



# Make Your Brand More Memorable

Branded Events | Speaking Opportunities  
Visual Presence | Recognition



FSAE 2025 Annual Conference

## SPONSORSHIP OPPORTUNITIES

July 9-11, 2025  
Hilton West Palm Beach



# 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

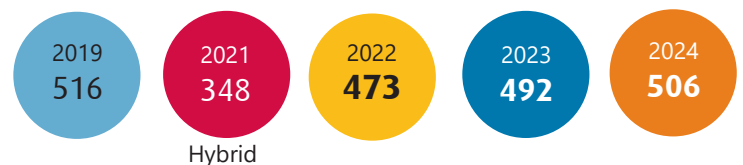


**1,161 Members**  
*December 2024*

**60%**  
Association Executives

**40%**  
Associate Suppliers

## CONFERENCE REGISTRATIONS



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# High-Visibility Sponsorships

**Gold Sponsor** \$20,000

## Opening Session Luncheon (1 Available)

- Two (2) Conference Registrations
- High Boy table for marketing materials in same location (available upon request)

### Onstage Presence During General Session:

- 7-minute speaking opportunity in front of attendees
- Podium recognition
- Onstage and recognition in help of production team

**SOLD**



**OPAL  
COLLECTION**

### Advertising & Recognition:

- One
- One
- One
- Half
- Incl
- Two
- Rec
- Golc
- Facebook, Instagram & LinkedIn Recognition with Images
- One (1) marketing piece included in conference tote bags
- Sponsor recognition in Conference Emails, Source Magazine, Conference Slides and in special Conference Marketplace in Source Magazine (in up to 2 Issues)

### Event App Recognition:

- Promoted post in Conference App on the day of event
- Rotating ad on App homepage
- Included on custom Sponsor page in App
- Participate in Sponsor Trivia – provide 1 question
- Sponsor listing in App

**Silver Sponsor** \$15,000

## Thursday Leadership Breakfast (1 Available)

- Two (2) Conference Registrations
- High Boy table for marketing materials in same location (available upon request)

### Onstage Presence During General Session:

- 5-minute speaking opportunity in front of attendees
- Podium recognition
- Onstage and recognition in help of production team
- Marketing materials

**SOLD**



**PYRAMID  
GLOBAL HOSPITALITY**

### Advertising & Recognition:

- Half page advertisement
- One (1) High Boy table
- Inclusion in Source Magazine
- Two (2) set
- Recognition
- Silver level
- Facebook, LinkedIn
- One (1) marketing piece included in conference tote bags
- Sponsor recognition in Conference Emails, Source Magazine, Conference Slides and in special Conference Marketplace in Source Magazine (in up to 2 Issues)

### Event App Recognition:

- Promoted post in Conference App on the day of event
- Rotating ad on App homepage
- Included on custom Sponsor page in App
- Participate in Sponsor Trivia – provide 1 question
- Sponsor listing in App

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# Bronze Sponsor

\$3,500 - \$6,000

## Conference App - \$5,000

- **App Branding** - Banner ad on home screen, app menu and agenda page Specific App - 2 promoted posts (Wed & Thurs) - (if selected app)
  - Branded page from app menu
  - BRONZE level sponsor name badge
  - Recognition in Conference Workbook
  - Recognition on signage
  - Social Media Sponsor Recognition
  - Inclusion in App Sponsor Trivia and Sponsor Listing
- Contact FSAE for more information and sample graphics



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

- **Sandestin** Golf and Beach Resort sponsored break
- Recognition in Onsite Conference Workbook
- Recognition on signage
- Recognition in App Sponsor Trivia and Sponsor Listing
- Social Media Sponsor Recognition
- Inclusion in App Sponsor Trivia and Sponsor Listing

## Breakout Sponsor - \$4,000 (3 Total - 2 Available)

- **novi AMS** track
- **Visit Gainesville** Alachua County, FL
- **Jacksonville and the Beaches** Where Florida Begins
- **NAPLES MARCO ISLAND EVERGLADES** FLORIDA'S PARADISE COAST
- **ST. AUGUSTINE PONTE VEDRA** FLORIDA'S HISTORIC COAST

## Executive Welcome Break - \$4,000

- **Exclusive sponsored break** for members
- Welcome Break listed as a sponsor in Onsite Conference Workbook
- BRONZE level sponsor name badge
- Recognition on signage
- Recognition on signage
- Social Media Sponsor Recognition
- Inclusion in App Sponsor Trivia and Sponsor Listing



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### WiFi Sponsor - \$3,500

- Your Company name as Co-Sponsor
- Logo recognition on WiFi password for all attendees
- BRONZE level sponsor name badge
- Recognition in Onsite Conference Workbook
- Recognition as a sponsor in conference signage
- One (1) set of 100 name tags
- One (1) set of 100 lanyards
- Recognition on Source and on Conference App
- Social Media Sponsor Recognition
- Inclusion in App Sponsor Trivia and Sponsor Listing

SOLD

MEETINGS & Events

### Onsite Conference Workbook Sponsor - \$3,500

- Full page ad in Onsite Conference Workbook - back cover OR inside-front
- BRONZE level sponsor ribbon for name badge
- Sponsor Recognition in Onsite Conference Workbook
- Recognition as a sponsor in conference signage
- One (1) set of 100 name tags
- One (1) set of 100 lanyards
- Recognition on Source and on Conference App
- Social Media Sponsor Recognition
- Inclusion in App Sponsor Trivia and Sponsor Listing

