



# MAKE YOUR BRAND MORE MEMORABLE

## 2023 SPONSORS

Branded Events | Speaking Opportunities  
Visual Presence | Recognition



FSAE 2023 Annual Conference

# SPONSORSHIP OPPORTUNITIES

July 12-14, 2023  
Hyatt Regency Coconut Point



# 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.

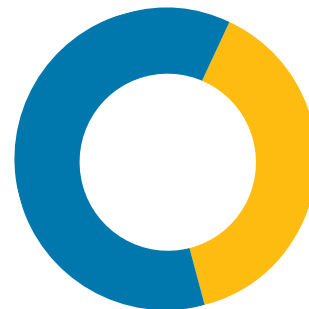
Sponsorship support during the FSAE Annual Conference provides you three days of exposure to your target audience of association decision makers and marketing exposure to the **entire FSAE membership** throughout the year - that's over 1,100 association industry professionals, 60% + are your target customers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



**1,133 Members**  
*January 2023*

**60%**  
Association Executives

**40%**  
Associate Suppliers

## CONFERENCE REGISTRATIONS



July 12-14, 2023 | Hyatt Regency Coconut Point

# NEW SPONSOR OPPORTUNITIES FOR 2023!

We're trying new things in '23 - and that means new *sponsor-tunities* for you!

Thursday afternoon features a **Beer Tasting & Foundation Fundraiser** event before the evening Gala with the "Beer Bros" and offers exclusive sponsorship for each tasting session. Friday we're shaking-up the schedule with a **Keynote Brunch** before breakout sessions and a **Grab & Go boxed lunch** for Executive attendees as they head home at 12:45. We're also offering a sponsored **Luggage Storage Station** to provide attendees peace of mind at Friday's check-out. Plus, our **\*\*Mini-Trade Show is back for FSAE23 & Sponsors Get Discounts!\*\***

## Beer Tasting Session/Foundation Fundraiser with "the Beer Bros" - \$2,500 (2 Available)

Includes Beverages for tasting & light snacks - up to 50 people per session - Thursday 12:00 - 1:00 PM

- Welcome and Introduction during session
- Exclusive signage during sponsorship
- Option to bring/present
- Give away item during session
- Ability to distribute
- Recognition in Source Event Guide
- Recognition in Beer Bros during Annual Conference
- Recognition in Source Event Guide
- One (1) set of marketing materials
- 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



ST. PETERSBURG  
CLEARWATER



CONCORD  
HOSPITALITY  
FLORIDA HOTEL COLLECTION

## Friday Grab & Go Boxed Lunch Station (for Executives only) - \$5,500

Includes boxed lunches - Friday 12:45 PM

- Exclusive Grab & Go station near Registration for Executive Members Only
- Listed as part of program in Annual Source Event Guide
- Exclusive signage at sponsored station
- Executive Turndown (\$2,500) on evening prior to promote lunch station
- Recognition in Source Event Guide
- BRONZE level sponsor on conference signage
- Recognition in Source Event Guide
- One (1) set of marketing materials
- 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



## Friday Special Baggage Storage Station - \$2,500

Provide peace of mind to attendees with designated and secure baggage location on our last day of conference - Friday 12:00 PM - 1:00 PM

- Listed as part of program in Annual Source Event Guide
- Exclusive signage at sponsored station on Friday
- Executive Turndown (\$2,500) on evening prior to promote baggage storage location
- Recognition in Source Event Guide
- BRONZE level sponsor on conference signage
- Recognition in Source Event Guide
- One (1) set of marketing materials
- 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



Sandestin  
Golf and Beach Resort

Contact Hester at  
(850) 222.7994 or  
[hester@fsae.org](mailto:hester@fsae.org) to  
discuss these or other  
*sponsor-tunities!*

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

## Conference App - \$5,000

- **App Branding** - Logo on home screen, page branding, 2 promoted posts to run on app & Thursday
- final options dependant on

- Information on a tab of
- BRONZE level sponsor on home badge
- Recognition in Conference Event Guide
- Recognition as BRONZE level sponsor on conference
- Source and
- Facebook and Twitter Sponsor Recognition

**SOLD**



Contact FSAE for more information and sample graphics

## Executive Welcome Break - \$4,000

Includes Refreshment Station

- **Exclusive sponsored break**
- Welcome Break listed in
- Annual Conference
- BRONZE level sponsor
- Recognition in
- Source and on c
- Facebook and Twitter Sponsor Recognition

**SOLD**



## Networking Refreshment Breaks - \$4,000 (3 Total - 0 Available)

Includes Food & Beverage

- Exclusive signage during sponsored
- Recognition in Annual Conference
- BRONZE level sponsor
- Recognition as
- Ability to distribute marketing materials
- Attendee mailing
- Marketing piece included
- Recognition on conference email, app Source and on conference sponsor s
- Facebook and Twitter Sponsor Recognition

**SOLD**



## Mini Trade-Show Exhibiting Available Again in 2023

\*Exhibiting discounts available for sponsors!



