

IOWA CHAPTER
SportsTurf
MANAGERS ASSOCIATION

MVA

MOST VALUABLE PARTNERS



Who We Are



Iowa Sports Turf Managers Association (ISTMA) members represent all segments of the sports turf industry: football, soccer, baseball, softball, rugby, lacrosse, field hockey, golf, and more. ISTMA is associated with schools, colleges, universities, parks, and youth sports, as well as contractors and trade affiliates.

ISTMA members work together, combining the science of growing grass and the art of maintaining sports turf areas to produce aesthetically pleasing and safe playing surfaces.

ISTMA's purpose is to collect and disseminate scientific, professional and practical knowledge through association with persons engaged in or concerned with the research and maintenance of safe and improved sports turf areas. ISTMA promotes the design, development and use of materials, supplies and equipment in the sports turf industry.

ISTMA collects and supplies current information on effective management practices for the improvement in quality and safety of all sports facilities.

Partnering with the ISTMA through advertising and sponsorship opportunities provides you with access to sports turf management professionals all across the state of Iowa, who are dedicated to advancing their profession and driven to increase the success of their facilities.

Become a MVP

At the heart of the ISTMA are companies that support the industry through sponsorship, advertising and partnership. For the first time, the ISTMA is offering a partner program for its affiliate members. Companies who participate in the program will be known as ISTMA MVP's (Most Valuable Partners).

The MVP package makes it easier for you to support the ISTMA by seeing all of the opportunities available to you throughout the year in one place. Companies wishing to participate in the partner program must be an ISTMA Affiliate member (Category 3) and a bronze level MVP at minimum to participate in any opportunities that the ISTMA provides.

The following pages outline and summarize all sponsorship, advertising and marketing opportunities for your company with the ISTMA. Begin by familiarizing yourself with all the opportunities that the ISTMA provides. Once you've viewed all of your opportunities, you may either select one of the MVP levels which we have provided or build your own package to best suite your needs. There are four levels to choose from: Platinum, Gold, Silver, and Bronze.

Are you interested in opportunities that are not included in your desired MVP level? You can add any additional opportunities to best fit your needs. It is important to remember that MVP packages are a minimum, and the ISTMA will work with you to meet your needs.

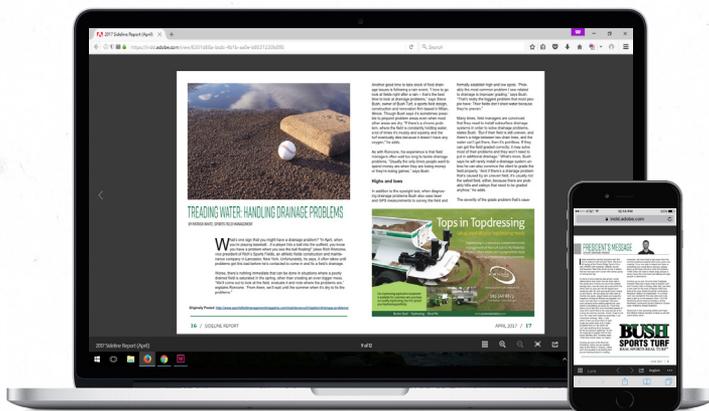
When you and your company become a MVP, you will be recognized at all ISTMA events, including the Membership Social and Annual Meeting, on social media, in the *Sideline Report*, on the ISTMA website, www.lowaSTMA.org, and ISTMA's monthly membership email, Quicknotes.



SIDELINE REPORT

Since 1988, ISTMA's newsletter, the *Sideline Report*, has distributed technical and practical articles provided by leading industry experts, educators, members, and its Board of Directors. The *Sideline Report* continues to enhance the professional image of ISTMA's members.

The *Sideline Report*, which is published six times annually, is an ISTMA member favorite and is currently circulated to more than 250 individuals.



In digital versions of the *Sideline Report*, all advertisements include hyperlinks to a partner's website or email, giving viewers the opportunity to easily connect with you and your products.

Digital versions of the *Sideline Report* also give the viewer the ability to print, if they choose to view the newsletter on paper instead of a screen.

Advertising Issues & Rates

Issue Date	Kind	Deadline
March	Digital	2/1/2018
April	Digital	3/1/2018
June	Digital	5/1/2018
August	Digital	7/1/2018
October	Digital	9/1/2018
December	Digital	11/1/2018

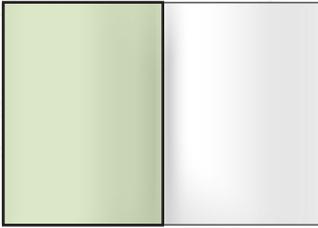
Advertising material, inserts and editorial material must be received no later than the 1st of the month prior to the publication.

You must send changes by the deadlines indicated above or changes will be held until the next issue.

