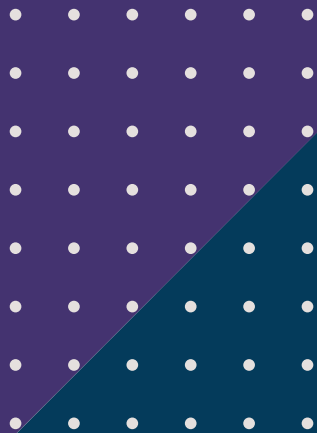




FLORIDA  
ASSOCIATION OF  
COUNTIES  
*All About Florida*

# CORPORATE **PARTNERS** PROGRAM



[workswithcounties.com](http://workswithcounties.com)

EXTENDING  
YOUR REACH  
TO ALL FLORIDA  
COUNTIES

**21 BILLION PEOPLE**

**\$42 BILLION IN  
BUYING POWER**

Florida's 67 counties constitute a dynamic state that is home to more than 21 million people. Millions more visit the state every year. As Florida has grown and evolved, so too has the role of county government.

Every day, counties manage complex issues across Florida, including transportation, economic development, affordable housing, healthcare, public safety, and emergency management. Collectively, counties spend more than \$42 billion annually to provide these kinds of services, and many more, to their communities. As counties work to address local challenges, they look for smart business solutions from companies they can trust.

MORE THAN



**\$42  
BILLION**

ANNUAL  
COUNTY  
EXPENDITURES  
FOR PRODUCTS  
AND SERVICES

MORE THAN



OF FLORIDA  
COUNTIES  
ATTEND FAC  
EVENTS

# Hello.

We are the Florida Association of Counties (FAC), the only organization representing the diverse interests of all 67 counties in Florida. For 90 years, FAC has promoted the importance of county government through advocacy, education and collaboration.

FAC brings together the collective experience and knowledge of 377 county commissioners, supported by thousands of county professional staff. FAC provides the cohesive platform that enables county officials and staff to speak with a unified voice on behalf of all Floridians.

## FLORIDA ASSOCIATION OF COUNTIES



100 South Monroe Street  
Tallahassee, FL 32301



(850) 922-4300



[workwithcounties.com](http://workwithcounties.com)





## CYBERSECURITY COLLABORATIVE

Cybersecurity Tools, Resources,  
for State and Local Government

- Protect critical infrastructure
- Raise security awareness
- Defend against threats
- Modernize systems

# Levels

The Florida Association of Counties' Corporate Partners Program provides a comprehensive marketing opportunity to showcase your products and services directly to Florida's county leaders.

## PLATINUM PARTNERS

\$25,000

Platinum Partners enjoy enhanced service level benefits designed to yield one-on-one access to key decision makers and a greater return on investment.

In addition to the company visibility package offered to our Gold Partners, Platinum Partners are granted a FAC Liaison, premier logo placement within our app, exclusive access to our Board of Directors' event, and customized educational opportunities with county staff. We will prioritize the connections most valuable to you to ensure you accomplish your goals.

## GOLD PARTNERS

\$15,000

Gold Partners' products and services are directly in front of our members.

Not only will you receive recognition at all FAC events and early access to premium sponsorships, Gold Partners are also featured in social media promotion and enjoy prominent logo placement on our website, as well as, in our calendar, directory, partner spotlights and other promotional material distributed throughout the year.

FAC offers **FOUR(4) major events every year** that include prominent promotion of all Corporate Partners:

- 1 Legislative Day
- 2 Annual Conference & Educational Exposition
- 3 Innovation & Policy Conference
- 4 Legislative Conference

# Why Partner?

The Florida Association of Counties' Corporate Partners Program provides a comprehensive marketing opportunity to showcase your products and services directly to Florida's county leaders.



**Access to all FAC events  
and the 800+ county  
officials that participate  
annually**



**Opportunities to connect  
virtually and in person**



**High visibility for  
your company**



**Year-round  
advertising**



**Direct connections to  
county decision makers**



**Complimentary  
exhibit space**

“

**FAC participation provides Jones Edmunds access to events and education that allows us to build stronger relationships and brainstorm solutions with county leaders. True to our core values of integrity, knowledge and service, Jones Edmunds serves in collaboration with FAC to enhance our county partners' abilities to meet the needs of our Florida communities.”**

**Kelly Flowers, Marketing Director, Jones Edmunds** | 18-Year Partner



## County Services

Public Safety



Transportation



Jails



Fire & Emergency  
Medical Services



Parks



Libraries



Healthcare



Growth Management



Economic Development



Technology



Utilities





# Values. Partnership. Opportunity.

Throughout the state, Florida's counties perform vital public services in the form of public safety, fire and emergency medical services, jails, parks, libraries, healthcare, growth management, economic development, and roads. Individually and collectively, counties are BIG business! Our mandated responsibilities require us to make tough decisions regarding the application of resources among the core areas listed.

Our members collectively recognize the importance and priority of embracing existing Florida businesses and taking actions to foster a favorable environment for attracting and developing opportunities and for new business.

We believe that quality partnerships with the business community can significantly assist us in enhancing the value of public services and commodities counties provide.





