



2019 FSBA PLATINUM SPONSOR BENEFIT BREAKDOWN \$15,000

OPTIONS & PLAN CUSTOMIZABLE – Let Your Marketing Plan Work for YOU

The PLATINUM level sponsorship is the *only* customizable sponsorship level, offering businesses and organizations the option to select from FSBA’s set marketing options or to create a marketing plan that works best for meeting their goals. Examples of customized plans may include targeted communications or webinars, promotion of digital content such as marketing videos, and more. Our Annual Sponsor team is waiting to assist you. The following benefits are included **in addition to** your choice of 5 marketing options from the chart below.

- 8 Complimentary event registrations, annually.
Member pricing for additional registrations
 - Recognition as an official FSBA Annual Sponsor with access to our logo for your website
 - Logo recognition on FSBA website & social media
 - Annual digital roster of Florida School Board Members contact information
 - Receive Annual FSBA Publications
 - Verbal recognition at sponsored events
 - Ad space in event programs
 - Marketing materials included in conference packets
 - Conference attendee roster with email addresses
 - Opportunity to display signage at sponsored events
- Plus:** Exclusive assistance with networking connections & FSBA eNewsletter Recognition

Your Choice of 5 Marketing Options⁺
FSBA hosts member webinar for your product
Conference Hotel Keycard Sponsorship (2 available per year)
Exhibitor Table at Registration Area (2 available per conference)
Lunch Sponsor at Board of Directors’ Leadership Meeting + 2-3 Minutes Speaking (1 available)
Board of Directors’ Meeting Sponsor + 2-3 Minutes Speaking (4 available)
Keynote Speaker Sponsor at FSBA Event + 2-3 Minutes Speaking
Reception/Dinner Sponsor at Board of Directors’ Leadership Meeting + 2-3 Minutes Speaking (1 available)
Luncheon Sponsor at FSBA Event + 2-3 Minutes Speaking
Breakfast Sponsor at FSBA Event + 2-3 Minutes Speaking
Reception Sponsor at FSBA Event + 2-3 Minutes Speaking
Targeted Marketing Dinner Sponsor at FSBA Event (up to 12 attendees)
Coffee/Snack Break Sponsor at FSBA Event
Breakout Session Sponsor at FSBA Event
Logo recognition on event tote
FSBA Legislative Weekly Video Sponsorship (1000+ recipients)
* Sponsorship opportunities are limited, but available at multiple FSBA events. Sign up early for maximum value.

FSBA Event Details*			
Event	Date/Season	Approx. Audience	Location
Annual Day in the Legislature	April 3-5, 2019	100-150	Tallahassee
New School Board Member Academy	April 3, 2019	TBD	Tallahassee
Annual Summer Conference	June 12-14, 2019	275-300	Tampa
Board of Directors’ Leadership Development Training	September 2019	40-60	TBD
Annual Joint Conference	December 3-6, 2019	400-450	Tampa
* Exact dates and event details subject to change. For more information, visit www.fsba.org/online-registration			

For questions, please contact FSBA Director of Finance & Administration Leslie Dunlap (Dunlap@fsba.org or 850.414.2578).