



2026 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 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
- **10 complimentary registrations per year to the events listed below** 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⁺

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 Winter Conference.)*

Board of Directors Meeting Sponsor *(Limited availability: 2 in-person, 2 virtual)*

- **2-3 minutes to speak at the beginning of the program**, or verbal acknowledgment
- In-room signage provided by you
- Recognition in the printed program and digital agenda

General Session Sponsor Per Annual Conference or Day in the Legislature

- **2-3 minutes to speak at the beginning of the program**, or verbal acknowledgment
- In-room signage provided by you
- Recognition in the printed program and digital agenda

Breakfast Sponsor at Board of Directors Leadership Training

- **2-3 minutes to speak at the beginning of the program**, or verbal acknowledgment
- In-room signage provided by you
- Recognition in the agenda

Luncheon Sponsor at Board of Directors Leadership Training

- **2-3 minutes to speak at the beginning of the program**, or verbal acknowledgment
- In-room signage provided by you
- Recognition in the agenda



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Dinner/Activity/Reception Sponsor at the BOD Leadership Training or Day in the Legislature

- **2-3 minutes to speak at the beginning of the program**
- In-room signage provided by you
- Recognition in the agenda

Regional Member Meeting Sponsor *(Exclusive: One sponsor per meeting. Each meeting has roughly 30 attendees - Various dates & locations TBD)*

- **30 minutes to deliver content related to your industry – not a sales pitch**
- In-room signage provided by you
- Logo recognition in the printed and digital agendas, website, newsletter, email invitations, and Know Before You Go email reminder

Annual Conference Folder Sponsor

- FSBA-branded conference folders featuring your organization's logo on the cover, distributed to all attendees at registration for both annual conferences.

One Full Page Ad in the Printed Program Per Annual Conference

One full-page, color advertisement featured in the printed conference program distributed to all attendees.

Conference Hotel Keycard Sponsorship Per Annual Conference

(2 available - you may choose either the Annual Summer Conference or the Annual Winter Conference.)

- Feature your custom-designed keycard with your organization's logo on the hotel room keys distributed to all conference attendees.

Water Station Sponsor Per Annual Conference

(2 available - you may choose either the Annual Summer Conference or the Annual Winter Conference.)

- Branded cups with your logo
- Custom sponsor signage featuring your organization's logo displayed at the conference water station.

Wi-Fi Sponsor Per Annual Conference *(2 available - you may choose either the Annual Summer Conference or the Annual Winter Conference.)*

- Sponsor signage with logo created by your organization displayed at the reception desk and in breakout rooms
- Slide included in Announcement loop during general sessions and lunch

Coffee Sleeve Sponsor Per Annual Conference *(2 available - you may choose either the Annual Summer Conference or the Annual Winter Conference.)*

- Custom-branded coffee sleeves featuring your organization's logo
- Sponsor signage (created by your organization) displayed prominently at the conference coffee bar

Breakfast or Luncheon Sponsor at New School Board Member Academy *(Newly elected School Board Members who gather during the Annual Winter Conference)*

- **2-3 minutes to speak at the beginning of the training**
- In-room signage provided by you
- Recognition in the printed program and digital agenda

Exclusive Coffee Break Sponsor for Pre-Conference Day Per Annual Conference

- In-room signage provided by you, such as a retractable banner, during this time
- Recognition in the printed program and digital agenda

Luncheon sponsor Per Annual Conference

- Logo on slide with verbal acknowledgement by FSBA President
- In-room signage provided by you
- Recognition in the printed programs and digital agenda

Breakfast sponsor Per Annual Conference

- Logo on slide with verbal acknowledgement by FSBA President
- In-room signage provided by you
- Recognition in the printed programs and digital agenda



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Chairmanship Academy Sponsor (App. 55 attendees who gather during the Annual Joint Conference)

- **2-3 minutes to speak at the beginning of the training**
- In-room signage provided by you
- Recognition in the printed program and digital agenda

Annual Conference Program Sponsor (Back Cover) Per Annual Conference (2 available - you may choose either the Annual Summer Conference or the Annual Winter Conference.)

- Your organization's logo featured on the outside back cover of the printed conference program, distributed to all attendees

Reception Sponsor Per Annual Conference

- In-room signage provided by you
- Recognition in the printed program and digital agenda
- Verbal recognition by FSBA President

Coffee Break Sponsor Per Annual Conference

- In-room signage provided by you, such as a retractable banner, during this time
- Recognition in the printed programs and digital agenda
- Logo on slide with verbal acknowledgement by FSBA President during the general session

Sponsor Signage Displayed in a Pre-Conference Session Per Annual Conference

- **2-3 minutes to speak at the beginning of the training**
- In-room signage provided by you
- Recognition in the printed program and digital agenda

Logo recognition on Event Tote Bag Per Annual Conference

Know Before You Go Email Sponsor Per Annual Conference

- 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
Annual Day in the Legislature	January 28 – 29, 2026	100-150	Tallahassee
Annual Summer Conference	June 10 – 12, 2026	350-400	Tampa
Board of Directors Leadership Development Training	Fall 2026	40-60	TBD
Annual Winter Conference	December 1 – 4, 2026	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