

Partnership Possibilities



**European Golf Course Owners Association
(EGCOA)**



Partner up with the European Golf Course Owners Association

Dear Sir/Madam,

To sell more, your business looks for long term strategic cooperation with golf course owners and operators. The EGCOA can help.

The common goal of suppliers to the golf industry and the EGCOA is the growth of the game of golf and development of the market. Partners of the EGCOA underline the importance of these topics and support the EGCOA in striving for it. In return the partners receive promotional opportunities.

The EGCOA is the largest trade association of its kind in Europe, representing a membership of more than 650 facilities and reaching an audience of more than 8.000 operators in the golf business with e-publications. Top executives come to us looking for success. And many of the world's leading golf industry brands come to the association to ensure their sales messages are heard among the essential audience of golf course owners and operators in Europe.

Research confirms what many on your sales team undoubtedly already know - owners are key players in their business. They represent the heart and soul of their companies. They bear the biggest risks, reap the greatest rewards, make the tough decisions, initiate change and direct employee action. There's no more efficient way to get straight answers, to build successful relationships and to sell than to go directly to these ultimate purchasing authorities.

The EGCOA offers industry manufacturers, suppliers and distributors a multitude of ways to get their sales message to golf's top decision-makers and purchasers.

Please learn more about the EGCOA and the options for your company to get involved in the largest European golf business network.

Kind regards,

EGCOA

Lodewijk Klootwijk
CEO



Partner up with the European Golf Course Owners Association

Overview of Partnership Possibilities

Benefits / Partnership Possibility	Corporate Member	Business Partner	Preferred Supplier
EGCOA Media Package US Golf Business Magazine(monthly) Golf Management Europe (bi-monthly) Golf Business Development (bi-monthly) Golf Course Architecture Magazine (quarterly)	x	x	x
Access EGCOA LinkedIn Group	x	x	x
EGCOA Newsletter	x	x	x
EGCOA Bookstore Member Rate	x	x	x
Member rate at annual EGCOA Conference, NGCOA Conference and GIS	x	x	x
Use of EGCOA Partner logo	x (Use of Corporate Member logo)	x (Use of Business Partner logo)	x (Use of Preferred Supplier logo)
EGCOA On-Line Buyers Guide	x (Weblink)	x (Short profile, logo and weblink)	x (Full profile, logo and weblink)
EGCOA Conference sponsorship discount	x (10% on standard package)	x (50% on standard package)	x (Standard package included)
Corporate logo on website www.egcoa.eu	-	x	x
Corporate logo in EGCOA e-magazine	-	x	x
Monthly article in EGCOA e-magazine	-	-	x
Corporate logo in EGCOA communications	-	-	x
Fee	Yearly fee € 499,-	Yearly base fee € 5.000,- + € 10,- per EGCOA member per year	Yearly base fee € 10.000,- + € 25,- per EGCOA member per year



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EGCOA Corporate Membership

Corporate Members of the EGCOA are typically companies that service the golf course industry in either a manufacturer, supplier, distributor or consultative fashion. This level of partnership sets the stage for these companies to build relationships with golf course owners and ensures listing in our On-Line Buyers Guide. Corporate Members are eligible for many of the same special programs and discounts offered to other members. As a Corporate Member, your company will receive golf business magazines and e-publications that are also spread to members. This information gives you crucial insight in the world of golf course owners.

Often Corporate Members are the first resource toward which we direct course-owning members interested in learning about new products, programs or services.

The promotion of the brand of the Corporate Member can be established on:

- EGCOA On-Line Buyers Guide
- EGCOA Conference (10% discount on standard package)
- Use of EGCOA Corporate Member logo

Furthermore the EGCOA Corporate Member will be invited for all the EGCOA gatherings except for board meetings.

Numbers

Currently the EGCOA has more than 650 members. These members will be contacted directly by e-magazine and newflashes. The e-magazine will also be sent to other decision makers in the golf industry. The EGCOA has a database of more than 8.000 influential people in the golf business which will receive the online magazine.

Fee

The fee for Corporate Membership of the EGCOA is a base fee of Euro 499,- per year.

Contract

The Corporate Membership agreement is per period of one year.

Our Corporate Members are:

Please visit www.egcoa.eu.



