






FLORIDA
ASSOCIATION OF
COUNTIES
All About Florida

Comprehensive Marketing
Opportunities to Showcase
Your Brand to Florida's
County Leaders.



Corporate Partners & Sponsorship Program

2024

-  100 South Monroe Street
Tallahassee, FL 32301
-  (850) 922-4300
-  workwithcounties.com

EXTENDING
YOUR REACH
TO ALL FLORIDA
COUNTIES

21 BILLION PEOPLE

\$42 BILLION IN
BUYING POWER

Corporate Partners & Sponsorship Program

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.



CORPORATE PARTNER PROGRAM

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?

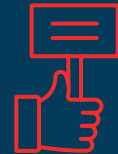
The Florida Association of Counties' Corporate Partners Program provides a comprehensive marketing opportunity to showcase your products and services directly to Florida's county leaders.



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



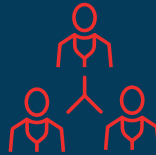
**Opportunities to connect
virtually and in person**



**High visibility for
your company**



**Year-round
advertising**



**Direct connections to
county decision makers**

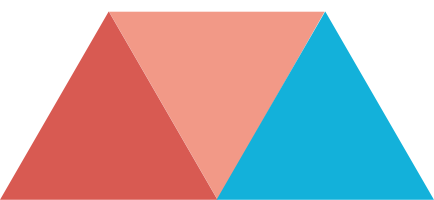


**Complimentary
exhibit space**

“

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



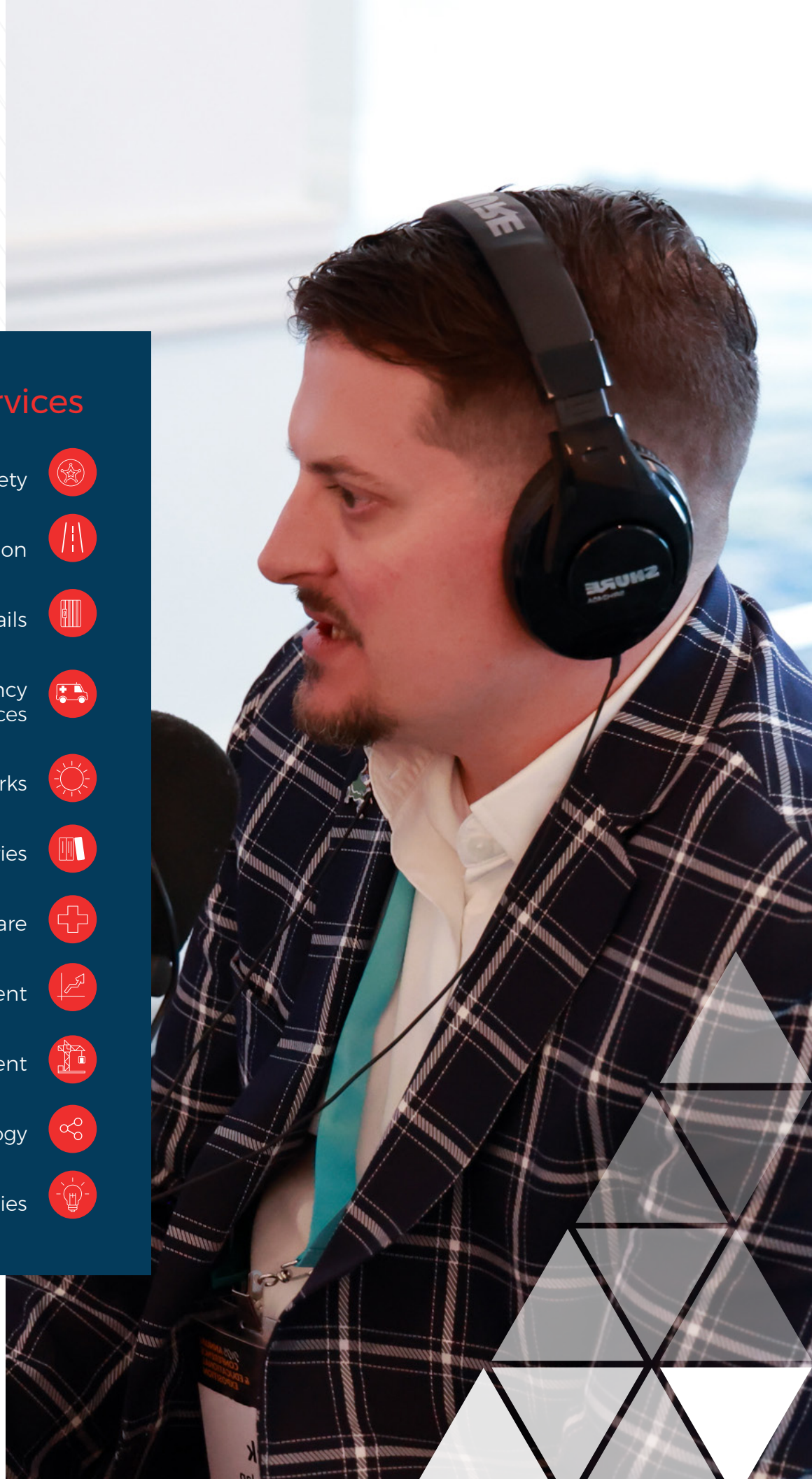
Economic Development



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.”

Christine Hendrix, 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.



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**.

2024 PLATINUM PARTNERS



2024 GOLD PARTNERS



2024 **CORPORATE SPONSOR** **BENEFITS**



**Four Annual
Events**



**Marketing
& Promotion**



**County
Education**



**Scholarship
Program**

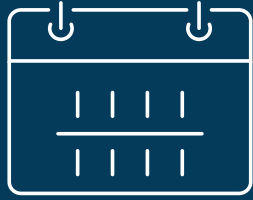


**Leadership & Board
Opportunities**



**Virtual
Opportunities**

	Platinum \$25,000	Gold \$15,000
County Education and Virtual Opportunities		
Soft introductions to specific counties	✓	
Audio/Video Commercials	2	1
Podcast	2	1
Opportunity to submit content for News & Notes (biweekly publication)	✓	
Webinar (pending FAC approval and coordination)	✓	
Regional workshop (pending FAC approval and coordination)	✓	
Marketing & Promotion		
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)	✓	
FAC Scholarship Program		
Apportioned scholarship contribution w/recognition	✓	✓
FAC Legislative Day		
Complimentary registrations at Legislative Day	4	2
