



## 2027 SPONSORSHIP LEVEL

**PLATINUM PLUS****\$18,000**

2027 annual sponsorship

The Platinum Plus level puts your company in front of school board members and education leaders across Florida all year, with 10 complimentary event registrations and your choice of 5 marketing options.

| THE PLATINUM PLUS LEVEL SPONSORSHIP INCLUDES                                                                                                                                                                                                                               | PLATINUM PLUS |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| <b>10 complimentary registrations</b> per year to the events listed below ( <i>up to \$375 each</i> ), plus additional registrations at the discounted member rate – <b>2 more complimentary registrations than Platinum</b>                                               | <b>10</b>     |
| <b>Private Dinner Sponsor at one FSBA event</b> – an intimate dinner that may include FSBA CEO Andrea Messina, FSBA Executive Officers, and/or other special guests, coordinated with the help of FSBA staff ( <i>up to 12 total attendees</i> ) <b>PLATINUM PLUS ONLY</b> | ✓             |
| <b>Monthly promotion</b> of your choosing on FSBA's Facebook and X pages ( <i>1 post per month on each platform</i> ) <b>PLATINUM PLUS ONLY</b>                                                                                                                            | ✓             |
| <b>Sponsor in the Spotlight</b> profile in the <i>FSBA Weekly</i> newsletter, promoted on social media once annually                                                                                                                                                       | ✓             |
| Company logo featured in the <i>FSBA Weekly</i> newsletter                                                                                                                                                                                                                 | ✓             |
| Company logo and contact information listed in the Annual Conference programs and the digital FSBA Annual Report                                                                                                                                                           | ✓             |
| Company logo on the FSBA website with a direct link to your website                                                                                                                                                                                                        | ✓             |
| Marketing materials and swag in conference attendee bags                                                                                                                                                                                                                   | ✓             |
| Event attendee lists                                                                                                                                                                                                                                                       | ✓             |
| Permission to use the FSBA logo in your marketing                                                                                                                                                                                                                          | ✓             |
| Digital membership roster                                                                                                                                                                                                                                                  | ✓             |
| <b>Early access</b> to the 2028 annual sponsor program                                                                                                                                                                                                                     | ✓             |
| <b>Your choice of 5 marketing options below</b>                                                                                                                                                                                                                            | <b>5</b>      |

**YOUR CHOICE OF 5 MARKETING OPTIONS\*** *All options below are available at the Platinum Plus level.***Customizable marketing options** – *Don't see what you're looking for? Work with our team to customize your options.***Leadership Training & Member Events** (BOD = Board of Directors)**Board of Directors Meeting Sponsor***Limited availability: 3 in-person, 1 virtual*

- **2 minutes to speak** at the beginning of the program, or verbal acknowledgment
- In-room signage provided by you (for in-person meetings)
- Recognition in the program and agenda

**Breakfast Sponsor at BOD Leadership Training**

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

**Luncheon or Break Sponsor at BOD Leadership Training**

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

**Dinner, Activity, or Reception Sponsor***BOD Leadership Training or New School Board Member Reception (follows the Policy Forum in Tallahassee)*

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

**General Session Sponsor, Day in the Legislature**

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

**Reception Sponsor, Day in the Legislature**

- **2 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 25–30 attendees from multiple school districts. Five regions, four open for sponsorship, April 7–15, 2027*

- **Up to 15 minutes to deliver industry content** – not a sales pitch
- In-room signage provided by you
- Logo recognition in the agendas, website, newsletter, email invitations, and *Know Before You Go* email reminder

**FSBA Forum Sponsor (choose one): School Finance, Policy Governance, or Bargaining 101***CBM Forums are three smaller trainings offered throughout the year. (Each forum has roughly 30–50 attendees)*

- **2 minutes to speak** at the beginning of the Forum
- In-room signage provided by you
- Your logo added to the CBM Forum page of the FSBA website
- Recognition in the agenda

**Year-Round & Digital****Annual Lanyard Sponsor**

- Your company's name on all name badge lanyards given to attendees of FSBA's four major events: Day in the Legislature, Annual Summer Conference, Board of Directors Leadership Meeting, and Annual Winter Conference

**Annual Conference Folder Sponsor**

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



## Pre-recorded Webinar with the FSBA CEO

- Pre-recorded webinar for your product or service, including an exclusive conversation with FSBA CEO Andrea Messina
- Promotion in the *FSBA Weekly* newsletter

## One Full-Page Ad

*In the digital FSBA Annual Report*

- One full-page, color advertisement in the digital FSBA Annual Report

## Summer or Winter Annual Conference *(each selection is for one conference)*

### Mobile Phone Charging Station Sponsor

*2 available – choose the Summer or the Winter Conference*

- Your logo featured on the charging station used by attendees throughout the conference

### General Session Sponsor

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

### Coffee Sleeve Sponsor

*2 available – choose the Summer or the Winter Conference*

- Custom-branded coffee sleeves featuring your logo
- Sponsor signage (created by you) displayed at the conference coffee bar

### Conference Hotel Keycard Sponsor

*2 available – choose the Summer or the Winter Conference*

- Your custom-designed keycard with your logo on the hotel room keys distributed to all conference attendees

### Water Station Sponsor

*2 available – choose the Summer or the Winter Conference*

- Branded cups with your logo
- Sponsor signage (created by you) displayed at the conference water station

### Wi-Fi Sponsor

*2 available – choose the Summer or the Winter Conference*

- Sponsor signage (created by you) displayed at the reception desk and in breakout rooms
- Slide included in the announcement loop during general sessions and lunch

### Chairmanship Academy Sponsor

*Approx. 55 attendees who gather during the Annual Winter Conference*

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

### Luncheon Sponsor

*This is NOT an opportunity to speak or present*

- Logo on slide with verbal acknowledgment by FSBA President
- In-room signage provided by you
- Recognition in the program and agenda

### Conference Program Sponsor (Back Cover)

*2 available – choose the Summer or the Winter Conference*

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

### Exclusive Coffee Break Sponsor, Pre-Conference Day

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

### Afternoon Snack Break Sponsor

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

### Reception Sponsor

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

### Coffee Break Sponsor

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

### Tote Bag Sponsor

- Logo recognition on the event tote bag given to attendees

### Know Before You Go Email Sponsor

- Your logo featured in the header of the *Know Before You Go* conference email to all attendees

### Full-Page Ad in the Printed Conference Program

*Choose the Summer or the Winter Conference*

- One full-page, color ad in the printed program distributed to all attendees

## 2027 FSBA Event Information

| Event                                                        | Dates                  | Approx. Attendance | Location    |
|--------------------------------------------------------------|------------------------|--------------------|-------------|
| Annual Day in the Legislature                                | March 17 – 18, 2027    | 100–150            | Tallahassee |
| Regional Member Meetings (5 regions, 4 open for sponsorship) | April 7 – 15, 2027     | 25–30 each         | Various     |
| Annual Summer Conference                                     | June 9 – 11, 2027      | 350–400            | Kissimmee   |
| Board of Directors Leadership Development Training           | August 2027            | 40–60              | TBD         |
| Annual Winter Conference                                     | Nov. 30 – Dec. 3, 2027 | 400–450            | Kissimmee   |

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

Full details: [fsba.org/2027-annual-sponsor-program](https://fsba.org/2027-annual-sponsor-program)

\* Sponsorship opportunities are limited. The 2027 sponsor program will close once all listed benefits have been fully allocated. Sign up early for maximum value.