



January 27, 2020

Dear Members & Prospective Members:

In our continued quest to offer greater value for our members and grow our Timberlake Family, The Membership and Marketing Committee (M&M) is announcing the new TCC **“One 4 Twenty” Membership Campaign** for 2020. Here is how it works:

Each member that recruits/sponsors just one **2020 Full Golf Membership (including Young Executive)**; or recruits/sponsors just one **2020 Social Membership** during the designated dates of the Membership Campaign (January 20, 2020 – June 20, 2020) will receive a **\$20 per month discount** for the balance of the 2020 calendar year. Additionally, the **new** 2020 Full Golf Member or **new** 2020 Social Member will also receive the same **\$20 per month discount** for the balance of the 2020 calendar year. *NOTE: If current member has prepaid dues for 2020, then the benefit will apply for the 2021 calendar year.*

Additional aspects of the “One 4 Twenty” Membership Campaign:

- Initiation fee for **2020 Full Golf** or **2020 Social** (\$1000 & \$500 respectively) will be **waived** during the **One 4 Twenty** Campaign as long as a two-year commitment is signed.
- Each current golf membership and new golf membership will receive a new **TIMBERLAKE T-Shirt** (*2 per membership – more details to follow*).
- Each current member account and new member account (Full Golf Only) will receive **unlimited range balls** for the 2020 calendar year (if current member has prepaid range fees for 2020, then the benefit will apply for 2021).
- Each current member account and new member account (one per membership) will receive a one-time **credit of \$20** to spend in the restaurant or market. *NOTE: \$20 only applies if member or new member activates the new membership/rewards card. (More details to follow)*
- New members and their subsequent sponsors will have their own designated (free) **golf clinic**. (*More details to follow*)
- Sponsoring members and new members will receive special recognition at the **Timberlake 80’s Summer Gala** tentatively planned for June 20, 2020. (*More details to follow*)



Membership Categories for 2020 Membership Drive will be defined as follows:

2020 Full Golf Membership - Full Golf continues to be the premier membership of TCC at \$190/month, plus the \$23/month tax escrow payment. Initiation fee is \$1,000 (outside of the designated months of the membership campaign). Privileges include access to unlimited golf, members-only social events, golf clinics, reciprocal golf rates, discounted dining, discounted pro-shop privileges and access to all facilities to include the pool, tennis, and fitness center. *A two-year commitment is required in order to waive initiation fee during the campaign.*

2020 Social Membership - Social Membership will continue at \$110/month, plus the \$23/month tax escrow payment. Initiation fee is \$500 (outside of the designated months of the membership campaign). Membership privileges include access to all members-only social events, golf clinics, discounted dining, discounted pro-shop privileges and access to all facilities to include the pool, tennis, and fitness center. Additionally, Social Members receive one free golf round per quarter. The rounds may not be transferred and will be considered “a use or lose” privilege each quarter. *A two-year commitment is required in order to waive initiation fee during the campaign.*

2020 Corporate Sponsorship - Corporate level sponsorships will have two options. *NOTE: Employees of the sponsoring business may be subject to verification:*

Our **CEO Level Sponsorship** will be consistent with the monthly Full Golf Membership at \$190/month, plus the \$23/month tax escrow payment. The CEO Level allows four employees to be named to the account, but only one person from that company may play (under the sponsorship) on any given day. If any of the other three named employees on the account want to play, they will have to pay standard greens/cart fees during play for that day.

The **C-Suite Level Sponsorship** will be \$500/month, plus the \$23/month tax escrow payment. It allows four employees to be named to the account. These four may play unlimited golf at any time with all the amenities/responsibilities associated with a full golf membership.

As part of both the **C-Suite** and **CEO Package**, the company will **obtain the rights to brand the hole of your choice** (first come, first serve basis) for an initial \$1,000.00 marketing fee that reduces to a \$500/year marketing fee in subsequent years. The marketing sponsorship also includes a plaque of the sponsored business displayed on that hole, logo recognition at various Timberlake sponsored events, and co-branding on various Timberlake marketing & collateral. No more than 18 Corporate Sponsorships will be allowed at any given time.



2020 National Membership - National Membership qualifies for anyone that maintains proof of primary residence 100 miles outside of zip code 29036. National Members will be charged the same price as our Social Membership (\$110) and will receive the same privileges as a full golf membership. National members will also be responsible for their portion of the current \$23/month tax escrow payment. Initiation fee is \$500 (outside of the designated months of the membership campaign). *A two-year commitment is required.*

2020 Seasonal Membership - TCC will offer a Pool/Tennis/Fitness Center Seasonal Membership from Memorial Day to Labor Day. Membership will be a non-refundable/pre-paid fee of \$525.

2020 Young Executive Membership - This discounted Full Golf Membership (\$160/month, plus the \$23/month tax escrow payment) is offered for those 40 years of age and under. Initiation fee is \$500 (outside of the designated months of the membership campaign). *A two-year commitment is required, unless member turns 41 during the two-year commitment.*

Obviously, we are very excited about the potential of this recruitment/value-add campaign and we remain very optimistic about the momentum of our club for 2020. We invite you to take advantage of this money saving opportunity that will continue to enhance the financial viability our club. *NOTE: All memberships/sponsorships are entitled to one vote under our BOD initiatives and By-Laws with the exception of Seasonal and National Memberships. Additionally, all membership and sponsorship categories must abide by all the provisions designated by the Timberlake Country Club By-Laws, Policies and Procedures.*

Please let us know if you have any questions or concerns.

Cheers!

Rick W. Finch

V.P. TCC BOD & M&M Chair