FSAE 2021 Annual Conference

SPONSORSHIP OPPORTUNITIES

June 29 - July 1, 2021
Hilton Orlando Bonnet Creek
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 nearly 1,200 association industry professionals.

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 GAMIFICATION
SPONSOR-ROI ON STEROIDS

1. Attendees are motivated to visit each sponsor through mission-driven activities that reward in points and prizes.
2. Every mission involves answering a strategic question about the sponsor that opens dialogue.
3. As an immediate ice breaker, every mission includes a photo that encourages more engagement.
4. Attendees are driven to participate through prizes and fun interaction with all attendees.

Many sponsorships can be shared, split or can be co-sponsorships. Please contact Hester for more information at hester@fsae.org.

Here’s a sample of sponsor photos from the App:

Thank You
2021 Sponsors!
As of Sept 25, 2020

PLATINUM SPONSOR

GOLD SPONSORS

SILVER SPONSOR

BRONZE SPONSORS

View all Conference Sponsors at www.fsae.org/annualConference
Thursday Breakfast - $15,000
- Two (2) Conference Registrations
- **Five (5) minute speaking opportunity in front of attendees**
- Podium recognition during sponsored event
- Silver level sponsor ribbon for name badge
- High-Points Mission in Conference Gamification
- Signage with logo during sponsored event
- Reserved table for eight (8) at 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
- Facebook Sponsor Recognition with Images
- Twitter Sponsor Recognition
- One (1) marketing piece included in conference bags
- Sponsorship Fulfillment Report provided after event (upon request)
- Sponsor recognition in Conference E-mails
- Sponsor recognition in Source Magazine
- Sponsor recognition in Sponsor Slides
- Six foot table for marketing materials in prime location during event
- Recognition in a special Conference Marketplace in Source Magazine (in up to 3 Issues)

Friday Coffee Break - $7,500+
- One (1) Conference Registration
- **Branded coffee break with six foot table for marketing materials in prime location during event**
- Podium recognition
- Silver level sponsor ribbon for name badge
- High-Points Mission in Conference Gamification
- Signage with logo 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
- Recognition as a SILVER SPONSOR in the Annual Conference Event Guide
- Business card size ad in Annual Conference Event Guide
- One (1) website homepage rotating sponsor logo
- Facebook Sponsor Recognition with Images
- Twitter Sponsor Recognition
- One (1) marketing piece included in conference bags
- Sponsorship Fulfillment Report provided after event (upon request)
- Sponsor recognition in Conference E-mails
- Sponsor recognition in Source Magazine
- Sponsor recognition in Sponsor Slides
- Recognition in a special Conference Marketplace in Source Magazine (in up to 3 Issues)
Conference Gamification App - $5,000
- Logo on the App Launch Screen
- **Specific highlighted missions (aside from regular missions)**
- 2 promoted posts to run Wednesday & Thursday
- Your Logo and information on a tab of the app menu
- BRONZE level sponsor ribbon for name badge
- Recognition in Annual Conference Event Guide
- Recognition as a BRONZE level sponsor on conference signage
- One (1) set of mailing labels of conference attendees post conference
- One (1) marketing piece included in tote bags
- Recognition as breakout track sponsor
- Facebook and Twitter Sponsor Recognition

Contact FSAE for more information and sample graphics

Executive Welcome Break - $4,000
*Includes Refreshment Station*
- Exclusive sponsored break near Registration
- Welcome Break listed as part of program in Annual Conference Event Guide
- High-Points Mission in Conference Gamification
- BRONZE level sponsor ribbon for name badge
- Recognition as a BRONZE Sponsor on signage
- One (1) set of mailing labels of conference attendees post conference
- One (1) marketing piece included in tote bags
- Recognition on conference email, applicable issues of Source and on conference sponsor slide
- Facebook and Twitter Sponsor Recognition

Breakout Sponsor - $4,000 (3 available)
Per Educational Track, 2-Day Sponsorship
- Exclusive signage during sponsored track
- 2-3 minute speaking opportunity at start of each breakout
- Distribution of collateral material during session
- High-Points Mission in Conference Gamification
- BRONZE level sponsor ribbon for name badge
- Recognition in Annual Conference Event Guide
- Recognition as a BRONZE SPONSOR on signage
- One (1) set of mailing labels of conference attendees post conference
- One (1) marketing piece included in tote bags
- Recognition as breakout track sponsor
- Facebook and Twitter Sponsor Recognition

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- Distribution of collateral material during session
- High-Points Mission in Conference Gamification
- BRONZE level sponsor ribbon for name badge
- Recognition in Annual Conference Event Guide
- Recognition as a BRONZE SPONSOR on signage
- One (1) set of mailing labels of conference attendees post conference
- One (1) marketing piece included in tote bags
- Recognition as breakout track sponsor
- Facebook and Twitter Sponsor Recognition

Board Meetings - $3,500
- Exclusive signage for FSAE Board Meeting
- 5-7 minute presentation for up to 50 Association Executives
- Distribution of collateral material during the meetings
- High-Points Mission in Conference Gamification
- BRONZE level sponsor ribbon for name badge
- Recognition in Annual Conference Event Guide
- Recognition as a BRONZE level sponsor
- One (1) set of mailing labels of conference attendees post conference
- One (1) marketing piece included in conference tote bags
- Recognition on conference email, applicable issues of Source and on conference sponsor slide
- Facebook and Twitter Sponsor Recognition

