



# 2026 ANNUAL SPONSOR BENEFITS

## PLATINUM - \$15,500



### The Platinum level sponsorship includes:

- *Sponsor in the Spotlight* profile in the *FSBA Weekly* newsletter, promoted on social media once annually
- Pre-recorded educational webinar added to the FSBA resource library
- Company logo featured on the FSBA website with a direct link to your website
- Digital membership roster
- Company logo featured in the *FSBA Weekly* newsletter
- Company 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
- **8 complimentary registrations per year to the events listed below** (includes additional registrations at the discounted member rate)
- **Your choice of 5 marketing options below**

Your Choice of <u>5</u> Marketing Options <sup>+</sup>	
Customizable marketing options – Don't see what you're looking for? Work with our team to customize your options.	
<b>Pre-recorded webinar for your product or service, which includes an exclusive conversation with FSBA CEO, Andrea Messina.</b> <ul style="list-style-type: none"> <li>• Promotion in the <i>FSBA Weekly</i> newsletter</li> </ul>	PLATINUM LEVEL & UP
<b>Annual Lanyard Sponsor</b> <ul style="list-style-type: none"> <li>• Your company's name on all name badge lanyards given to all conference attendees of FSBA's four major events. (<i>Day in the Legislature, Annual Summer Conference, Board of Directors Leadership Meeting, and Annual Winter Conference.</i>)</li> </ul>	
<b>Board of Directors Meeting Sponsor</b> ( <i>Limited availability: 2 in-person, 2 virtual</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 the printed program and digital agenda</li> </ul>	
<b>General Session Sponsor</b> Per Annual Conference or Day in the Legislature <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 the printed program and digital agenda</li> </ul>	
<b>Breakfast Sponsor at Board of Directors Leadership Training</b> <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 the agenda</li> </ul>	
<b>Luncheon Sponsor at Board of Directors Leadership Training</b> <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 the agenda</li> </ul>	
<b>Dinner/Activity/Reception Sponsor at the BOD Leadership Training or Day in the Legislature</b> <ul style="list-style-type: none"> <li>• <b>2-3 minutes to speak at the beginning of the program</b></li> <li>• In-room signage provided by you</li> <li>• Recognition in the agenda</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 – not a sales pitch</b></li> <li>• In-room signage provided by you</li> <li>• Logo recognition in the printed and digital agendas, website, newsletter, email invitations, and <i>Know Before You Go</i> email reminder</li> </ul>	PLATINUM LEVEL & UP
<p><b>Annual Conference Folder Sponsor</b></p> <ul style="list-style-type: none"> <li>• FSBA-branded conference folders featuring your organization's logo on the cover, distributed to all attendees at registration for both annual conferences.</li> </ul>	
<p><b>One Full Page Ad in the Printed Program</b> Per Annual Conference</p> <ul style="list-style-type: none"> <li>• One full-page, color advertisement featured in the printed conference program distributed to all attendees.</li> </ul>	
<p><b>Conference Hotel Keycard Sponsorship</b> Per Annual Conference  <i>(2 available - you may choose either the Annual Summer Conference or the Annual Winter Conference.)</i></p> <ul style="list-style-type: none"> <li>• Feature your custom-designed keycard with your organization's logo on the hotel room keys distributed to all conference attendees.</li> </ul>	
<p><b>Water Station Sponsor</b> Per Annual Conference  <i>(2 available - you may choose either the Annual Summer Conference or the Annual Winter Conference.)</i></p> <ul style="list-style-type: none"> <li>• Branded cups with your logo</li> <li>• Custom sponsor signage featuring your organization's logo displayed at the conference water station.</li> </ul>	
<p><b>Wi-Fi Sponsor</b> Per Annual Conference <i>(2 available - you may choose either the Annual Summer Conference or the Annual Winter Conference.)</i></p> <ul style="list-style-type: none"> <li>• Sponsor signage with logo created by your organization displayed at the reception desk and in breakout rooms</li> <li>• Slide included in Announcement loop during general sessions and lunch</li> </ul>	
<p><b>Coffee Sleeve Sponsor</b> Per Annual Conference <i>(2 available - you may choose either the Annual Summer Conference or the Annual Winter Conference.)</i></p> <ul style="list-style-type: none"> <li>• Custom-branded coffee sleeves featuring your organization's logo</li> <li>• Sponsor signage (created by your organization) displayed prominently at the conference coffee bar</li> </ul>	
<p><b>Breakfast or Luncheon Sponsor at New School Board Member Academy</b> <i>(Newly elected School Board Members who gather during the Annual Winter 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 the printed program and digital agenda</li> </ul>	
<p><b>Exclusive Coffee Break Sponsor for Pre-Conference Day</b> Per Annual Conference</p> <ul style="list-style-type: none"> <li>• In-room signage provided by you, such as a retractable banner, during this time</li> <li>• Recognition in the printed program and digital agenda</li> </ul>	
<p><b>Luncheon sponsor</b> Per Annual Conference</p> <ul style="list-style-type: none"> <li>• Logo on slide with verbal acknowledgement by FSBA President</li> <li>• In-room signage provided by you</li> <li>• Recognition in the printed program and digital agenda</li> </ul>	
<p><b>Breakfast sponsor</b> Per Annual Conference</p> <ul style="list-style-type: none"> <li>• Logo on slide with verbal acknowledgement by FSBA President</li> <li>• In-room signage provided by you</li> <li>• Recognition in the printed program and digital agenda</li> </ul>	
<p><b>Chairmanship Academy Sponsor</b> <i>(App. 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 the printed program and digital agenda</li> </ul>	
<p><b>Annual Conference Program Sponsor (Back Cover)</b> Per Annual Conference <i>(2 available - you may choose either the Annual Summer Conference or the Annual Winter Conference.)</i></p> <ul style="list-style-type: none"> <li>• Your organization's logo featured on the outside back cover of the printed conference program, distributed to all attendees</li> </ul>	
<p><b>Reception Sponsor</b> Per Annual Conference</p> <ul style="list-style-type: none"> <li>• In-room signage provided by you</li> <li>• Recognition in the printed program and digital agenda</li> <li>• Verbal recognition by FSBA President</li> </ul>	

<b>Coffee Break Sponsor</b> Per Annual Conference <ul style="list-style-type: none"> <li>In-room signage provided by you, such as a retractable banner, during this time</li> <li>Recognition in the printed program and digital agenda</li> <li>Logo on slide with verbal acknowledgement by FSBA President during the general session</li> </ul>
<b>Sponsor Signage Displayed in a Pre-Conference Session</b> Per Annual Conference <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 the printed program and digital agenda</li> </ul>
<b>Logo recognition on Event Tote Bag</b> Per Annual Conference
<b>Know Before You Go Email Sponsor</b> Per Annual Conference <ul style="list-style-type: none"> <li>Your logo will be featured on the header of the <i>Know Before You Go</i> conference email to all attendees</li> </ul>

### FSBA Event Information

Event	Dates	Approx. Attendance	Location
Annual Day in the Legislature	<b>January 28 – 29, 2026</b>	100-150	Tallahassee
Annual Summer Conference	<b>June 10 – 12, 2026</b>	350-400	Tampa
Board of Directors Leadership Development Training	Fall 2026	40-60	TBD
Annual Winter Conference	<b>December 1 – 4, 2026</b>	400-450	Tampa
Regional Member Meetings (Various dates & locations)	February 2026	25-30	TBD

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

\*Sponsorship opportunities are limited. The 2026 Sponsor program will close once all listed benefits have been fully allocated. Sign up early for maximum value.

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