



NCA Press Release

FOR IMMEDIATE RELEASE

Contact: Cindy Vizza

202-822-9822

vizza@nationalclub.org

The National Club Association Launches New Corporate Partner Program

Program Provides New Ways to Promote Industry Resources and Provide Benefits to Clubs

(Washington, D.C., July 23, 2010)—The National Club Association today announces the launch of a new Corporate Partner Program to benefit private clubs and industry partners. NCA has restructured its long-standing Associate Membership program to provide organizations that do business with private clubs an opportunity to market their services and increase their exposure to the industry, and also to increase the number of resources available to NCA's member clubs through additional educational programming.

The NCA Corporate Partner Program will provide a platform for industry partners to educate the club community and serve as resources through a variety of opportunities, including webinars, editorial content in NCA publications and educational training sessions at NCA events. Under the new program, partnership levels will be categorized into four different categories, each with its own set of benefits and opportunities:

- Associate Membership – vendor partners and allied organizations receive industry news, resources and legislative updates through NCA publications and increased exposure through NCA's website and Buyers Guide.
- Corporate Partners – includes all benefits of Associate membership and adds bundled marketing opportunities through NCA print and online marketing channels.
- Strategic Alliance Partners – Allied organizations and vendor partners become resources for club members through contributions of editorial content and club member Q & A platforms.
- Chairman's Club Partners – includes all the benefits, resources and opportunities of previous categories, and also works closely with NCA on research and business development activities.

The Strategic Alliance and Chairman's Club Partner levels will provide opportunities for corporate partners to offer member clubs additional resources through:

- Webinars – NCA will work with partner organizations to deliver timely, relevant and informative programs filled with useful information for both NCA member clubs and non-members.
- “Ask the Experts” – Strategic Alliance and Chairman's Club Partners will serve as resources through NCA's “Ask the Experts” series, whereby NCA member clubs can ask industry-related questions, both online and at the “Ask the Experts” Roundtable at the 2011 National Club Conference.
- Editorial content in *Club Director* and *NCAConnect* – Strategic Alliance and Chairman's Club partners will contribute educational content for NCA periodicals, expanding the pool of editorial contributors and enhancing content and perspective.

NCA represents some of the most prominent clubs across the U.S. Seventy-eight percent of its membership consist of golf/country clubs, while city, athletic and yacht clubs form the remainder. Sixty-four percent of NCA members generate gross revenue of more than \$3 million.

For more information regarding NCA's Corporate Partner Program, please visit

www.nationalclub.org or contact Joel Nepomuceno at 202-822-9822 or nepomuceno@nationalclub.org.

About NCA:

NCA is a national, nonprofit trade association dedicated to serving the business interests of private clubs, including golf and country clubs, yacht clubs and social clubs. The organization lobbies Congress on behalf of its members and produces educational materials on a range of public policy issues including taxes, health care, immigration, and club operations issues such as governance, compliance, hospitality trends and human resources-related topics. Visit www.nationalclub.org for more information.

###