Partner up with the European Golf Course Owners Association

EGCOA Business Partnership

Business Partners of the EGCOA will get publicity in lots of publication of the EGCOA. This level of partnership sets the stage for these companies to build long term strategic relationships with golf course owners and ensures effective promotion of their business. A Business Partner is eligible for most of the same special programs and discounts offered to members. Business Partners are often the first resource toward which we direct course-owning members.

The promotion of the brand of the business partner can be established on:

- EGCOA website www.egcoa.eu (logo on website at business partner section and page about the business partner)
- EGCOA e-magazine (logo in the magazine)
- EGCOA Conference (50% discount on standard package)
- Use of EGCOA Business Partner logo

Furthermore the Business Partner will be invited for all the EGCOA gatherings except for board meetings.

Numbers

Currently the EGCOA has more than 650 members. These members will be contacted directly by e-magazine and newsflashes. The e-magazine will also be sent to other decision makers in the golf industry. The EGCOA has a database of more than 8.000 influential people in the golf business which will receive the online magazine.

Fee

The fee for the Business Partnership of the EGCOA is a base fee of € 5.000,- per year plus € 10,- per course per year.

Contract

The Business Partner agreement is per period of three years.

Our Business Partners are:





Partner up with the European Golf Course Owners Association

EGCOA Preferred Suppliership

Preferred Suppliers of the EGCOA will get full publicity in every publication of the EGCOA. This level of partnership sets the stage for these companies to build long term strategic relationships with golf course owners and ensures effective promotion of their business. A Preferred Supplier is eligible for all of the same special programs and discounts offered to members. Preferred Suppliers are the first resource toward which we direct course-owning members.

The promotion of the brand of the Preferred Supplier can be established on:

- EGCOA website www.egcoa.eu (logo and preferred supplier section on first page website)
- EGCOA e-magazine (logo and attention in the magazine plus add)
- EGCOA brochures (logo)
- EGCOA European Golf Business Conference (standard package)
- All other communications of the EGCOA will be with logo of preferred supplier
- Exclusivity as preferred supplier in specific category
- Use of EGCOA Preferred Supplier logo

Furthermore the Preferred Supplier will be invited for all the EGCOA gatherings except for board meetings.

Numbers

Currently the EGCOA has more than 650 members. These members will be contacted directly by e-magazine and newsflashes. The e-magazine will also be sent to other decision makers in the golf industry. The EGCOA has a database of more than 8.000 influential people in the golf business which will receive the online magazine.

Fee

The fee for Preferred Supplier of the EGCOA is a base fee of Euro 10.000,- per year plus € 25,- per course per year.

Contract

The Preferred Supplier agreement is per period of three years.

Our Preferred Suppliers are:





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REGISTRATION FORM

Herewith, I enroll myself as a partner of the EGCOA:

Company: _____

Contact Person:

Mr./Ms: _____

First Name : _____

Last name: _____

Address: _____

City : _____

Zip code: _____

Country: _____

Phone: _____

Mobile: _____

Fax: _____

E-mail: _____

The company will partner up as a:

1. Preferred Supplier Fee € 10.000,- + € 25,- per course per year

2. Business Partner Fee € 5.000,- + € 10,- per course per year

3. Corporate Member Fee € 499,-

Place : _____ **Date:** _____

Signature: _____

Method of payment: After we receive your registration form, we will send you a confirmation and an invoice by e-mail.

PLEASE FAX THIS REGISTRATION FORM TO +31(0)20 330 61 05



Partner up with the European Golf Course Owners Association

More information about golf course owners

A brief profile of the typical golf course owner

The men and women who own golf courses are responsible for all areas of the business. While some course owners limit their involvement as investors or partners, the great majority of owners are intimately involved in the day-to-day operations of the golf facility.

The business is multi-faceted and ever-changing due to elements such as market changes, weather unpredictability and government regulations, to name just a few. Owners realize they are competing not only against other leisure activities, but also against the facets of the game which seem to prohibit many people from playing on a regular basis, such as perceived difficulty and an investment of time and money.

Owners are investing in more sophisticated assets to adapt today's golf business to today's consumer, such as better operations and customer relationship software, more sophisticated machinery and on-course technology (such as GPS) and more qualified people to execute the operation from top-to-bottom. Moreover, many golf course owners are forging alliances with organizations and companies, such as hotels and visitors bureaus, to help market golf to tourists and meeting planners.

