



# Make Your Brand More Memorable

Branded Events | Speaking Opportunities  
Visual Presence | Recognition



FSAE 2025 Annual Conference

## SPONSORSHIP OPPORTUNITIES

July 9-11, 2025

Hilton West Palm Beach



# Establish New Connections Maximize Your Reach

Connect with Florida's Association Executives and make your brand more memorable when you participate in the FSAE Annual Conference as a sponsor. We have multiple opportunities to meet any budget to help you reach your target audience.

Sponsorship support during the FSAE Annual Conference provides you three days of exposure to your target audience of association decision makers and marketing exposure to the **entire FSAE membership** throughout the year - that's over 1,100 association industry professionals, 60% + are your target customers and prospects.

Associations bring **\$3.9 billion** to Florida's economy through budget expenditures and hosting **over 40,500 meetings** a year. In addition, **Members spend approximately \$443 million with our Associate Supplier Members.**

FSAE can help you make your brand even more memorable to association decision-makers who are looking for your services.



## FSAE MEMBERSHIP

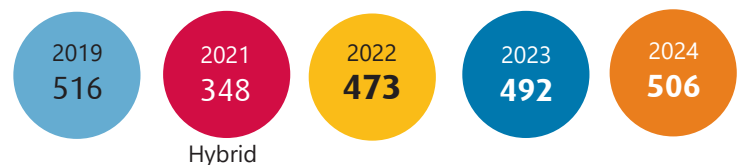


**1,080 Members**  
July 2024

**56%**  
Association Executives

**43%**  
Associate Suppliers

## CONFERENCE REGISTRATIONS



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# High-Visibility Sponsorships

Gold Sponsor \$20,000

Silver Sponsor \$15,000

## Opening Session Luncheon (1 Available)

- Two (2) Conference Registrations
- High Boy table for marketing materials in prime location (available upon request)

### Onstage Presence During General Session:

- 7-minute speaking opportunity in front of attendees
- Podium recognition
- Onstage and room branding with help of production team

## Thursday Leadership Breakfast (1 Available)

- Two (2) Conference Registrations
- High Boy table for marketing materials in prime location (available upon request)

### Onstage Presence During General Session:

- 5-minute speaking opportunity in front of attendees
- Podium recognition
- Onstage and room branding with help of production team
- Marketing materials distributed at each seat during sponsored general session
- Provide center pieces on each table during general session
- Reserved table for eight at sponsored event (if applicable)

### Advertising & Branding:

- Half page ad in Onsite Conference Workbook
- One (1) Homepage rotating logo
- Inclusion in Silver Sponsor signage during Conference
- Two (2) sets of labels for pre & post conference mailings
- Recognition as a SILVER SPONSOR in the Onsite Workbook
- Silver level sponsor ribbon for name badge
- Facebook, Instagram & LinkedIn Recognition with Images
- One (1) marketing piece included in conference tote bags
- Sponsor recognition in Conference Emails, Source Magazine, Conference Slides and in special Conference Marketplace in Source Magazine (in up to 2 Issues)

### Advertising & Branding:

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- One
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### Event App Recognition:

- Promoted post in Conference App on the day of event
- Rotating ad on App homepage
- Included on custom Sponsor page in App
- Participate in Sponsor Trivia – provide 1 question
- Sponsor listing in App

### Event App Recognition:

- Promoted post in Conference App on the day of event
- Rotating ad on App homepage
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SOLD



OPAL  
COLLECTION

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# Bronze Sponsor

\$3,500 - \$6,000

## Conference App - \$5,000

- **App Branding** - Banner ad on home page, app menu and agenda page Specific App - (if selected app) 2 promoted posts (Wed & Thurs) - (if selected app)
  - Branded page from app menu
  - BRONZE level sponsor ribbon for name badge
  - Recognition in Onsite Conference Workbook
  - Recognition as a BRONZE SPONSOR on signage
  - One (1) set of mailing labels of conference attendees post conference
  - One (1) marketing piece included in tote bags
  - Recognition on conference email, applicable issues of Source and on conference sponsor slide
  - Social Media Sponsor Recognition
  - Inclusion in App Sponsor Trivia and Sponsor Listing
- Contact FSAE for more information and sample graphics