Network Socials (Beverage Breaks) - $4,000 (3 Available)
*Includes Food & Beverage*
- Exclusive signage during sponsored break
- High-Points Mission in Conference Gamification
- Recognition in Annual Conference Event Guide
- BRONZE level sponsor ribbon for name badge
- Recognition as a BRONZE sponsor on conference signage
- Ability to distribute marketing materials during sponsored break
- One (1) set of mailing labels of conference attendees post conference
- One (1) marketing piece included in tote bags
- Recognition on conference email, applicable issues of Source and on conference sponsor slide
- Facebook and Twitter Sponsor Recognition

Room Key Cards - $4,000
- **Mini ad on front of room key**
- High-Points Mission in Conference Gamification
- BRONZE level sponsor ribbon for name badge
- Recognition in Annual Conference Event Guide
- Recognition as a BRONZE 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, applicable issues of Source and on conference sponsor slide
- Facebook and Twitter Sponsor Recognition

Bronze Sponsor $7,499 - $3,000
- **SOLD**
- **SOLD**

**KISSIMMEE**
**FLORIDA**

**THE BEACHES OF**
**FORT MYERS AND SANIBEL**

**ST. AUGUSTINE**
**PONTE VEDRA**

**RESORT • GOLF • SPA**

**STREAMSONG**

**EXPERIENCE**
CEO Roundtable - $3,500
- Exclusive 5 - 7 minute presentation for up to 50 Association Executives
- Distribution of collateral material during the session
- High-Points Mission in Conference Gamification
- BRONZE level sponsor ribbon for name badge
- Recognition in Annual Conference Event Guide
- Recognition as a BRONZE 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, applicable issues of Source and on conference sponsor slide
- Facebook and Twitter Sponsor Recognition

Meeting Planner Roundtable - $3,000
- Exclusive 5 - 7 minute presentation for up to 50 Meeting Planners
- Distribution of collateral material during the session
- High-Points Mission in Conference Gamification
- BRONZE level sponsor ribbon for name badge
- Recognition in Annual Conference Event Guide
- Recognition as a BRONZE 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, applicable issues of Source and on conference sponsor slide
- Facebook and Twitter Sponsor Recognition

Keynote Speaker - $3,000 (3 Available)
- Podium recognition & introduce speaker
- High-Points Mission in Gamification
- Distribution of collateral material at the session
- BRONZE level sponsor ribbon for name badge
- Recognition in Annual Conference Event Guide
- Recognition as a BRONZE 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, applicable issues of Source and on conference sponsor slide
- Facebook and Twitter Sponsor Recognition

WiFi Sponsor - $3,000
- Your Company name as Conference WiFi code
- Logo recognition on WiFi Password Card handed out to all attendees
- BRONZE level sponsor ribbon for name badge
- Recognition in Annual Conference Event Guide
- Recognition as a BRONZE 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, applicable issues of Source and on conference sponsor slide
- Facebook and Twitter Sponsor Recognition

DEI Training (Formerly Leadership and Aspiring Leaders Roundtable) - $2,500
- Exclusive 5 - 7 minute presentation for up to 30-50 Association Executives
- Distribution of collateral material during the session
- High-Points Mission in Conference Gamification
- BRONZE level sponsor ribbon for name badge
- Recognition in Annual Conference Event Guide
- Recognition as a BRONZE 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, applicable issues of Source and on conference sponsor slide
- Facebook and Twitter Sponsor Recognition

Pocket Program - $2,500
- Exclusive Logo on pocket program given to every attendee
- High-Points Mission in Conference Gamification
- BRONZE level sponsor ribbon for name badge
- Recognition in Annual Conference Event Guide
- Recognition as a BRONZE 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, applicable issues of Source and on conference sponsor slide
- Facebook and Twitter Sponsor Recognition
Hospitality Sponsor - $1,000
Make your event a Sanctioned FSAE Event!
(Does not include extra room or F&B charges)
• Exclusive signage at sponsored hospitality event
• Hospitality event listed as part of program in Annual Conference Event Guide
• Mission in Conference Gamification
• Sponsor ribbon for name badge
• Recognition as a sponsor on conference signage
• One (1) set of mailing labels of conference attendees pre conference to send invites
• One (1) marketing piece included in tote bags
• Recognition on conference email
• Recognition in applicable issues of Source
• Recognition on conference sponsor slide

Conference Sponsor - $2,999 - $500
Sponsor recoGnition Brand A wareness Visual presence

Conference Supporter - $1,000
• Recognized in Annual Conference Event Guide
• Mission in Conference Gamification
• 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
• Mission in Conference Gamification
• 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
• Mission in Conference Gamification
• 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

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
• Mission in Conference Gamification
• Recognition in Annual Conference Event Guide
• 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
• Sponsor ribbon for name badge
• 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 to discuss more options.
FSAE 2021 Annual Conference

SPONSORSHIP COMMITMENT FORM

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 agree to pay for the above sponsorship in full no later than April 30, 2021.

☐ 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, 2021.

☐ 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
Fax your completed form to (850) 222-6350 to lock in your sponsorship selection.

*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

Tuesday, June 29 - Thursday, July 1, 2021 | Hilton Orlando Bonnet Creek