Legislative Briefing	✓	✓
Legislative Reception	4	2
FAC Annual Conference & Educational Exposition		
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
FAC Innovation & Policy Conference		
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	✓	
FAC Leadership & Board Opportunities		
Complimentary registrations at Board Retreat	4	2
Signage throughout the event	✓	✓
FAC Federal Fly-In		
Complimentary registrations	4	2
Signage throughout the conference	✓	✓
Advanced copy of registration list and post-event list	✓	✓
FAC Legislative Conference		
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

JANUARY 27, 2024

Leon County

ANNUAL CONFERENCE & EDUCATIONAL EXPOSITION

JUNE 25-28, 2024

Hilton Bonnet Creek - Orange County

INNOVATION & POLICY CONFERENCE

SEPTEMBER 18-19, 2024

Escambia County

LEGISLATIVE CONFERENCE

DECEMBER 4-6, 2024

Tampa Marriott Water Street - Hillsborough County

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

workswithcounties.com

2024

Sponsorship Packages

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.

LEGISLATIVE DAY

JANUARY 27, 2024 | Leon County

Triple Diamond: \$4,000

Choose one of the following: (all exclusive)

- Briefing Sponsor
- Conference Giveaway
- Badge/Wifi Access
- Attendee Packets

Sponsorship also includes:

- ✓ Three (3) complimentary registrations
- ✓ Acknowledgement listing as a Sponsor on the FAC website
- ✓ Placement of company literature or flyer in attendee packets
- ✓ Program listing, signage & digital exposure (when applicable) before & during Legislative Day
- ✓ Two (2) ads in FAC's weekly News & Notes during the Legislative Session

Diamond: \$1,500

Includes the following:

- ✓ One (1) complimentary registration
- ✓ Program listing, signage & digital exposure (when applicable) before & during Legislative Day
- ✓ Acknowledgement listing as a Sponsor on the FAC website
- ✓ Placement of company literature or flyer in attendee packets

Double Diamond: \$3,000

Choose one of the following:

- Breakfast
- Reception

Sponsorship also includes:

- ✓ Two (2) complimentary registrations
- ✓ Placement of company literature or flyer in attendee packets
- ✓ Acknowledgement listing as a Sponsor on the FAC website
- ✓ Program listing, signage & digital exposure (when applicable) before & during Legislative Day