## Networking Refreshment Breaks - \$4,000 (3 Total - 0 Available)

- **Sandestin** Golf and Beach Resort sponsored break
- Recognition in Onsite Conference Workbook
- BRONZE level sponsor ribbon for name badge
- Recognition as a BRONZE SPONSOR on signage
- One (1) set of mailing labels of conference attendees post conference
- One (1) marketing piece included in tote bags
- Recognition on conference email, applicable issues of Source and on conference sponsor slide
- Social Media Sponsor Recognition
- Inclusion in App Sponsor Trivia and Sponsor Listing



## Executive Welcome Break - \$4,000

- Includes Food & Beverage*
- **Exclusive sponsored break for Executive Members**
  - Welcome Break listed as part of program in Onsite Conference Workbook
  - BRONZE level sponsor ribbon for name badge
  - Recognition as a BRONZE Sponsor on signage
  - One (1) set of mailing labels of conference attendees post conference
  - One (1) marketing piece included in tote bags
  - Recognition on conference email, applicable issues of Source and on conference sponsor slide
  - Social Media Sponsor Recognition
  - Inclusion in App Sponsor Trivia and Sponsor Listing

## Breakout Sponsor - \$4,000 (3 Total - 2 Available)

- Per Breakout Room, 2-Day Sponsorship*
- Exclusive signage during sponsored track
  - **2 minute speaking opportunity at start of each breakout**
  - Distribution of collateral material during session
  - Bronze sponsor ribbon for name badge
  - Recognition in Onsite Conference Workbook
  - Recognition as a BRONZE SPONSOR on signage
  - One (1) set of attendee mailing labels post conference
  - One (1) marketing piece included in tote bags
  - Recognition as breakout track sponsor
  - Recognition on conference email, applicable issues of Source and on conference sponsor slide
  - Social Media Sponsor Recognition
  - Inclusion in App Sponsor Trivia and Sponsor Listing



## Keynote Speaker - \$3,500 (3 Total - 1 Available)

- **Podium recognition & introduce speaker**
- **One(1)-Minute Presentation** from podium
- Distribution of collateral material at session
- Logo recognition as sponsor at presentation
- BRONZE level sponsor ribbon for name badge
- Recognition in Onsite Conference Workbook
- Recognition as a BRONZE sponsor on signage
- One (1) set of attendee mailing labels post conference
- One (1) marketing piece included in tote bags
- Recognition on conference email, applicable issues of Source and on conference sponsor slide
- Social Media Sponsor Recognition
- Inclusion in App Sponsor Trivia and Sponsor Listing



**WiFi Sponsor - \$3,500**

- Your Company name as Co-Sponsor
- Logo recognition on WiFi for all attendees
- BRONZE level sponsor name badge
- Recognition in Onsite Conference Workbook
- Recognition as a BRONZE sponsor on conference signage
- One (1) set of attendee mailing labels post conference
- One (1) marketing piece included in conference tote bags
- Recognition on conference email, applicable issues of Source and on conference sponsor slide
- Social Media Sponsor Recognition
- Inclusion in App Sponsor Trivia and Sponsor Listing

**SOLD**



**Learning Lounge Sponsor - \$3,500**

- Exclusive signage in Learning Lounge
- BRONZE level sponsor ribbon for name badge
- Recognition in Onsite Conference Workbook
- Ability to distribute marketing materials throughout Learning Lounge
- Recognition as a BRONZE sponsor on conference signage
- One (1) set of attendee mailing labels post conference
- One (1) marketing piece included in conference tote bags
- Recognition on conference email, applicable issues of Source and on conference sponsor slide
- Social Media Sponsor Recognition
- Inclusion in App Sponsor Trivia and Sponsor Listing

**SOLD**



**Onsite Conference Workbook Sponsor - \$3,500**

- Full page ad in Onsite Conference Workbook – back cover OR inside-front
- BRONZE level sponsor ribbon for name badge
- Sponsor Recognition in Onsite Conference Workbook
- Recognition as a BRONZE sponsor on conference signage
- One (1) set of attendee mailing labels post conference
- One (1) marketing piece included in conference tote bags
- Recognition on conference email, applicable issues of Source and on conference sponsor slide
- Social Media Sponsor Recognition
- Inclusion in App Sponsor Trivia and Sponsor Listing



