



# MAKE YOUR BRAND MORE MEMORABLE

## 2022 SPONSORS

Branded Events | Speaking Opportunities  
Visual Presence | Recognition

FSAE 2022 Annual Conference

# SPONSORSHIP OPPORTUNITIES

July 20-22, 2022  
Tampa Marriott Water Street



# 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.

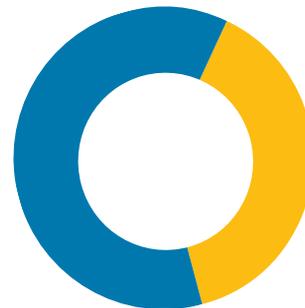
Sponsorship support during the FSAE Annual Conference provides you three days of exposure to your target audience of association decision makers and marketing exposure to the **entire FSAE membership** throughout the year - that's nearly 1,000 association industry professionals, 60% + are your target 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



**1,002 Members**  
*January 2022*

**62%**  
Association Executives

**38%**  
Associate Suppliers

## CONFERENCE REGISTRATIONS



July 20-22, 2022 | Tampa Marriott Water Street

# HIGH-VISIBILITY SPONSORSHIPS



Platinum Sponsor  
Welcome Reception and General  
Session Luncheon



Gold Sponsor  
Closing Luncheon

## 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
- Promoted Post in Conference App day of event
- Inclusion in Silver Sponsor signage during Annual Conference
- 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
- 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
- Social Media sponsor recognition with images
- One (1) marketing piece included in conference bags
- 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 2 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
- Promoted Post in Conference App day of event
- Inclusion in Silver Sponsor signage during Annual Conference
- Two (2) sets of mailing labels for pre and post conference mailings
- 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
- Social Media sponsor recognition with images
- One (1) marketing piece included in conference bags
- 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 2 Issues)



# BRONZE SPONSOR \$7,499 - \$2,000

## 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
- 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

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

*Includes Food & Beverage*

- Exclusive signage during sponsored break
- 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 attendee mailing labels 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



## Committed Bronze Sponsors Include

*as of August 5, 2021*



WiFi Sponsor



Conference App Sponsor



Learning Lounge and Breakout Sponsor

## Breakout Sponsor - \$4,000 (3 total - 1 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 materials
- Bronze sponsor ribbon for name badge
- Recognition in Annual Conference Event Guide
- Recognition as a BRONZE SPONSOR on signage
- One (1) set of attendee mailing labels 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



## Room Key Cards - \$4,000\*

- **Mini ad on front of room key**
- 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 attendee mailing labels post conference
- One 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

*\*Option is not available to other hotels/properties*

## CEO Roundtable - \$3,500

- **Recognition for up to 50**
- **NAYLOR** during
- ASSOCIATION SOLUTIONS
- Recognition in Annual Conference Event Guide
- Recognition as a BRONZE sponsor on conference signage
- One (1) set of attendee mailing labels 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



## BRONZE CONTINUED

### Board Meetings- \$3,000

- Exclusive signage for FSAE Board Meeting
- **5-7 minute presentation for up to 30 Association Executives**
- Distribution of collateral material on each chair during the meetings
- 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 attendee mailing labels 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

### Meeting Planner Roundtable - \$3,000

- **Exclusive 5 - 7 minute presentation for up to 50 Meeting Planners**
- Distribution of collateral material during 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 attendee mailing labels 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

### Keynote Speaker - \$3,000 (3 total - 1 Available)

- **Podium recognition & introduce speaker**
- One-Minute Presentation from podium
- Distribution of collateral material at session
- Logo recognition as sponsor at presentation
- BRONZE level sponsor ribbon for name badge
- Recognition in Annual Conference Event Guide
- Recognition as a BRONZE sponsor on signage
- One (1) set of attendee mailing labels 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

### Association Trends Roundtable - \$2,500

- **Exclusive 5 - 7 minute presentation for up to 30-50 Association Executives**
- Distribution of collateral material during 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 attendee mailing labels 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 Wellness Activities description and landing page on conference app**
- **1 Minute promotional Video (provided by sponsor) to play prior to wellness videos each day**
- 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 attendee mailing labels 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

### Pocket Program - \$2,500

- **Exclusive Logo on pocket program given to every attendee**
- 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 attendee mailing labels 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 \$1,999 - \$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**
- 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**
- 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
- 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



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 2022 ANNUAL CONFERENCE

## SPONSORSHIP COMMITMENT FORM

July 20-22, 2022 | Tampa Marriott Water Street

*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, 2022**.

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, 2022.**

\_\_\_\_\_ 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