



Background Information:

The Florida Festivals & Events Association (FFEA) supports event industry professionals through professional development, networking and educational opportunities. FFEA's mission is to promote and strengthen the festival, event and fair industry in Florida through education, networking, dissemination of information, and the cultivation of high standards for the industry.

Since 1994, FFEA has grown to more than 700 members strong and collectively represents 5,500 events throughout the state of Florida. FFEA has hosted more than 4,000 event organizers, vendors, speakers and sponsors at its annual convention and trade shows. In addition, FFEA has presented over 1,000 awards recognizing the creative and technical innovations of its members.

30th ANNUAL CONVENTION & TRADESHOW – August 20-22, 2024 @ Renaissance SeaWorld

The FFEA Annual Conference will bring together event professionals and industry leaders to collectively participate in three days of education, networking, inspiration and innovation! The event will feature educational seminars, roundtable discussions and idea labs; tabletop displays for suppliers to showcase products and services, recognition of the innovation of creativity of planners through the Sunsational Awards Programs; and networking and learning from those that do what you do and understand the challenges and issues that you face.



Sponsorship Information:

As a sponsor partner of the Florida Festivals & Events Association, your company will be provided with an extensive list of benefits designed to serve as a platform to achieve your marketing and communications objectives. An overview of the rights you can receive is outlined below and other activation and promotional ideas can be developed from this list.

Supporting Sponsor - \$500 - \$1,000

Online Marketing

- Company name, logo and hyperlink on FFEA website
- Social media promotions through Facebook & Twitter

Extensive On-Site Presence at Annual Convention

- Company Logo on Signage at event in high traffic area
- Company Logo in Sponsor Section of Mobile Event App
- Promotional item placed in attendee gift bags.

Rights to Official Title Area/Event Sponsorship

Includes signage at designated area, company logo on the schedule for event within the mobile app and promotional opportunities within area. Available areas include (*select one*):

Coffee Breaks
Peer Discussion Groups

Official Sponsor - \$1,500 - \$2,500

Membership / Event Registrations

- Corporate association membership for your entire organization.

Online Marketing

- Company name, logo and hyperlink on FFEA website
- Company web banner ad on content pages of website
- Social media promotions through Facebook & Twitter

Extensive On-Site Presence at Annual Convention

- Company Logo on Signage at event in high traffic area
- Advertising in Mobile Event App
- Promotional item placed in attendee gift bags.

Rights to Official Title Area/Event Sponsorship

Includes signage at designated area, company logo on the schedule for event within the mobile app and promotional opportunities within area. Available areas include (*select one*):

Entertainment Showcase Stage
First Timer Orientation
Recharging Lounge
CSR Giveback Project

Title Sponsor - \$3,500 - \$5,000

Membership / Event Registrations

- Corporate association membership for your entire organization.
- Convention registration for one person, including access to all sessions, networking functions & meals

Online Marketing

- Company name, logo and hyperlink on FFEA website
- Company web banner ad on content pages of website
- Social media promotions through Facebook, Instagram, LinkedIn & Twitter
- Sponsor feature in association e-newsletters. Feature includes editorial content
- Premier advertising in e-newsletter
- Dedicated blog post on www.ffea.com featuring your company.

Extensive On-Site Presence at Annual Convention

- Audio recognition on main stage during event
- Advertising in Mobile Event App
- Address the group during a seated function for 3-5 minutes (audio visual available).
- Exhibit Booth at the event.

Rights to Official Title Area/Event Sponsorship

Includes signage at designated area, company logo on the schedule for event within the mobile app and promotional opportunities within area. Available areas include (*select one*):

- **Closing Social:** *The Closing Social is an opportunity for attendees to network and celebrate the accomplishments from the last year. It features a full dinner, live auction, live concerts and dancing. The social is themed after the conference theme for the year and typically the attendees dress to fit that theme.*
- **Awards Luncheon:** *The Sunsational Awards luncheon recognizes the work of FFEA members from throughout the year. Awards will be given in more than 30 categories and three different budget levels. The luncheon sponsor will have the opportunity to welcome attendees to the lunch at the beginning of the program.*
- **Expo Luncheon:** *The Luncheon provides opportunities for planners and suppliers to connect. Full luncheon served. Sponsorship includes company logo on all luncheon tables.*



Association Partner - \$5,500 - \$7,500

Membership / Event Registrations

- Corporate association membership for your entire organization.
- Convention registration for three people, including access to all sessions, networking functions & meals

Online Marketing

- Company name, logo and hyperlink on FFEA website
- Company web banner ad on homepage of website
- Social media promotions through Facebook, Instagram, LinkedIn & Twitter
- Sponsor feature in association e-newsletters. Feature includes editorial content
- Premier advertising in e-newsletter
- Dedicated blog post on www.ffea.com featuring your company.