Exhibitor Table: \$1,500

Includes the following:

- ✓ One (1) complimentary registration
- ✓ One (1) table with chairs located in premium attendee traffic area
- ✓ Program listing, signage & digital exposure (when applicable) before & during Legislative Day
- ✓ Acknowledgement listing as a Sponsor on the FAC website
- ✓ Placement of company literature or flyer in attendee packets

2024 SPONSORSHIP PACKAGES

ANNUAL CONFERENCE & EDUCATIONAL EXPOSITION

JUNE 24-28, 2024 | Hilton Bonnet Creek - Orange County

Presenting Sponsorship: \$25,000 | *FAC Annual Conference presented by YOU*

Includes the following:

- ✓ One (1) 90-minute workshop Session
- ✓ introduction of the general session keynote speaker
- ✓ One (1) premium booth included*
- ✓ Eight (8) Full Conference Registrations (Welcome Event, Luncheon Tickets, Reception Drink Tickets)
- ✓ Invitation to Executive Committee Dinner
- ✓ Program, signage, and verbal recognition of your company at the conference
- ✓ Special "Thank You" on the FAC website
- ✓ Inclusion of company logo on the pre-conference update sent to registered attendees
- ✓ Two (2) runs of ad in bi-weekly News & Notes
- ✓ Pre Event scrolling power point
- ✓ Pre & post conference registration list in excel

Workshop Presenter: \$15,000

Includes the following:

- ✓ One (1) 90-minute workshop
- ✓ One (1) premium booth included*
- ✓ Six (6) Full Conference Registrations (Welcome Event, Luncheon Tickets, Reception Drink Tickets)
- ✓ Program, signage, and verbal recognition of your company at the conference
- ✓ Special "Thank You" on the FAC website
- ✓ Inclusion of company logo on the pre-conference update sent to registered attendees
- ✓ Two (2) runs of ad in bi-weekly News & Notes
- ✓ Pre Event scrolling power point
- ✓ Pre & post conference registration list in excel

Triple Diamond: \$7,000

Choose one of the following: (all exclusive)

- **Attendee Packets**
- **Conference Giveaway**
- **Lanyards**
- **Exhibit Hall Lounge**
- **Hotel Key Card**
- **Conference Tote Bag**
- **Conference Note Book**
- **FACM Meeting**
- **Hospitality Suite**
- **FAC Board Meeting**
- **Badge/Wifi**

Sponsorship also includes:

- ✓ One (1) standard booth included
- ✓ Three (3) Full Conference Registrations (Welcome Event, Luncheon Tickets, Reception Drink Tickets)
- ✓ Program, signage, and verbal recognition of your company at the conference
- ✓ Special "Thank You" on the FAC website
- ✓ Inclusion of company logo on the pre-conference update sent to registered attendees
- ✓ Two (2) runs of ad in bi-weekly News & Notes
- ✓ Pre-Event scrolling power point
- ✓ Celebration Dinner Tickets
- ✓ Pre & post conference registration list in excel.

ANNUAL CONFERENCE & EDUCATIONAL EXPOSITION Cont.**Double Diamond: \$4,500***Choose one of the following:*

- Closing session Breakfast
- Tradeshow Boxed lunch
- Awards luncheon

Sponsorship also includes:

- ✓ Two (2) Full Conference Registrations (Welcome Event, Luncheon Tickets, Reception Drink Tickets)
- ✓ Program, signage, and verbal recognition of your company at the conference
- ✓ Special "Thank You" on the FAC website
- ✓ Celebration Dinner Tickets
- ✓ Pre & Post Conference Registration List in excel
- ✓ Pre-Event scrolling power point

Supporter \$1,500*Includes Conference insert in attendee packets and the following:*

- ✓ One (1) Full Conference Registration (Welcome Event, Luncheon Tickets, Reception Drink Tickets)
- ✓ Program, signage, and verbal recognition of your company at the conference
- ✓ Special "Thank You" on the FAC website

Diamond: \$2,500*Choose one of the following:*

- Consent agenda
- Ice Cream social (must have a booth)
- Conference Breakfast
- Conference Breaks
- All day Coffee
- Custom Email

Sponsorship also includes:

