



MAKE YOUR  
BRAND MORE  
MEMORABLE

2021 SPONSORS

Branded Events | Speaking Opportunities  
Visual Presence | Recognition

FSAE 2021 Annual Conference  
**SPONSORSHIP  
OPPORTUNITIES**

June 29 - July 1, 2021  
Hilton Orlando Bonnet Creek



# 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.

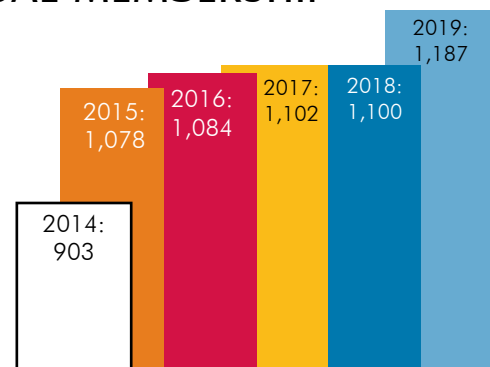
Sponsorship support during the FSAE Annual Conference provides you three days of exposure to your target audience of association decision makers and marketing exposure to the entire FSAE membership throughout the year - that's nearly 1,200 association industry professionals.

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.**

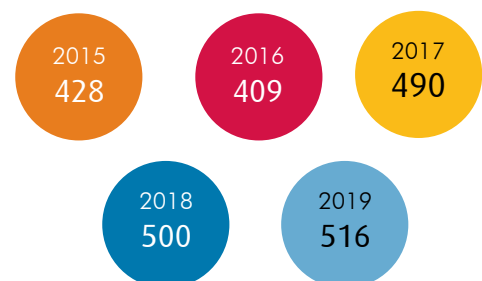
FSAE can help you make your brand even more memorable to association decision-makers who are looking for your services.



## FSAE MEMBERSHIP



## CONFERENCE REGISTRATIONS



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



# 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](mailto: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



ST. PETERSBURG  
CLEARWATER

## BRONZE SPONSORS



View all Conference Sponsors at  
[www.fsae.org/annualConference](http://www.fsae.org/annualConference)

## SILVER SPONSOR \$15,000 – \$7,500

### 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) during 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
-  **ST. PETERSBURG CLEARWATER**
- 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)



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

## BRONZE SPONSOR \$7,499 – \$3,000

### Conference Gamification App - \$5,000

- Logo on the App Launch Screen
- **Specific highlighted missions (aside from regular missions)**
- 2 promoted posts to run Wednesday and Friday
- Your Logo and information on 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 on conference email, applicable issues of Source and on conference sponsor slide
- Facebook and Twitter Sponsor Recognition

Contact FSAE for more information and sample graphics

### Networking 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

### 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 break
- **2-3 minute speaking opportunity at the start of each breakout**
- Distribution of collateral materials during session
- High-Points Mission in Conference Gamification
- Bronze 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
- Recognition on conference email, applicable issues of Source and on conference sponsor slide
- Facebook and Twitter Sponsor Recognition

### Board Meetings- \$3,500

- Exclusive signage for FSAE Board Meeting
- **5-7 minute presentation for up to 50 attendees**
- Distribution of collateral materials 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 SPONSOR on 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 CONTINUED

### CEO Roundtable - \$3,500

- **Exclusive 5 - 7 minute presentation to up to 50 Association Executives**
- Distribution of collateral material at the session
- High-Points Mission in Gamification
- BRONZE level sponsor ribbon for name badge
- Recognition in Annual Conference Event Guide
- Recognition as a BRONZE Sponsor on conference signage
- 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 to up to 50 Meeting Planners**
- Distribution of collateral material at the session
- High-Points Mission in Gamification
- BRONZE level sponsor ribbon for name badge
- Recognition in Annual Conference Event Guide
- Recognition as a BRONZE Sponsor on conference signage
- 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
- High-Points Mission in Conference Gamification
- Logo recognition as sponsor
- 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

### Wellness Activities Sponsor - \$2,500

- **Logo recognition on agenda as daily (Tuesday, Wednesday, and Thursday) Wellness Activities sponsor**
- **Logo recognition on Wellness Activities description and landing page on conference app**
- **1 Minute promotional Video (provided by sponsor) to play prior to wellness video**
- 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 on conference email
- Recognition in applicable issues of Source
- Recognition on conference sponsor slide
- Facebook and Twitter Sponsor Recognition

### DEI Training (Formerly Leadership and Aspiring Leaders Roundtable) - \$2,500

- **Exclusive 5 - 7 minute presentation to up to 30-50 Association Executives**
- Distribution of collateral material at the session
- High-Points Mission in Gamification
- BRONZE level sponsor ribbon for name badge
- Recognition in Annual Conference Event Guide
- Recognition as a BRONZE Sponsor on conference signage
- 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

## CONFERENCE SPONSOR \$2,999 – \$500

### 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

### 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

### 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



SPONSOR RECOGNITION



BRAND AWARENESS



VISUAL PRESENCE



**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 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](mailto: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*

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