Size	1-5 Issues	6 Issues
Full-Page	\$250	\$200
1/2-Page Horizontal	\$200	\$150
1/2-Page Vertical	\$200	\$150
1/4-Page Horizontal	\$150	\$100
1/4-Page Vertical	\$150	\$100
1/8-Page	\$110	\$80

*Advertising rates are listed per issue

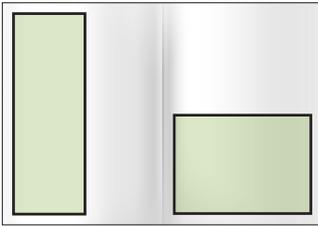
Advertising Specifications



Full-Page

Trim Size: 8.5" x 11"

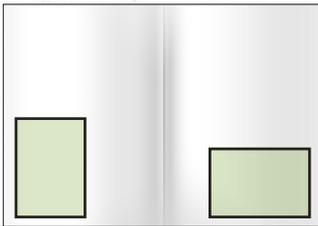
Bleed Size: 8.75" x 11.25"



1/2-Page

Horizontal (Non-Bleed): 7.5" x 5"

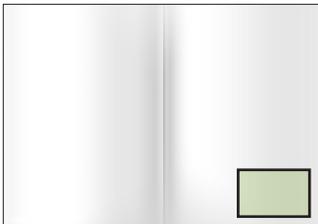
Vertical (Non-Bleed): 3.75" x 10"



1/4-Page

Horizontal (Non-Bleed): 5" x 3.75"

Vertical (Non-Bleed): 3.75" x 5"



1/8-Page

Horizontal (Non-Bleed): 3.75" x 2.5"



225

Silent Auction



Showcase your company and products by donating to the ISTMA Silent Auction, which is held each year during the Iowa Turfgrass Conference and Trade Show. Participating in the event is a great way to gain exposure by getting your products in the hands of your customers.

All funds raised through the Silent Auction enable the ISTMA to award scholarships to Iowa students pursuing careers in the sports turf industry.

At the 2017 Iowa Turfgrass Conference and Trade Show, ISTMA raised a record \$12,731.00 in its Silent Auction. Thank you to our affiliates who continue to support this great cause each year!

Visit our Silent Auction page on www.lowaSTMA.org to learn more.

Membership Social

Each year, the ISTMA membership is invited to attend the Membership Social, which is held annually on the first night of the Iowa Turfgrass Conference and Trade Show. The event is attended by sports turf managers, their staffs, affiliates, educators, students, and other industry professionals and their families for the purpose of networking in a very casual atmosphere.

Your sponsorship of this event provides food and free admission for all attendees. Sponsorship recognition includes: signage and recognition at the event, in emails, on www.iowaSTMA.org, on social media, and in the *Sideline Report*.

Sponsorship of the Membership Social is included in the Platinum MVP level only. **Companies not in the Platinum MVP level may purchase sponsorship of the Membership Social for an additional \$200.**

23 JAN	2018 MEMBERSHIP SOCIAL Spectator's Sports Bar & Grill Altoona, Iowa
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Level	Included
Platinum	Included
Gold	\$200
Silver	\$200
Bronze	\$200

2018 Workshops



The ISTMA holds four successful workshops each year across the state of Iowa, providing you and your company the opportunity to build new relationships at each event.

25
APR

SPRING WORKSHOP

Waukee Community School District

Waukee, Iowa

21
AUG

SUMMER WORKSHOP

City of Muscatine

Muscatine, Iowa

03
OCT

FALL WORKSHOP

University of Iowa

Iowa City, Iowa

05
DEC

WINTER WORKSHOP

Hawkeye Community College

Waterloo, Iowa

Workshop Sponsorships



Sponsoring our workshops strengthens your position as a supporter of our members and all sports turf managers in Iowa. Each workshop sponsorship includes: two registrations at the workshop, logo on the workshop flyer, signage and recognition at the workshop, in emails, on www.iowaSTMA.org, on social media, and in the *Sideline Report*.

Various number of sponsorships are included in all MVP levels. **If you and your company would like to purchase additional workshop sponsorships not included in your MVP level, they can be purchased for an additional \$250 each.**

Level	Included
Platinum	Sponsor all 4 workshops
Gold	Sponsor 3 workshops
Silver	Sponsor 2 workshops
Bronze	Sponsor 1 workshop

Workshop Registrations



When you and your company choose to sponsor an ISTMA workshop, two individual registrations are included for your company with your sponsorship (Additional registrations may be purchased). However, the ISTMA would like to partner with you to increase event attendance and reach new individuals.

A various number of workshop registrations are included in each MVP package. **The ISTMA recommends inviting your customers to attend our workshops and advance their professional knowledge.** Treating a current or potential customer with a workshop registration is a great way to expand a professional relationship.

Level	Included
Platinum	4 registrations
Gold	3 registrations
Silver	2 registrations
Bronze	1 registration



Award Sponsorship



2016 Sports Turf Manager of the Year
Shaun Eberhart, Northeast Community School District

Are you looking for a more unique way to bring attention and exposure to your company? Become a sponsor of one of our association's coveted awards, the Sports Turf Manager of the Year.

By participating in this new opportunity, your company name and logo will be emphasized on the Sports Turf Manager of the Year award application, webpage, and winner's plaque. You will also be included in the award announcements at the Iowa Turfgrass Conference and Trade Show, in member emails, the *Sideline Report*, and on social media.