SOLD



### Learning Lounge Sponsor - \$3,500

- Exclusive signage in Learning Lounge
- BRONZE level sponsor ribbon for name badge
- Recognition in Onsite Conference Workbook
- Ability to distribute market materials throughout Learning Lounge
- Recognition as a sponsor in conference signage
- One (1) set of 100 name tags
- One (1) set of 100 lanyards
- Recognition on Source and on Conference App
- Social Media Sponsor Recognition
- Inclusion in App Sponsor Trivia and Sponsor Listing

SOLD



ST. AUGUSTINE  
PONTE VEDRA  
FLORIDA'S HISTORIC COAST®



## Copper Sponsor

\$1,500 - \$3,000

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

- Exclusive 5 minute presentation for up to 5 Meeting Planners
- Distribution of collateral material during roundtable
- COPPER level sponsor ribbon for name badge
- Recognition in Onsite Conference Workbook
- Recognition as a sponsor in conference signage
- One (1) set of 100 name tags
- One (1) set of 100 lanyards
- Recognition on Source and on Conference App
- Social Media Sponsor Recognition
- Event App Recognition - Sponsor listing in App

SOLD



### Association Trends/ Leadership Roundtable - \$3,000

- Exclusive 5 minute presentation for up to 5 Association Executives
- Distribution of collateral material during roundtable
- COPPER level sponsor ribbon for name badge
- Recognition in Onsite Conference Workbook
- Recognition as a sponsor in conference signage
- One (1) set of 100 name tags
- One (1) set of 100 lanyards
- Recognition on Source and on Conference App
- Social Media Sponsor Recognition
- Event App Recognition - Sponsor listing in App

SOLD



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# Copper Sponsor Continued

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

Provide attendees with designated baggage storage location - Friday morning through Friday evening

- Listed as part of program on social media and other marketing channels
- Executive Turndown Service on evening prior to promote baggage storage location
- Exclusive signage at designated location on Friday
- Recognition on conference agenda
- Copper level sponsor ribbon for name badge
- Distribution of collateral materials in each chair during the meetings
- COPPER level sponsor ribbon for name badge
- Recognition on conference agenda
- Recognition on conference email, applicable issues of Source and on conference sponsor slide
- Social Media Sponsor Recognition
- Event App Recognition - Sponsor listing in App



**PYRAMID**

GLOBAL HOSPITALITY

## Board Meetings- \$2,500

- Exclusive signage for FSAE & Foundation Board Meeting
- 3 minute presentation for up to 7 Executives
- Lunch with Board Members
- Distribution of collateral materials in each chair during the meetings
- COPPER level sponsor ribbon for name badge
- Recognition on conference agenda
- Recognition on conference email, applicable issues of Source and on conference sponsor slide
- Social Media Sponsor Recognition
- Event App Recognition - Sponsor listing in App



**THE BROWNWOOD**  
Hotel & Spa

## Beer Tasting Session/Foundation Fundraiser \$2,500 (3 Total - 0 Available)

Includes Beverages for tasting & light appetizers

- Welcome and Introduction during event
- Exclusive signage during event
- Option to bring/present products
- Give away items to attendees
- Ability to promote marketing materials
- Recognition on conference agenda
- Recognition on conference email, applicable issues of Source and on conference sponsor slide
- Social Media Sponsor Recognition
- Event App Recognition - Sponsor listing in App



Visit  
**Central Florida**

**THE WESTIN**  
CAPE CORAL  
RESORT  
AT MARINA VILLAGE

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

Item of choice delivered to all executive rooms

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



Sponsor Recognition



Brand Awareness



Visual Presence

### Pocket Program - \$2,000

- Exclusive Logo on pocket program for every attendee
- COPPER level sponsor ribbon for name badge
- Recognition in Official Conference Event Guide
- Recognition as a 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
- Social Media Sponsor Recognition
- Event App Recognition - Sponsor listing in App



### Hospitality Sponsor - \$1,500

#### Make your event a Sanctioned FSAE Event!

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

- Exclusive signage at sponsored hospitality
- Hospitality event listed as part of conference workbook and included in conference registration
- COPPER Sponsor ribbon for name badge
- Recognition as a COPPER level sponsor on conference signage
- One (1) set of marketing pieces for conference attendees pre conference
- One (1) marketing piece included in tote bags
- Recognition on conference email, applicable issues of Source and on conference sponsor slide
- Social Media Sponsor Recognition
- Event App Recognition - Sponsor listing in App



### 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, applicable issues of Source and on conference sponsor slide
- Social Media Sponsor Recognition
- Event App Recognition - Sponsor listing in App

### 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, applicable issues of Source and on conference sponsor slide
- Social Media Sponsor Recognition
- Event App Recognition - Sponsor listing in App

### 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, applicable issues of Source and on conference sponsor slide
- Social Media Sponsor Recognition
- Event App Recognition - Sponsor listing in App

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 2025 ANNUAL CONFERENCE SPONSORSHIP COMMITMENT FORM

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*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 Trade-Show - \$800 (\$1,000 Regular Price)

☐ I agree to pay for the above sponsorship in full no later than **April 30, 2025**.

☐ 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, 2025.**

\_\_\_\_\_ 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