

2021 International Thank A Superintendent Tactics

GCSAA has been recognizing its members with an annual “Thank a Superintendent” event since 2015. The expansion of the celebration to an international day to celebrate superintendents and greenkeepers worldwide was well received and built a solid foundation upon which to grow the international participation and recognition. With golf being one of the few success stories of the pandemic, the 2021 event will be designed to include a greater emphasis on the global golf community and increased opportunities for courses and golfers to be a part of the celebration

The next International Thank a Superintendent/Thank a Greenkeeper Day is scheduled for Sept. 14, 2021, but global partners will be asked to provide assets and materials as part of the creative collateral in the months and weeks leading up to the celebration. GCSAA will then distribute the final collateral pieces, which can be customized to fit each country’s/association’s specific needs, by Aug. 1 in preparation for the global event.

The elements, requested material and deadlines are as follows:

30-second Television Commercial

- Concept: Two-section piece with 10-15 seconds focused on highlighting the work and dedication of the superintendent profession and then the remainder of the time featuring video messages of “thanks” from golfers. Footage for this second section will be gathered through combined efforts of GCSAA and international partners, with thanks being said in various languages and accents. Would include professional golfers as well as recreational golfers. Each country/association would provide video of 1 professional and 5-10 recreational golfers.
- Estimated delivery of commercial to partners for customization: August 1
- Commercial debuts: on September 14
- **Ask: Each association will submit 3-5 videos of golfers saying “Thank You”. They may be professionals, first timers, kids, etc. “Thank You” may be in any language. Please include the name and city/country of the golfer. Videos can be submitted to a Dropbox that EPIC Creative will provide. Any format is fine, but please send highest resolution possible.**
- **Videos due to GCSAA: July 15**
- Submit videos to:
<https://www.dropbox.com/sh/3lg25rctejccaok/AADrEclaY4dgvFHVuKUuHq7wa?dl=0>

Social Media Tool Kit for Associations

- Tool kit of suggested social posts for #thankasuper and #thankagreenkeeper campaign.
- All international partners would provide images to be shared with all groups. Images would identify golf course and country of origin.
- Tool Kit provided to international partners: August 1
- **Ask: Each association will submit 5-10 of their best images of superintendents and their staff at work. Images can be submitted to a Dropbox that GCSAA will provide. Files should be a .jpg or .png format.**
- **Images due to GCSAA: July 15**

- Submit images to:
<https://www.dropbox.com/sh/7ryl1hd71tec4wy/AAC1X8UVQBYUpfcOZ4dMOkXSa?dl=0>

Celebration Tool Kit for golf courses

- Develop a toolkit of suggested ways for courses and golfers to thank their superintendent. Kit designed to include promotional stickers as handouts to golfers. GCSAA will provide sticker design, with international partners printing and distributing locally.
- Toolkit provided to international partners: August 1

Time Zone profiles

- We would like to profile a from a superintendent/greenkeeper from as many times zones around the world as possible to include as a social media greeting as each hour passes during the day to demonstrate the worldwide love of golf. Attached at the end of this document is a breakdown of the time zones around the world that have golf courses. We would like to have as many associations represented as possible, so wherever members of other organizations can be used instead of GCSAA, please do so. It's also fine if a person is a member of multiple associations.
- **Ask: Each association will recruit and identify one member in each of the time zones they represent. We need the name, title, course name, which association, Twitter handle (if they have one) and an image of each person or their course. GCSAA will include the hourly profile the in Social Media Tool Kit.**
- **Information due to GCSAA: July 15**
- Submit images to: Angela Hartmann, ahartmann@gcsaa.org

Photo contest (optional)

- Each country/association would hold photo contest on social media in week leading up to Sept. 14 Golfers would share images of why they are thankful for their superintendent (could be course shots, pictures with superintendent, etc.). Entries would use hashtag to qualify for entry.
- Each association/country would provide their own prizes and name their own winners
- Contest dates: Sept. 6-13

Time Zone	Populated areas in zone	Association assigned
UTC -12:00	U.S. outlying islands	None
UTC -11:00	Niue, American Samoa	GCSAA
UTC -10:00 (U.S. Hawaii-Aleutian Time Zone)	Hawaii, French Polynesia, Cook Islands	GCSAA
UTC -9:00 (U.S. Alaska Time Zone)	Alaska	GCSAA
UTC -8:00 (U.S. and Canada Pacific Time Zone)	U.S., Canada, Mexico	GCSAA
UTC -7:00 (U.S. and Canada Mountain Time Zone)	U.S., Canada, Mexico	CGSA
UTC -6:00 (U.S. and Canada Central Time Zone)	U.S., Canada, Mexico	GCSAA
UTC -5:00 (U.S. and Canada Eastern Time Zone)	U.S., Canada, Mexico, Bahamas, Brazil, Cayman Islands, Colombia, Cuba, Ecuador, Haiti, Jamaica, Panama, Peru, Turks and Caicos	CGSA
UTC -4:00 (U.S. and Canada Atlantic Time Zone)	U.S., Canada, Antigua and Barbuda, Aruba, Barbados, Bermuda, Bonaire, Brazil, British Virgin Islands, Venezuela	GCSAA
UTC -3:00	Canada, Argentina, Brazil, Chile	CGSA
UTC -2:00	Brazil (Fernando de Noronha), South Sandwich Islands and South Georgia (U.K.)	None
UTC -1:00	Azores, Cape Verde, Greenland	FEGGA
UTC 0:00 (Greenwich Mean Time)	U.K., Iceland, Ireland, Portugal, Spain, Ghana, Gambia	BIGGA
UTC +1:00	Austria, Belgium, Croatia, Czech Republic, Denmark, France, Germany, Hungary, Italy, Morocco, Netherlands, Nigeria, Norway, Slovakia, Spain, Sweden	FEGGA
UTC +2:00	Bulgaria, Egypt, Finland, Greece, Mozambique, Romania, Russia, South Africa, Zimbabwe	BIGGA or FEGGA
UTC +3:00	Bahrain, Belarus, Kenya, Kuwait, Russia, Saudi Arabia, Turkey,	BIGGA
UTC +4:00	Armenia, Georgia, UAE	ASTMA
UTC +5:00	Maldives, Pakistan, Uzbekistan	BIGGA or ASTMA
UTC +6:00	Bangladesh, Bhutan, Kyrgyzstan	BIGGA or ASTMA

UTC +7:00	Indonesia, Thailand, Vietnam	BIGGA or ASTMA
UTC +8:00 (Western Australia Standard Time)	Australia, China, Hong Kong, Malaysia, Singapore, Taiwan	ASTMA
UTC +9:00 (Australia Central Standard Time)	Australia, Indonesia, Japan, South Korea	ASTMA
UTC +10:00 (Australia Eastern Standard Time)	Australia, Guam, Papua New Guinea, Northern Mariana Islands	ASTMA
UTC +11:00	Australia (Norfolk Island), New Caledonia, Papua New Guinea, Solomon Islands, Vanuatu	ASTMA
UTC +12:00	Fiji, Marshall Islands, New Zealand	ASTMA
UTC +1300	Kiribati, Samoa, Tonga	ASTMA
UTC +1400	Kiribati	None