The ISTMA Board of Trustees, based on recommendation from the ISTMA Awards and Scholarships Committee, will select a qualified recipient each year.

Interested in sponsoring the Sports Turf Manager of the Year award? **A sponsorship can be purchased for \$1,000.** The Sports Turf Manager of the Year sponsorship will be restricted to only one company, so be the first one to select this unique opportunity!

Membership Giveaway



Included in the Platinum and Gold MVP levels are a number of memberships for you and your company to give away **to non-member professional sports turf managers**. You can use this perk as a thank you to a current customer or to anyone you wish.

This is a great way for you to solidify a bond with a customer and it helps get your customer involved with our association.

Please note that this benefit is not to be used on your own company memberships.

Level	Included
Platinum	2 memberships
Gold	1 membership
Silver	
Bronze	

e-Marketing



Have you ever wished you could get an email sent directly to our members? Let the ISTMA help you reach your current and potential customers through our e-Marketing services.

Whether it's an email to our entire membership or a targeted email to a segment of our membership, we can help!

A number of email blasts are included in the Platinum, Gold and Silver MVP levels. **Email blasts can also be purchased for \$50 per blast**, with a maximum of four email blasts allowed per year, per company.

Level	Included
Platinum	3 email blasts
Gold	2 email blasts
Silver	1 email blast
Bronze	\$50 per blast



Roofing 282-8248 | 412 | DMOS | CHELSEA | KANSAS STATE UNIVERSITY | 503 CAMEL | IOWA HEALTH | Great Clips | CDS Global | PLUMBERS PIPERS LOCALS | You're Safe!



Platinum MVP

Opportunity	Value
Advertise in the <i>Sideline Report</i>	
Six 1/4-page Ads	\$600
Workshop Sponsorships (\$250 per workshop)	
Sponsor all four workshops	\$1,000
Workshop Registrations (\$50 per attendee)	
Four workshop registrations to give away	\$200
ISTMA Membership Social (\$200)	
Sponsor ISTMA's annual gathering	\$200
e-Marketing (\$50 per email)	
Send three emails to our membership in 2018	\$150
Membership Giveaway (\$75 per member)	
Two memberships to give to non-members	\$150
Total Price	\$2,250
Discount	\$300
You Pay	\$2,000

Gold MVP

Opportunity	Value
Advertise in the <i>Sideline Report</i>	
Six 1/8-page Ads	\$480
Workshop Sponsorships (\$250 per workshop)	
Sponsor three workshops	\$750
Workshop Registrations (\$50 per attendee)	
Three workshop registrations to give away	\$150
ISTMA Membership Social (\$200)	
Sponsor ISTMA's annual gathering	
e-Marketing (\$50 per email)	
Send two emails to our membership in 2018	\$100
Membership Giveaway (\$75 per member)	
One memberships to give to a non-member	\$75
Total Price	\$1,555
Discount	\$175
You Pay	\$1,380

Silver MVP

Opportunity	Value
Advertise in the <i>Sideline Report</i>	
Three 1/8-page Ads	\$330
Workshop Sponsorships (\$250 per workshop)	
Sponsor two workshops	\$500
Workshop Registrations (\$50 per attendee)	
Two workshop registrations to give away	\$100
ISTMA Membership Social (\$200)	
Sponsor ISTMA's annual gathering	
e-Marketing (\$50 per email)	
Send one email to our membership in 2018	\$50
Membership Giveaway (\$75 per member)	
No memberships to give to non-members	
Total Price	\$980
Discount	\$50
You Pay	\$930

Bronze MVP

Opportunity	Value
<p>Advertise in the <i>Sideline Report</i></p> <p>No advertising</p>	
<p>Workshop Sponsorships (\$250 per workshop)</p> <p>Sponsor one workshop</p>	\$250
<p>Workshop Registrations (\$50 per attendee)</p> <p>One workshop registrations to give away</p>	\$50
<p>ISTMA Membership Social (\$200)</p> <p>Sponsor ISTMA’s annual gathering</p>	
<p>e-Marketing (\$50 per email)</p> <p>Send zero emails to our membership in 2018</p>	
<p>Membership Giveaway (\$75 per member)</p> <p>No memberships to give to non-members</p>	
<p>Total Price</p>	\$300
<p>Discount</p>	\$0
<p>You Pay</p>	\$300

PLATINUM	GOLD	SILVER	BRONZE
\$2,000	\$1,380	\$930	\$300
Six 1/4-page Ads	Six 1/8-page Ads	Three 1/8-page Ads	
Four Workshop Sponsorships	Three Workshop Sponsorships	Two Workshop Sponsorships	One Workshop Sponsorship
Four Workshop Registrations	Three Workshop Registrations	Two Workshop Registrations	One Workshop Registration
Membership Social Sponsorship			
Three Email Blasts	Two Email Blasts	One Email Blast	
Two Membership Giveaways	One Membership Giveaway		
\$300 Discount	\$175 Discount	\$50 Discount	

IOWA CHAPTER
SportsTurf
MANAGERS ASSOCIATION

Experts on the Field, Partners in the Game