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

- **Mini ad on front of room key**
- BRONZE level sponsor ribbon badge
- Recognition in App Conference Event Guide
- Recognition as BRONZE level sponsor on conference signage
- On-site mailing labels post conference
- Attendee mailing bags
- Source and on c
- Facebook and Twitter Sponsor Recognition

\*Option is not available to other hotels/properties

**SOLD**



## Breakout Sponsor - \$4,000 (3 total - 0 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
- Bronze sponsor badge
- Recognition in Conference Event Guide
- Recognition as BRONZE SPONSOR on signage
- Attendee mailing list
- Marketing piece included
- Recognition as breakout track sponsor
- Recognition on conference email, app Source and on conference sponsor s
- Facebook and Twitter Sponsor Recognition

**SOLD**



# BRONZE CONTINUED

## WiFi Sponsor - \$3,500

- Your Company name as Conference WiFi Sponsor
- Logo recognition on WiFi Card
- BRONZE level sponsor ribbon name badge
- Recognition in Appendix B Conference Event Guide
- Recognition on Conference Signage
- One (1) 10" x 10" marketing piece included in attendee mailings
- Recognition in Appendix B Conference Event Guide
- Recognition on conference signage
- Facebook and Twitter Sponsor Recognition



## Board Meetings- \$2,500

- Exclusive signage for FSAE Board Meeting
- 5-7 minute presentation for up to 25 Association Executives
- Distribution of collateral materials during the meetings
- BRONZE level sponsor ribbon name badge
- Recognition in Appendix B Conference Event Guide
- Recognition on Conference Signage
- One (1) 10" x 10" marketing piece included in attendee mailings
- Recognition on conference signage
- Source and on conference sponsor slide
- Facebook and Twitter Sponsor Recognition



## Meeting Planner Roundtable - \$3,000

- Exclusive 5 - 7 minute presentation to 50 Meeting Planners
- Distribution of collateral materials during the session
- BRONZE level sponsor ribbon name badge
- Recognition in Appendix B Conference Event Guide
- Recognition on Conference Signage
- One (1) 10" x 10" marketing piece included in attendee mailings
- Recognition on conference signage
- Source and on conference sponsor slide
- Facebook and Twitter Sponsor Recognition



## Leadership Roundtable - \$3,000

- Exclusive 5 - 7 minute presentation to 50 Association Executives
- Distribution of collateral materials during the session
- BRONZE level sponsor ribbon name badge
- Recognition in Appendix B Conference Event Guide
- Recognition on Conference Signage
- One (1) 10" x 10" marketing piece included in attendee mailings
- Recognition on conference signage
- Source and on conference sponsor slide
- Facebook and Twitter Sponsor Recognition



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

- Podium recognition & introduction
- One-Minute Presentation for 100 attendees
- Distribution of collateral materials during the session
- Logo recognition on podium
- BRONZE level sponsor ribbon name badge
- Recognition in Appendix B Conference Event Guide
- Recognition on Conference Signage
- One (1) 10" x 10" marketing piece included in attendee mailings
- Recognition on conference signage
- Source and on conference sponsor slide
- Facebook and Twitter Sponsor Recognition



## Pocket Program - \$2,500

- Exclusive Logo on pocket program for every attendee
- BRONZE level sponsor ribbon name badge
- Recognition in Appendix B Conference Event Guide
- Recognition on Conference Signage
- One (1) 10" x 10" marketing piece included in attendee mailings
- Recognition on conference signage
- 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 and 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 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 2023 ANNUAL CONFERENCE

## SPONSORSHIP COMMITMENT FORM

July 12-14, 2023 | Hyatt Regency Coconut Point

*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, 2023**.

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, 2023.**

\_\_\_\_\_ 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