# Power & Diversity

We have partnered with the following types of industries:

Manufacturing  
Corporate Relocations  
Professional Services

Research & Development  
Information Technology  
Financial Services

Aviation & Aerospace  
Digital Media  
Life Sciences

“

**“Our Corporate Partnership with FAC has been invaluable. Having FAC staff readily available to assist with introductions or topics facing county government has been a tremendous asset to our company.”**

**Tim Hogan, Florida Power & Light**  
FAC Platinum Partner

## Changes Made for a Changing World

As counties' responsibility to their communities continues to increase in the wake of the coronavirus pandemic, so too has their reliance on their state association and on corporate partnerships. To help navigate this unprecedented time, counties are seeking additional communication and resources from FAC now more than ever. With that, comes more opportunities for your company to step in and provide solutions.



### **Webinars**

Weekly webinar/  
87 average  
attendance





# Our Partners

The Florida Association of Counties' CORPORATE PARTNERS PROGRAM allows our partners to reach ALL Florida counties, which equates to **21 million people** and **\$42 billion in buying power**.

## 2023 PLATINUM PARTNERS



## 2023 GOLD PARTNERS





# 2023 CORPORATE SPONSOR BENEFITS



**Five Annual  
Events**



**Marketing  
& Promotion**



**County  
Education**



**Scholarship  
Program**

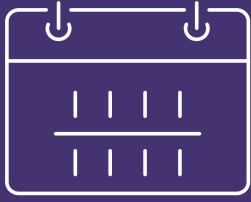


**Leadership & Board  
Opportunities**



**Virtual  
Opportunities**

	Platinum \$25,000	Gold \$15,000
<b>County Education and Virtual Opportunities</b>		
Soft introductions to specific counties	✓	
<b>Audio/Video Commercials</b>	2	1
<b>Podcast</b>	2	1
<b>Opportunity to submit content for News &amp; Notes (biweekly publication)</b>	✓	
<b>Webinar (pending FAC approval and coordination)</b>	✓	
Regional workshop (pending FAC approval and coordination)	✓	
<b>Marketing &amp; Promotion</b>		
Early access to premium sponsorship at FAC events	1st	2nd
Ad in Annual County Directory	Full	Quarter
News & Notes Sponsor (bi-weekly publication)	3x	2x
News Clips Sponsor (daily publication)	3W	2W
FAC Calendar	Logo + Text	Logo
Listing on Corporate Partner page on FAC website	✓	✓
FAC Corporate Partners Spotlight on FAC website (alternating)	3w	2w
FAC App Splash Page (Logo on opening screen)	✓	
Custom Giveaway Opportunities (Coordinated with FAC Staff)	✓	
Staff liaison (FAC team member)	✓	
<b>FAC Scholarship Program</b>		
Apportioned scholarship contribution w/recognition	✓	✓
<b>FAC Legislative Day</b>		
Complimentary registrations at Legislative Day	4	2
Legislative Briefing	✓	✓
Legislative Reception	4	2
<b>FAC Annual Conference &amp; Educational Exposition</b>		
Complimentary registrations	8	4
Signage throughout the conference	✓	✓
Exhibit space in the tradeshow	2 Premium	1 Standard
Recognition at lunches, receptions & other events	✓	✓
Ad in conference program	Full	Quarter
Advance copy of registration list and post-event list	✓	✓
Introduce workshop speakers (coordinated with FAC staff)	✓	
Educational workshop (pending approval & availability)	✓	
Annual Conference Kick-Off Event	✓	✓
Complimentary registrations (specifically for the kick-off event)	8	4
<b>FAC Innovation &amp; Policy Conference</b>		
Exclusive sponsorship of this event including recognition and signage		
Complimentary registrations	6	3
Signage throughout the conference	✓	✓
Advanced copy of registration list and post-event list	✓	✓
Board Dinner invitations	✓	
<b>FAC Leadership &amp; Board Opportunities</b>		
Complimentary registrations at Board Retreat	4	2
Signage throughout the event	✓	✓
<b>FAC Federal Fly-In</b>		
Complimentary registrations	4	2
Signage throughout the conference	✓	✓
Advanced copy of registration list and post-event list	✓	✓
<b>FAC Legislative Conference</b>		
Complimentary registrations	6	4
Signage throughout the event	✓	✓
Advanced copy of registration list and post-event list	✓	✓
Opportunity to host Executive Committee Dinner (Dinner expense paid by partner, coordinated with FAC staff)	✓	



# 4 EVENTS TO REMEMBER

## **LEGISLATIVE DAY**

MARCH 15, 2023

Leon County

## **ANNUAL CONFERENCE & EDUCATIONAL EXPOSITION**

JUNE 27-30, 2023

Hilton Bonnet Creek - Orange County

## **INNOVATION & POLICY CONFERENCE**

SEPTEMBER 13-14, 2023

Marriott Lake Mary – Seminole County

## **LEGISLATIVE CONFERENCE**

NOVEMBER 15-17, 2023

Grand Hyatt Tampa Bay – Hillsborough County

To register or learn more about these and other FAC events, please visit:

[workswithcounties.com](https://workswithcounties.com)





For more information,  
please contact:



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