- ✓ One (1) Full Conference Registrations (Welcome Event, Luncheon Tickets, Reception Drink Tickets)
- ✓ Program, signage, and verbal recognition of your company at the conference
- ✓ Special "Thank You" on the FAC website
- ✓ Celebration Dinner Tickets
- ✓ Pre & Post Conference Registration List
- ✓ Pre-Event scrolling power point

TRADESHOW EXHIBITOR PACKAGES**Premium \$2,500****Standard: \$2,000***Includes the following:*

- ✓ 10x10 both
- ✓ Table and 2 chairs

Sponsorship also includes:

- ✓ Pre & Post Conference Registration List
- ✓ Two(2) Full Conference Registrations



2024 SPONSORSHIP PACKAGES

INNOVATION & POLICY CONFERENCE

SEPTEMBER 18-19, 2024 | Escambia County

Triple Diamond: \$4,000

Choose one of the following:

- Committee Meeting Sponsor
- Lanyards
- Badge/Wifi

Sponsorship also includes:

- ✓ Three (3) complimentary registrations to Innovation & Policy Conference
- ✓ Program listing, signage & digital exposure (when applicable) at the Innovation & Policy Conference
- ✓ Acknowledgements as a Sponsor on our FAC website for Innovation & Policy Conference

Double Diamond: \$3,000

Choose one of the following:

- Conference Breakfast
- Break Sponsor
- Welcome Reception
- Conference Lunch

Sponsorship also includes:

- ✓ Two (2) complimentary registrations to Innovation & Policy Conference
- ✓ Program listing, signage & digital exposure (when applicable) at the Innovation & Policy Conference
- ✓ Acknowledgements as a Sponsor on our FAC website for Innovation & Policy Conference

Diamond: \$1,500

Includes the following:

- ✓ One (1) complimentary registration to Innovation & Policy Conference
- ✓ Program listing, signage & digital exposure (when applicable) at the Innovation & Policy Conference
- ✓ Acknowledgements as a Sponsor on our FAC web

Exhibitor: \$1,500

Includes the following:

- ✓ One (1) exhibitor table
- ✓ One (1) complimentary registration to Innovation & Policy Conference
- ✓ Program listing, signage & digital exposure (when applicable) at the Innovation & Policy Conference
- ✓ Acknowledgements as a Sponsor on our FAC web



LEGISLATIVE CONFERENCE

DECEMBER 4-6, 2024 | Tampa Marriott Water Street - Escambia County

Triple Diamond: \$5,000

Choose one of the following:

- Board giveaway
- Hotel key cards
- Badge/Wifi
- Lanyards
- FACM meeting

Sponsorship also includes:

- ✓ Three (3) complimentary registrations to Legislative Conference
- ✓ Program listing, signage & digital exposure (when applicable) at Legislative Conference & Legislative Day
- ✓ Two (2) ads in our weekly News & Notes during the Legislative Session for Legislative Day
- ✓ Acknowledgement as a Sponsor on our FAC website for Legislative Conference & Legislative Day
- ✓ News and Notes advertising as sponsor of the event.
- ✓ Recognition/Signage during virtual stream of conference

Diamond: \$2,500

Includes the following:

- ✓ One (1) complimentary registration to Legislative Conference
- ✓ Program listing, signage & digital exposure (when applicable) at Legislative Conference & Legislative Day
- ✓ Acknowledgement as a Sponsor on our FAC website
- ✓ News and Notes advertising as sponsor of the event.
- ✓ Recognition/signage during virtual stream of conference

Double Diamond: \$3,500

Choose one of the following:

- Nightly newsletter
- Conference Breakfast
- Welcome Reception
- Luncheon

Sponsorship also includes:

- ✓ Two (2) complimentary registrations to Legislative Conference
- ✓ Program listing, signage & digital exposure (when applicable) at Legislative Conference & Legislative Day
- ✓ Acknowledgement as a Sponsor on our FAC website
- ✓ News and Notes advertising as sponsor of the event.
- ✓ Recognition/signage during virtual stream of conference

Exhibitor: \$1,500

Includes the following:

- ✓ One (1) exhibitor table
- ✓ One (1) complimentary registration to Innovation & Policy Conference
- ✓ Program listing, signage & digital exposure (when applicable) at the Innovation & Policy Conference
- ✓ Acknowledgements as a Sponsor on our FAC web



Corporate Partners & Sponsorship Program

For more information,
please contact:



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💻 workswithcounties.com