



2025 ANNUAL SPONSOR BENEFITS

PLATINUM PLUS- \$18,000



The Platinum PLUS level sponsorship includes:

- **Dinner Sponsor at (1) FSBA Event:** This is an intimate dinner that may include FSBA CEO, Andrea Messina, FSBA Executive Officers, and/or other special guests. This targeted marketing dinner is coordinated with the help of FSBA staff. *(Up to 12 total attendees will be invited per dinner.)* **PLATINUM PLUS ONLY**
- **Monthly promotion of your choosing** on FSBA's social media channels (Facebook and Twitter) **PLATINUM PLUS ONLY** *(1 post per month on each platform.)*
- *Sponsor in the Spotlight* profile in FSBA weekly newsletter, promoted on social media (1) annually
- Pre-recorded educational webinar added to the FSBA resource library
- Your logo on the FSBA website with a direct link to your website
- Digital membership roster
- Logo recognition in weekly newsletters
- Your logo and contact information listed in both the Annual Conference programs and the FSBA Annual Report
- The opportunity to provide marketing collateral to conference attendees
- Event attendee lists
- Permission to use the FSBA logo in your marketing
- **10 complimentary registrations per year** AND additional registrations at the discounted member rate. **INCLUDES 2 MORE complimentary registrations than the PLATINUM level**
- Your choice of **5** marketing options below

Your Choice of **5** Marketing Options⁺

Customizable marketing options – Don't see what you're looking for? Work with our team to customize your options.

Pre-recorded webinar for your product or service which includes an exclusive conversation with FSBA CEO, Andrea Messina.

- Promotion in the FSBA weekly newsletter

Annual Lanyard Sponsor

- Your company's name on all name badge lanyards given to all conference attendees of FSBA's four major events. *(Day in the Legislature, Annual Summer Conference, Board of Directors Leadership Meeting, and Annual Joint Conference.)*

Board of Directors Meeting Sponsor at (1) FSBA Conference Annually *(Limited availability)*

- **2-3 minutes to speak at the beginning of the program**, or verbal acknowledgment
- In-room signage provided by you
- Recognition in printed program and digital agenda

General Session Sponsor at FSBA Event

- **2-3 minutes to speak at the beginning of the program**, or verbal acknowledgment
- In-room signage provided by you
- Recognition in printed program and digital agenda

Breakfast Sponsor at FSBA Event *(Day in the Legislature or Board of Directors' Leadership Development Training)*

- **2-3 minutes to speak at the beginning of the program**, or verbal acknowledgment
- In-room signage provided by you
- Recognition in printed program and digital agenda

Reception/Dinner Sponsor at Board of Directors' Leadership Development Training & Meeting in October

- **2-3 minutes to speak at the beginning of the program**
- In-room signage provided by you
- Recognition in digital agenda

<ul style="list-style-type: none"> • Verbal recognition
Regional Member Meeting Sponsor <i>(Exclusive: One sponsor per meeting. Each meeting has roughly 30 attendees - Various dates & locations TBD)</i> <ul style="list-style-type: none"> • 30 minutes to deliver content related to your industry – must not be a sales pitch • In-room signage provided by you • Logo recognition in printed and digital agendas, website, newsletter, email invitations and Know Before You Go email reminder
Luncheon sponsor at FSBA Event <ul style="list-style-type: none"> • 2-3 minutes to speak at the beginning of the program, or verbal acknowledgment • In-room signage provided by you • Recognition in printed programs and digital agenda
Conference Hotel Keycard Sponsorship Your logo on the hotel room keys given to all conference attendees <i>(2 available - you may choose either the Annual Summer Conference or the Annual Joint Conference.)</i>
Water Station Sponsor for (1) Annual Conference <i>(2 available - you may choose either the Annual Summer Conference or the Annual Joint Conference.)</i> <ul style="list-style-type: none"> • Branded cups with your logo • Sponsor signage with logo provided by FSBA at the water station
Wi-Fi Sponsor for (1) Annual Conference <i>(2 available - you may choose either the Annual Summer Conference or the Annual Joint Conference.)</i> <ul style="list-style-type: none"> • Sponsor signage with logo in various places • Recognition in printed programs and digital agenda
Certified Board Member (CBM) Forum Sponsor for (1) Forum CBM Forums are 2-3 smaller trainings offered throughout the year. Topics include School Finance, School Finance 2.0, Policy Governance, and Bargaining 101. <i>(Each forum has roughly 30-50 attendees)</i> <ul style="list-style-type: none"> • 2-3 minutes to speak at the beginning of the Forum • In-room signage provided by you • Your logo added to the CBM Forum page of the FSBA website • Recognition in printed agenda
New School Board Member Academy Sponsor <i>(New School Board Members who gather during the Annual Joint Conference)</i> <ul style="list-style-type: none"> • 2-3 minutes to speak at the beginning of the training • In-room signage provided by you • Recognition in printed programs and digital agenda
Chairmanship Academy Sponsor <i>(Approximately 55 attendees who gather during the Annual Joint Conference)</i> <ul style="list-style-type: none"> • 2-3 minutes to speak at the beginning of the training • In-room signage provided by you • Recognition in printed programs and digital agenda
Annual Conference Program Sponsor Your logo will be featured on the outside back cover of the printed program for the 2023 Annual Conference <i>(2 available - you may choose either the Annual Summer Conference or the Annual Joint Conference.)</i>
Reception Sponsor at FSBA Event <ul style="list-style-type: none"> • In-room signage provided by you • Recognition in printed programs and digital agenda • Verbal recognition
Coffee Break Sponsor at FSBA Event <ul style="list-style-type: none"> • Recognition in printed programs and digital agenda • You may bring and display branded signage such as a retractable banner during this time.
Sponsor Signage Displayed in Breakout Session at (1) Annual Conference <ul style="list-style-type: none"> • In-room signage provided by you • Recognition in printed programs and digital agenda • Verbal acknowledgment by the session moderator • <i>(Note: This is NOT an opportunity to speak or present.)</i>
Logo recognition on event tote for (1) Annual Conference

Know Before You Go Email Sponsor Your logo will be featured on the header of the *Know Before You Go* conference email to all attendees

FSBA Event Information			
Event	Dates	Approx. Attendance	Location
CBM Forum: School Finance	February 6 - 7, 2025	30 - 50	Gainesville
Annual Day in the Legislature	March 19 - 20, 2025	100-150	Tallahassee
CBM Forum: School Finance 2.0	April 24 - 25, 2025	30 - 50	Gainesville
Annual Summer Conference	June 11 - 13, 2025	300-325	Tampa
CBM Forum: Policy Governance CBM Forum: Bargaining 101	September 18 - 19, 2025	30 - 50	Gainesville
Board of Directors Leadership Development Training	Late Sept. / Early Oct. 2025	40-60	Orlando
FSBA/FADSS Annual Joint Conference	December 2 - 5, 2025	400-425	Tampa
Regional Member Meetings (Various dates & locations)	TBD	25-30	TBD

Scheduled in-person events listed above are subject to virtual delivery depending on public health concerns.

*Sponsorship opportunities are limited. The 2025 Sponsor program will close once all listed benefits have been fully allocated. Sign up early for maximum value.

For more information, contact Leslie Dunlap, FSBA Director of Finance & Administration at Dunlap@fsba.org