



# Make Your Brand More Memorable

Branded Events | Speaking Opportunities  
Visual Presence | Recognition



FSAE 2024 Annual Conference

## SPONSORSHIP OPPORTUNITIES

July 17-19, 2024 | Omni Orlando Resort at ChampionsGate



# Establish New Connections Maximize Your Reach

Connect with Florida's Association Executives and make your brand more memorable when you participate in the FSAE Annual Conference as a sponsor. We have multiple opportunities to meet any budget to help you reach your target audience.

Sponsorship support during the FSAE Annual Conference provides you three days of exposure to your target audience of association decision makers and marketing exposure to the **entire FSAE membership** throughout the year - that's over 1,100 association industry professionals, 60% + are your target customers and prospects.

Associations bring **\$3.9 billion** to Florida's economy through budget expenditures and hosting **over 40,500 meetings** a year. In addition, **Members spend approximately \$443 million with our Associate Supplier Members.**

FSAE can help you make your brand even more memorable to association decision-makers who are looking for your services.



## FSAE MEMBERSHIP

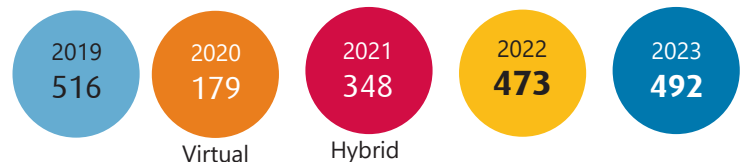


**1,110 Members**  
January 2024

**58%**  
Association Executives

**42%**  
Associate Suppliers

## CONFERENCE REGISTRATIONS



July 17-19, 2024 | Omni Orlando Resort at ChampionsGate





# High-Visibility Sponsorships

Gold Sponsor \$20,000+

## Opening Session Luncheon (1 Available)

- **Two (2) Conference Registrations**
- **7 minute speaking opportunity in front of attendees**
- Podium recognition
- Promoted Post in Conference App day of event
- One (1) Half-page advertisement in Source Magazine
- Half-page ad in Annual Conference Onsite Guide
- Inclusion in Gold Sponsor signage during Annual Conference
- Marketing materials distributed at each seat during sponsored event
- Two (2) sets of mailing labels for pre and post conference mailings
- Three (3) logo recognitions in Good to Know between the months of January and July - not exclusive
- Recognition as a GOLD SPONSOR in the Annual Conference Event Guide
- Gold level sponsor ribbon for name badge
- One (1) Exclusive Solo Email-blast to all FSAE members
- One (1) Homepage rotating logo for 6 months
- Social Media sponsor recognition with images
- One (1) marketing piece included in conference tote bags
- Sponsorship Fulfillment Report provided after event (available upon request)
- Sponsor recognition in Conference Emails
- Sponsor recognition in Source Magazine
- Sponsor recognition in Sponsor Slides
- High boy exhibit table for marketing materials in prime location (available upon request)
- Recognition in a special Conference Marketplace in Source Magazine (in up to 2 Issues)

OMNI

ORLANDO  
AT CHAMPIONSGATE

Platinum Sponsor  
Conference Host

EXPERIENCE  
Kissimmee  
FLORIDA

Platinum Sponsor  
Welcome Reception

VISIT  
TAMPA BAY  
TREASURE AWAITS

Gold Sponsor  
Thursday Luncheon

ST. AUGUSTINE  
PONTE VEDRA  
FLORIDA'S HISTORIC COAST®

Gold Sponsor  
Closing Brunch

OPAL  
COLLECTION  
UNIQUELY OPAL

Silver Sponsor  
Thursday Breakfast



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# Bronze Sponsor

\$3,000 - \$6,000

## Conference App - \$5,000

- **App Branding** - Logo on home screen, app page branding, 2 promoted posts to run Thursday
- final options dependent on...
- Information on a tab of the app
- BRONZE level sponsor name badge
- Recognition in the Conference Event Guide
- Recognition in the app
- One (1) set of...
- One (1) set of...
- Recognition on...
- Source and on...
- Social Media Sponsor Recognition



Contact FSAE for more information and sample graphics

## Executive Welcome Break - \$4,000

- Includes Refreshment Station
- **Exclusive sponsored break name**
- Welcome Break listed as...
- BRONZE level sponsor name badge
- Recognition in the app
- One (1) set of...
- One (1) set of...
- Recognition on...
- Source and on...
- Social Media Sponsor Recognition



