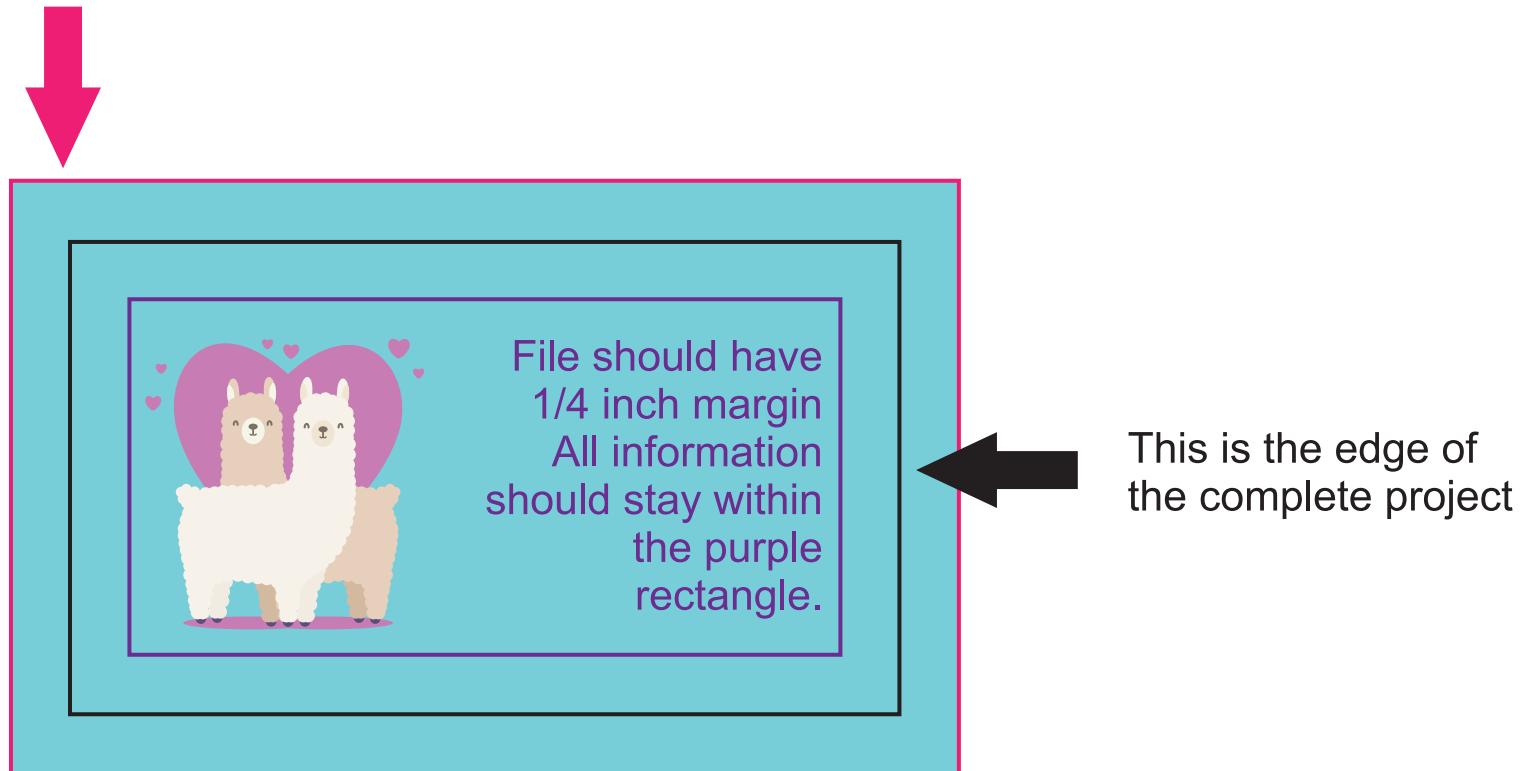


2025 BCGSA Ad Guide

Please Contact Jenn Rozek

jrozek@bcgsa.com

Files should have a 1/4 inch bleed.
Extend colours and pictures 1/4 inch past artboard



*** Please note that if the information goes past the 1/4 inch margin (purple rectangle) that you risk having the information cut off due to printer and cutter shift.**