**Copper Sponsor**  
\$1,500 - \$3,000

**Meeting Planner Roundtable - \$3,000**

- Exclusive 5 minute presentation for up to 5 Meeting Planners
- Distribution of collateral material during the session
- COPPER level sponsor ribbon for name badge
- Recognition in Onsite Conference Workbook
- Recognition as a Copper Sponsor on conference signage
- One (1) set of attendee mailing labels post conference
- One (1) marketing piece included in tote bags
- Recognition on conference email, applicable issues of Source and on conference sponsor slide
- Social Media Sponsor Recognition
- Event App Recognition - Sponsor listing in app

**SOLD**



**Association Trends/ Leadership Roundtable - \$3,000**

- Exclusive 5 minute presentation for up to 50 Association Executives
- Distribution of collateral material during the session
- COPPER level sponsor ribbon for name badge
- Recognition in Onsite Conference Workbook
- Recognition as a Copper Sponsor on conference signage
- One (1) set of attendee mailing labels post conference
- One (1) marketing piece included in tote bags
- Recognition on conference email, applicable issues of Source and on conference sponsor slide
- Social Media Sponsor Recognition
- Event App Recognition - Sponsor listing in App

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# Copper Sponsor Continued

## Friday Special Baggage Storage Station - \$3,000

Provide attendees with designated and secure baggage location - Friday morning thru end of Conference

- Listed as part of program on all marketing channels
- Executive Turndown (\$2,500 Value) on evening prior to promote baggage storage location
- Exclusive signage at sponsored Location on Friday
- Recognition in Onsite Conference Workbook
- COPPER level sponsor ribbon for name badge
- Recognition as a COPPER sponsor on conference signage
- Option to distribute marketing materials at sponsored station
- One (1) set of mailing labels of conference attendees post conference
- One (1) marketing piece included in tote bags
- Recognition on conference email, applicable issues of Source and on conference sponsor slide
- Social Media Sponsor Recognition
- Event App Recognition - Sponsor listing in App

## Beer Tasting Session/Foundation Fundraiser \$2,500 (3 Total - 1 Available)

Includes Beverages for tasting & light snacks

- Welcome and Introduction during session
- Exclusive signage during Tasting Event
- Option to bring/present a local beer from your destination
- Give away item during beer tasting (Optional)
- Ability to distribute marketing materials at sponsored session
- Recognition by Beer Bros during session
- Recognition in Onsite Conference Workbook
- COPPER level sponsor ribbon for name badge
- Recognition as a COPPER sponsor on conference signage
- One (1) set of mailing labels of conference attendees post conference
- One (1) marketing piece included in tote bags
- Recognition on conference email, applicable issues of Source and on conference sponsor slide
- Social Media Sponsor Recognition
- Event App Recognition - Sponsor listing in App



## Board Meetings- \$2,500

- Exclusive signage for FSAE & Foundation Board Meeting
- **3 minute presentation for up to 35 Association Executives**
- **Lunch with Board Members**
- Distribution of collateral material on each chair during the meetings
- COPPER level sponsor ribbon for name badge
- Recognition in Onsite Conference Workbook
- Recognition as a COPPER sponsor on conference signage
- One (1) set of attendee mailing labels post conference
- One (1) marketing piece included in conference tote bags
- Recognition on conference email, applicable issues of Source and on conference sponsor slide
- Social Media Sponsor Recognition
- Event App Recognition - Sponsor listing in App

## Turndown Service - \$2,500 (Exec Rooms only) - Limited Availability

Item of choice delivered to all executive rooms

- **Tent Card with your logo to accompany room gift**
- Recognition in Onsite Conference Workbook
- Recognition as a COPPER sponsor on conference signage
- One (1) set of mailing labels of conference attendees pre conference
- One (1) marketing piece included in tote bags
- COPPER level sponsor ribbon for name badge
- Recognition on conference email, applicable issues of Source and on conference sponsor slide
- Social Media Sponsor Recognition
- Event App Recognition - Sponsor listing in App



