



# 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<sup>+</sup>

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"> <li>• Verbal recognition</li> </ul>
<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 programs 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 programs and digital agenda</li> </ul>
<p><b>Certified Board Member (CBM) Forum Sponsor</b> 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></p> <ul style="list-style-type: none"> <li>• <b>2-3 minutes to speak at the beginning of the Forum</b></li> <li>• In-room signage provided by you</li> <li>• Your logo added to the CBM Forum 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 programs 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 programs 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 one of our Annual Conferences <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 programs 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 programs and digital agenda</li> <li>• You may bring and display branded signage such as a retractable banner during this time.</li> </ul>
<p><b>Sponsor Signage Displayed in Breakout Session at (1) Annual Conference</b></p> <ul style="list-style-type: none"> <li>• In-room signage provided by you</li> <li>• Recognition in printed programs and digital agenda</li> <li>• Verbal acknowledgment by the session moderator</li> </ul> <p><i>(Note: This is NOT an opportunity to speak or present.)</i></p>
<p><b>Logo recognition on event tote for (1) Annual Conference</b></p>

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