



# Florida School Boards Association ANNUAL SPONSOR BENEFITS



## PLATINUM PLUS- \$17,500

### The Platinum PLUS level sponsorship includes:

- **Dinner Sponsor at (1) FSBA Event:** This is an intimate dinner which 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
- The opportunity to provide marketing materials in conference packets
- 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**

\*Be sure to view the a la carte option on page 2

### Your Choice of 5 Marketing Options<sup>+</sup>

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

#### FSBA hosts member webinar for your product or service

- Promotion in the FSBA weekly newsletter
- Introduction and endorsement from FSBA CEO, Andrea Messina

#### Sponsor table at registration area for (1) FSBA Event Annually *(Limited availability)*

- Includes 1 draped table, 2 chairs
- You may bring and display branded signage such as a retractable banner for behind the table

#### 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

#### Luncheon 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

#### 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
- Verbal recognition

<b>Breakfast Sponsor at FSBA Event</b> <i>(Day in the Legislature or Board of Directors' Leadership Development Training)</i> <ul style="list-style-type: none"> <li>• <b>2-3 minutes to speak at the beginning of the program</b>, or verbal acknowledgment</li> <li>• In-room signage provided by you</li> <li>• Recognition in printed program and digital agenda</li> </ul>	
<b>Conference Hotel Keycard Sponsorship</b> 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>	
<b>Reception Sponsor at FSBA Event</b> <ul style="list-style-type: none"> <li>• In-room signage provided by you</li> <li>• Recognition in printed program and digital agenda</li> <li>• Verbal recognition</li> </ul>	
<b>Water Station Sponsor for (1) Annual Conference</b> <i>(2 available - you may choose either the Annual Summer Conference or the Annual Joint Conference.)</i> <ul style="list-style-type: none"> <li>• Branded cups with your logo</li> <li>• Sponsor signage with logo provided by FSBA at the water station</li> </ul>	
<b>Wi-Fi Sponsor for (1) Annual Conference</b> <i>(2 available - you may choose either the Annual Summer Conference or the Annual Joint Conference.)</i> <ul style="list-style-type: none"> <li>• Sponsor signage with logo in various places</li> <li>• Recognition in printed program and digital agenda</li> </ul>	
<b>Annual Conference Program Sponsor</b> 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>	
<b>Boxed Lunch Sponsor for the New School Board Member Training during the Day in the Legislature</b> Your logo will be featured on the lunch box as a meal sponsor. <i>(About 50 attendees: This is not an oppty to speak or present.)</i>	
<b>Annual Conference Bathroom Amenity Sponsor:</b> Sponsor (4) bathroom amenity baskets for the Annual Summer Conference AND the Annual Joint Conference. FSBA will provide and fill all amenity baskets. You may add any branded items to the baskets. Mirror clings with your logo will also be provided.	
<b>Annual Certified Board Member (CBM) Forum Sponsor</b> The Forums are 2-3 smaller trainings offered throughout the year. Topics include School Finance, Policy Governance and Bargaining 101. <i>(Each forum has roughly 30-50 attendees)</i> <ul style="list-style-type: none"> <li>• <b>2-3 minutes to speak at the beginning of each Forum</b></li> <li>• In-room signage provided by you at all trainings</li> <li>• Your logo added to the CBM Forums page of the FSBA website</li> <li>• Recognition in printed agenda</li> </ul>	
<b>Coffee Break Sponsor at FSBA Event</b> <ul style="list-style-type: none"> <li>• Recognition in printed program and digital agenda</li> <li>• You may bring and display branded signage such as a retractable banner during this time.</li> </ul>	
<b>Breakout Session Sponsor at FSBA Event</b> <i>(Note: This is not an opportunity to speak or present.)</i> <ul style="list-style-type: none"> <li>• In-room signage provided by you</li> <li>• Recognition in printed program and digital agenda</li> <li>• Verbal acknowledgment by session moderator</li> </ul>	
<b>Logo recognition on event tote for (1) Annual Conference</b>	
<b>Know B4 U Go Email Sponsor</b> Your logo will be featured on the header of the Know B4 U Go conference email to all attendees	
<b>Annual Report Sponsor</b> Your logo on the outside back cover of the 2023 Annual Report. (Distributed to all FSBA Members)	
<b>Chairmanship Academy Annual Sponsor</b> <i>(Approximately 55 attendees who gather during the Annual Joint Conference)</i> <ul style="list-style-type: none"> <li>• <b>2-3 minutes to speak at the beginning of the training</b></li> <li>• In-room signage provided by you</li> <li>• Recognition in printed program and digital agenda</li> </ul>	
<b>A La Carte Option</b>	
<b>Lanyard Sponsor for (1) Annual Conference</b> Your company's name on the badge lanyards given to all conference attendees. <i>(2 available - you may choose either the Annual Summer Conference or the Annual Joint Conference.)</i>	<b>\$2,000.00</b>

<b>FSBA Event Information</b>			
<b>Event</b>	<b>Dates</b>	<b>Approx. Attendance</b>	<b>Location</b>
CBM School Finance <b>Forum</b>	February 9 - 10, 2023	30 - 50	Kissimmee
Annual Day in the Legislature	March 15 - 17, 2023	100-150	Tallahassee
Annual Summer Conference	June 7 - 9, 2023	300-325	Tampa
CBM Policy Governance <b>Forum</b> CBM Bargaining 101 <b>Forum</b>	September 27 - 28, 2023	30 - 50	Gainesville
Board of Directors' Leadership Development Training	Early October 2023	40-60	Alachua County
FSBA/FADSS Annual Joint Conference	Nov 28 - Dec 1, 2023	400-425	Tampa

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

**For more information, contact Leslie Dunlap, FSBA Director of Finance & Administration at [Dunlap@fsba.org](mailto:Dunlap@fsba.org)**