



2024 ANNUAL SPONSOR BENEFITS

PLATINUM - \$15,000



The Platinum level sponsorship includes:

- *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 collateral to conference attendees
- Event attendee lists
- Permission to use the FSBA logo in your marketing
- **8 complimentary registrations per year** (includes additional registrations at the discounted member rate)
- **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⁺ | |
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| Customizable marketing options – Don't see what you're looking for? Work with our team to customize your options. | |
| FSBA hosts a member webinar for your product or service <ul style="list-style-type: none"> • Promotion in the FSBA weekly newsletter • Introduction and endorsement from FSBA CEO, Andrea Messina | PLATINUM LEVEL & UP |
| Sponsor table at registration area for (1) FSBA Event annually <i>(Limited availability)</i> <ul style="list-style-type: none"> • 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 <i>(Limited availability)</i> <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 program and digital agenda | |
| General Session 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 program and digital agenda | |
| Breakfast Sponsor at FSBA Event <i>(Day in the Legislature or Board of Directors' Leadership Development Training)</i> <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 program and digital agenda | |
| Reception/Dinner Sponsor at Board of Directors Leadership Development Training & Meeting in October <ul style="list-style-type: none"> • 2-3 minutes to speak at the beginning of the program • In-room signage provided by you • Recognition in digital agenda | |
| 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 – not 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 program and digital agenda | |

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| Conference Hotel Keycard Sponsorship Your logo on the hotel room keys given to all conference attendees. (2 available - you may choose either the Annual Summer Conference or the Annual Joint Conference.) | |
| Water Station Sponsor for (1) Annual Conference (2 available - you may choose either the Annual Summer Conference or the Annual Joint Conference.) <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 (2 available - you may choose either the Annual Summer Conference or the Annual Joint Conference.) <ul style="list-style-type: none"> • Sponsor signage with logo in various places • Recognition in printed program and digital agenda | |
| Certified Board Member (CBM) Forum Sponsor for School Finance 3.0 (App. 30-50 attendees) <ul style="list-style-type: none"> • 2-3 minutes to speak at the beginning of the training • In-room signage provided by you at all trainings • Your logo added to the CBM Forums page of the FSBA website • Recognition in printed agenda | |
| New School Board Member Academy Sponsor (Newly elected School Board Members who gather during the Annual Joint Conference) <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 program and digital agenda | |
| Chairmanship Academy Sponsor (App. 55 attendees who gather during the Annual Joint Conference) <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 program and digital agenda | |
| Annual Conference Program Sponsor <ul style="list-style-type: none"> • Your logo will be featured on the outside back cover of the printed program for one of our Annual Conferences (2 available - you may choose either the Annual Summer Conference or the Annual Joint Conference.) | |
| Reception Sponsor at FSBA Event <ul style="list-style-type: none"> • In-room signage provided by you • Recognition in printed program and digital agenda • Verbal recognition | |
| Coffee Break Sponsor at FSBA Event <ul style="list-style-type: none"> • Recognition in printed program and digital agenda • You may bring and display branded signage such as a retractable banner during this time | |
| Breakout Session Sponsor at FSBA Event (Note: This is not an opportunity to speak or present.) <ul style="list-style-type: none"> • In-room signage provided by you • Recognition in printed program and digital agenda • Verbal acknowledgment by session moderator | |
| 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 | |
| A la carte Option | |
| Lanyard Sponsor for (1) Annual Conference Your company's name on the badge lanyards given to all conference attendees. (2 available - you may choose either the Annual Summer Conference or the Annual Joint Conference.) | \$2,000.00 |

FSBA Event Information

| Event | Dates | Approx. Attendance | Location |
|--|-----------------------|--------------------|-----------------|
| Annual Day in the Legislature | January 17 - 18, 2024 | 100-150 | Tallahassee |
| CBM Forum: School Finance 3.0 | April 18 - 19, 2024 | 30 - 50 | Gainesville |
| Annual Summer Conference | June 5 - 7, 2024 | 300-325 | Tampa |
| Board of Directors' Leadership Development Training | Early October 2024 | 40-60 | Okaloosa County |
| FSBA/FADSS Annual Joint Conference | December 3 - 6, 2024 | 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.

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

Florida School Boards Association | 203 South Monroe St. | Tallahassee, FL 32301 | Phone: 850.414.2578 | fsba.org