Sponsor Recognition



Brand Awareness



Visual Presence

### Pocket Program - \$2,000

- **Exclusive Logo on pocket program given to every attendee**
- COPPER level sponsor ribbon for name badge
- Recognition in Onsite Conference Workbook
- Recognition as a COPPER sponsor on conference signage
- One (1) set of attendee mailing labels post conference
- One (1) marketing piece included in conference tote bags
- Recognition on conference email, applicable issues of Source and on conference sponsor slide
- Social Media Sponsor Recognition
- Event App Recognition - Sponsor listing in App

### Hospitality Sponsor - \$1,500

#### Make your event a Sanctioned FSAE Event!

*(Does not include extra room or F&B charges)*

- Exclusive signage at sponsored hospitality event
- **Hospitality event listed as part of program in Onsite Conference Workbook and includes email invitation**
- COPPER Sponsor ribbon for name badge
- Recognition as a COPPER sponsor on conference signage
- One (1) set of mailing labels of conference attendees pre conference to send invites
- One (1) marketing piece included in tote bags
- Recognition on conference email, applicable issues of Source and on conference sponsor slide
- Social Media Sponsor Recognition
- Event App Recognition - Sponsor listing in App



### Conference Supporter - \$1,000

- Recognized in Annual Conference Event Guide
- Sponsor ribbon for name badge
- Recognition as a sponsor on conference signage
- **One (1) set of mailing labels of conference attendees pre conference**
- One (1) marketing piece included in tote bags
- Recognition on conference email, applicable issues of Source and on conference sponsor slide
- Social Media Sponsor Recognition
- Event App Recognition - Sponsor listing in App

### Conference Partner - \$500

- **Sponsor ribbon for name badge**
- Recognition in Annual Conference Event Guide
- Recognition as a sponsor on conference signage
- Recognition on conference email, applicable issues of Source and on conference sponsor slide
- Social Media Sponsor Recognition
- Event App Recognition - Sponsor listing in App

### Marketing Maximizer Tote Insert - \$700

- **One (1) marketing piece included in tote bags**
- Sponsor ribbon for name badge
- Recognition as a sponsor on conference signage
- Recognition on conference email, applicable issues of Source and on conference sponsor slide
- Social Media Sponsor Recognition
- Event App Recognition - Sponsor listing in App

Don't see a sponsorship that suits your needs? Contact us and  
**Let's Get Creative!**

Contact Hester at (850) 222.7994 or [hester@fsae.org](mailto:hester@fsae.org) to discuss more options.



# FSAE 2025 ANNUAL CONFERENCE SPONSORSHIP COMMITMENT FORM

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*Act today! The sooner you sign up, the more exposure you'll receive!*

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Type of Sponsorship: \_\_\_\_\_

Total Sponsorship Amount: \$ \_\_\_\_\_

This sponsorship is  Cash  In-Kind

I am interested in exhibiting in the Trade-Show - \$800 (\$1,000 Regular Price)

I agree to pay for the above sponsorship in full no later than **April 30, 2025**.

I also understand that if I cancel my sponsorship, I will be billed \$250 per month from the time of the signed agreement to reimburse FSAE for marketing exposure on the FSAE website, in Source magazine and the FSAE ENews.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**All sponsorships must be paid by check. Credit cards WILL NOT be accepted. Please make all checks payable to Florida Society of Association Executives. Sponsorship amounts must be paid in full no later than April 30, 2025.**

\_\_\_\_\_ My check is included for the amount of \$ \_\_\_\_\_

\_\_\_\_\_ Please invoice me

All sponsorships are on a first-come, first-served basis.

Questions? Contact Hester Ndoja, CAE at (850) 222-7994 or [hester@fsae.org](mailto:hester@fsae.org)

*\*FSAE Sponsorships are NOT deductible contributions for federal income tax purposes, but may be deducted as a business expense.*

Mail form and payment to FSAE, 2410 Mahan Drive, Suite 2, Tallahassee, FL 32308