Golfers are the lifeblood of the golf business. Owners realize a comprehensive plan must be developed and executed at the facility to offer consumers a quality product commensurate with the price offered. The product typically includes friendly interaction with staff from bag drop to restaurant, an attractive selection of merchandise, good food and beverage and a "meet-or-exceeds expectations" golf course experience, including conditioning and reasonable pace of play. In order to make all of this happen seven days a week, from sun-up to sun-down, a golf course owner must let it be known to new and prospective customers that the product is available (marketing), get golfers committed to playing (sales), deliver the promise (service, merchandise, food and play) in a safe environment (risk management) and get them committed to come back again (retention).

Owners must contend with many forces impacting the way they run the business, including federal and local safety standards, nearby or contiguous property owners, heavy taxation burdens, human resource policies, rising operational costs and increases in competition. They must contend with the financial pressures of financing, several types of insurance and all kinds of employment situations, including full-salaried, part-time and seasonal.

Nevertheless, the men and women who own and operate golf courses are up for the challenge each day they open the doors, because they love the business. Most people who step foot onto the first tee would rather be nowhere else but at that place at that time, and golf course owners receive great satisfaction from providing pleasurable experiences to millions of people each year - and an enjoyable working experience for hundreds of thousands of employees.



Partner up with the European Golf Course Owners Association

More information about the EGCOA

The European Golf Course Owners Association provides services to support golf course owners in their aims, represents their interests and improve the golf business on a European level. The EGCOA supports the owners by spreading and sharing knowledge. More than 650 golf course owners are united in the EGCOA.

The EGCOA was established in 2004 and is headquartered in Amsterdam, the Netherlands. Owners and operators of golf courses throughout Europe, from owners of 9-hole facilities to multiple course owning companies – are united in the European Golf Course Owners Association to protect their interests. With the growing role of the European Union and the shift of decision making from a national to a European level, the role of the EGCOA as Europe's leading authority on the business of golf course ownership is further increasing. The not-for-profit organisation now represents owners associations from 12 countries and more than 650 golf course owners in Europe.

The prime objects of the association are:

- To grow the golf business;
- To protect the interest of the golf course owners and supply side of the golf industry on a European level;
- To professionalize and improve the golf business

Members:

The EGCOA has members in 24 European countries. The following national associations are member: France, Sweden, Denmark, Germany (including Switzerland and Austria), Holland, Italy, Slovenia, Finland, Portugal and the Czech Republic.

Growth is expected in the coming years. More golf courses will unite in National Owners Associations and become member of the EGCOA. More individual courses are joining the association. In several countries initiatives have been started to create owners associations, supported by the EGCOA. Contact is established in Spain, Norway, Ireland, Poland, Ukraine, Bulgaria and Dubai.

The board of the EGCOA exists of:

Marcel Welling, Holland, President, Marcel is also member of the board of the NGCOA
Alexander von Spoercken, Germany, Vice-President, also president of the German GCOA
Peter Aendorff, Danmark, Secretary, also president of the Danish GCOA
Philippe Wibaux, France, treasurer, also president of the French GCOA

The Advisory board of the EGCOA exists of:

Mr. Jaime Ortiz-Patiño, president & owner Valderrama Golf Club

Cooperation NGCOA

The EGCOA works closely together with the National Golf Course Owners Association of the USA. The EGCOA signed an agreement with the NGCOA . All courses that are part of the EGCOA will be members of the NGCOA. Also: all European courses that want to join the NGCOA can do so via joining the EGCOA.



Partner up with the European Golf Course Owners Association

More information about the European Golf Business Conference

The annual European Golf Business conference is the place where golf course owners, golf managers, directors of golf, suppliers, representatives of national and European golf bodies, golf course architects and industry partners gather. The aim of the conference is to bring the European golf business together in order to get ideas to improve the operation of golf courses, to share ideas, exchange information about matters of mutual concern and to network.

Each year, the EGCOA conference is taking place in a different city in Europe. With two conferences in Amsterdam, last year's conference visited Berlin.

Why should you be sponsor of the European Golf Business Conference?

As a sponsor of the European Golf Business Conference, your company is present at the most important golf conference in Europe. This unique gathering of the European golf industry gives you very effective ways to reach companies and individuals who need your products, services and expertise. Your company will be in the spotlight in a variety of ways before, during and after the conference.

Sponsorship of the European Golf Business Conference sets the stage for your company to build relationships with golf course owners, directors of golf, suppliers, representatives of national and European golf bodies, golf course architects and industry partners throughout Europe.

Sponsors of the European Golf Business Conference in recent years:



and many more...