## Networking Refreshment Breaks - \$4,000 (3 Total - 1 Available)

- Includes Food & Beverage
- ...ring sponsored...
- ...al Confer...
- SHERATON ribbon badge
- Sand Key Resort...
- Ability to distribute materials during sponsored break
- One (1) set of...
- Marketing piece included in tote bags
- Recognition on...
- Source and on...
- Social Media Sponsor Recognition



## Breakout Sponsor - \$4,000 (3 Total)

- Per Educational Track, 2-Day Sponsorship
- Exclusive signage during sponsored track
- **2-3 minute speaking opportunity** at each breakout
- Distribution of collateral during session
- Bronze sponsor ribbon badge
- Recognition in the app
- Recognition in the app
- One (1) set of...
- Marketing piece included in tote bags
- Recognition as breakout sponsor
- Recognition on conference app
- Source and on conference app
- Social Media Sponsor Recognition



## WiFi Sponsor - \$3,500

- **Your Company name as Conference WiFi code**
- Logo recognition on WiFi Card given to attendees
- BRONZE level sponsor ribbon for badge
- Recognition in Annual Conference Guide
- Recognition as a Breakout Sponsor
- One (1) set of...
- One (1) set of...
- Recognition on...
- Recognition on applica...
- Social Media Sponsor Recognition



## Meeting Planner Role

Exclusive 5-7 minute presentation for 10-14:50



**Meeting Planners**

- Distribution of collateral materials during the session
- BRONZE level sponsor recognition on the badge
- Recognition in Annual Conference Event Guide
- Recognition as a sponsor on conference signage
- One (1) set of materials post conference
- One (1) set of materials post conference
- Social Media Sponsor Recognition

**SOLD**



**Casa Marina** Key West

KEY WEST

**CURIO COLLECTION**  
by Hilton

**Keynote Speaker - \$3,000 (3 Available)**

- Podium recognition & introduce speaker
- One-Minute Presentation from podium



**SOLD**



**THE PALM BEACHES**  
FLORIDA

**Visit Orlando**

**Friday Special Baggage Storage Station - \$3,000**

Provide attendees with designated and secure baggage location - Friday morning thru end of Conference

- **Listed as part of program in Annual Conference Event Guide**
- **Executive Turndown (\$2,500 Value) prior to promote baggage storage location**
- Exclusive signage at sponsored location Friday
- Recognition in Annual Conference Event Guide
- COPPER level sponsor recognition on the badge
- Recognition as a sponsor on conference signage
- Option to provide materials at sponsored station
- One (1) market
- Recognition of
- Recognition in applicable issues of source
- Recognition on conference sponsor slide
- Social Media Sponsor Recognition

**SOLD**



*Visit Tallahassee*

*Pretty. Unexpected.*

**New Onsite Guide Workbook Sponsor - \$2,500**

- Full page ad in new onsite guide workbook - back

**Copper Sponsor**  
\$1,001 - \$2,999

**cover OR inside-front**

- COPPER level sponsor ribbon
- Recognition in Annual Conference Event Guide
- Recognition as a sponsor on conference signage
- One (1) set of materials post conference
- One (1) set of materials post conference
- Recognition on conference sponsor slide
- Social Media Sponsor Recognition

**SOLD**



**Beer Tasting Session \$2,500 (2 Total) - BradentonGulfIslands.com**



# Copper Sponsor Continued

Includes Beverages for tasting & light snacks up to 50 people per session

- Welcome and Introduction during session
- Exclusive logo on name badge
- Opportunity for logo on name badge
- Giveaway (Optional)
- Ability to distribute marketing materials at sponsored session
- Recognition during session
- Recognition in Annual Conference Event Guide
- COPPER level sponsor ribbon for name badge
- Recognition as a COPPER sponsor on conference signage
- One (1) set of mailing labels of conference attendees post conference
- One (1) marketing piece included in tote bags
- Recognition on conference email
- Recognition in applicable issues of Source
- Recognition on conference sponsor slide
- Social Media Sponsor Recognition

## Pocket Program - \$2,500

- Exclusive Logo on pocket program given to every attendee
- COPPER level sponsor ribbon for name badge
- Recognition in Annual Conference Event Guide
- Recognition as a COPPER sponsor on conference signage
- One (1) set of mailing labels of conference attendees post conference
- One (1) marketing piece included in conference tote bags
- Recognition on conference email
- Recognition in applicable issues of Source
- Recognition on conference sponsor slide
- Social Media Sponsor Recognition

