



# 2024 ANNUAL SPONSOR BENEFITS

## PLATINUM PLUS- \$17,500



### 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
- 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**

\*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

#### 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
- Verbal recognition

<p><b>Regional Member Meeting Sponsor</b> (<i>Exclusive: One sponsor per meeting. Each meeting has roughly 30 attendees - Various dates &amp; locations TBD</i>)</p> <ul style="list-style-type: none"> <li>• <b>30 minutes to deliver content related to your industry – must not be a sales pitch</b></li> <li>• In-room signage provided by you</li> <li>• Logo recognition in printed and digital agendas, website, newsletter, email invitations and Know Before You Go email reminder</li> </ul>
<p><b>Luncheon sponsor at FSBA Event</b></p> <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>
<p><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>)</p>
<p><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>)</p> <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>
<p><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>)</p> <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>
<p><b>Certified Board Member (CBM) Forum Sponsor</b> for School Finance 3.0 (<i>App. 30-50 attendees</i>)</p> <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 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>
<p><b>New School Board Member Academy Sponsor</b> (<i>New School Board Members who gather during the Annual Joint Conference</i>)</p> <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>
<p><b>Chairmanship Academy Sponsor</b> (<i>Approximately 55 attendees who gather during the Annual Joint Conference</i>)</p> <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>
<p><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>)</p>
<p><b>Reception Sponsor at FSBA Event</b></p> <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>
<p><b>Coffee Break Sponsor at FSBA Event</b></p> <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>
<p><b>Breakout Session Sponsor at FSBA Event</b> (<i>Note: This is not an opportunity to speak or present.</i>)</p> <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>
<p><b>Logo recognition on event tote for (1) Annual Conference</b></p>
<p><b>Know Before You Go Email Sponsor</b> Your logo will be featured on the header of the <i>Know Before You Go</i> conference email to all attendees</p>

## 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](mailto:Dunlap@fsba.org)**