## Board Meeting

- Exclusive signage for Board Meeting

- 5-7 minute presentation for up to 25 Association Executives
- Distribution of collateral material during the meetings
- COPPER level sponsor ribbon for name badge
- Recognition in Annual Conference Event Guide
- Recognition as a COPPER sponsor on conference signage
- One (1) set of mailing labels of conference attendees post conference
- One (1) marketing piece included in tote bags
- Recognition on conference email
- Recognition in applicable issues of Source
- Recognition on conference sponsor slide
- Social Media Sponsor Recognition

## Turndown Service - \$3,000 (All Rooms) or \$2,500 (Exec Rooms only) - Limited Availability

Item of choice delivered to all rooms or executive rooms only

- Tent Card with your logo to accompany room gift
- Recognition in Annual Conference Event Guide
- Recognition as a COPPER sponsor on conference signage
- One (1) set of mailing labels of conference attendees post conference
- One (1) marketing piece included in tote bags
- COPPER level sponsor ribbon for name badge
- Recognition on conference email
- Recognition in applicable issues of Source
- Recognition on conference sponsor slide
- Social Media Sponsor Recognition



Sponsor Recognition



Brand Awareness



Visual Presence

# Iron Sponsor

\$500 - \$1,000

## Hospitality Sponsor - \$1,000

Make your event a Sanctioned FSAE Event

(Does not include extra room or F&B charges)

- Exclusive signage at sponsor event
- **Hospitality event listing program in Annual Conference Event Guide includes email invitation**
- Sponsor ribbon for name badge
- Recognition as a sponsor on conference signage
- One (1) set of mailing labels of conference attendees pre conference
- One (1) marketing piece included in tote bags
- Recognition on conference email
- Recognition in applicable issues of Source
- Recognition on conference sponsor slide



## Conference Supporter - \$1,000

- Recognized in Annual Conference Event Guide
- Sponsor ribbon for name badge
- Recognition as a sponsor on conference signage
- **One (1) set of mailing labels of conference attendees pre conference**
- One (1) marketing piece included in tote bags
- Recognition on conference email
- Recognition in applicable issues of Source
- Recognition on conference sponsor slide

## Marketing Maximizer Tote Insert - \$700

- **One (1) marketing piece included in tote bags**
- Sponsor ribbon for name badge
- Recognition as a sponsor on conference signage
- Recognition on conference email
- Recognition in applicable issues of Source
- Recognition on conference sponsor slide

## Conference Partner - \$500

- **Sponsor ribbon for name badge**
- Recognition in Annual Conference Event Guide
- Recognition as a sponsor on conference signage
- Recognition on conference email
- Recognition in applicable issues of Source
- Recognition on conference sponsor slide

Don't see a sponsorship that suits your needs? Contact us and

**Let's Get Creative!**

Contact Hester at (850) 222.7994 or [hester@fsae.org](mailto:hester@fsae.org) to discuss more options.



# FSAE 2024 ANNUAL CONFERENCE SPONSORSHIP COMMITMENT FORM

July 17-19, 2024 | Omni Orlando Resort at ChampionsGate

*Act today! The sooner you sign up, the more exposure you'll receive!*

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Type of Sponsorship: \_\_\_\_\_

Total Sponsorship Amount: \$\_\_\_\_\_

This sponsorship is  Cash  In-Kind

I am interested in exhibiting in the Mini Trade-Show - \$800 (\$1,000 Regular Price)

I agree to pay for the above sponsorship in full no later than **April 30, 2024**.

I also understand that if I cancel my sponsorship, I will be billed \$250 per month from the time of the signed agreement to reimburse FSAE for marketing exposure on the FSAE website, in Source magazine and the FSAE ENews.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**All sponsorships must be paid by check. Credit cards WILL NOT be accepted. Please make all checks payable to Florida Society of Association Executives. Sponsorship amounts must be paid in full no later than April 30, 2024.**

\_\_\_\_\_ My check is included for the amount of \$\_\_\_\_\_

\_\_\_\_\_ Please invoice me

All sponsorships are on a first-come, first-served basis.

Questions? Contact Hester Ndoja, CAE at (850) 222-7994 or [hester@fsae.org](mailto:hester@fsae.org)

*\*FSAE Sponsorships are NOT deductible contributions for federal income tax purposes, but may be deducted as a business expense.*

Mail form and payment to FSAE, 2410 Mahan Drive, Suite 2, Tallahassee, FL 32308