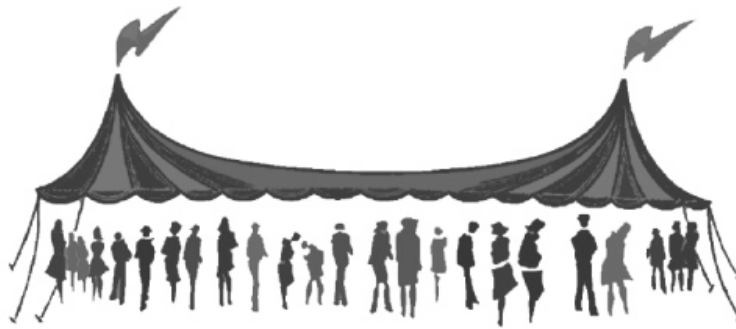
Extensive On-Site Presence at Annual Convention

- Corporate double booth display area in Exhibit Hall (20'x8')
- Host / Present an educational seminar or learning roundtable during convention
- Company logo on Signage at event in high traffic area on main sponsor display board
- Audio recognition as a sponsor by FFEA CEO on main stage during event
- Address the group during a seated function for 2-3 minutes (audio visual available)
- List of Attendees' Contact Information (via Excel Spreadsheet) one week prior, with full list to be sent one-week post-event.

Rights to Official Title Area/Event Sponsorship

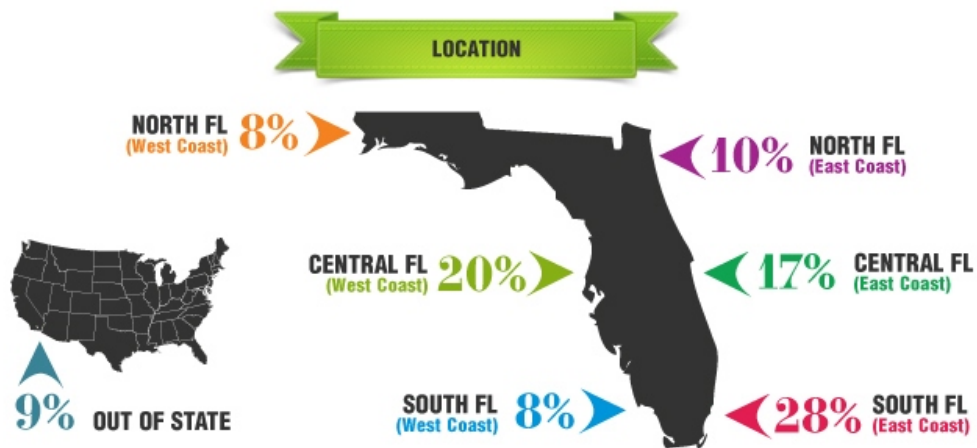
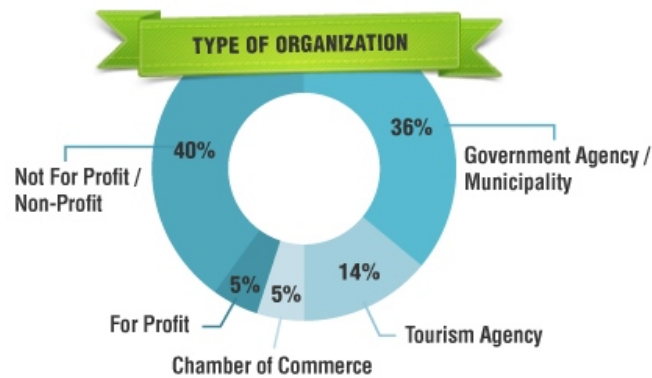
Includes signage at designated area, company logo on the schedule for event within the mobile app and promotional opportunities within area. Available areas include (*select one*):

- **Opening Session and Keynote Address:** *The Opening Session welcomes everyone to the Conference and features a Keynote Address. The sponsor for this event will introduce the keynote speaker after*
 - **Chairman's Council Reception:** *Join the Executive Leadership of the Association and C-Level Industry leaders prior to the start of the conference for a cocktail reception. This is an exclusive opportunity to network with decision-makers and influencers from throughout the state.*
 - **Mobile App:** *The FFEA Mobile app is used by conference attendees and members year round. The app includes discussion boards, speaker content and more. Sponsor has the rights to exclusive home screen ads and engagement activities.*
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FFEA Members represent a Broad Range of
EVENT PLANNERS, PRODUCERS, VENDORS and SUPPLIERS
 with significant purchasing power.

A recent survey* of our membership shows the following information about our membership.



THE AVERAGE NUMBER OF EVENTS produced annually BY EACH ORGANIZATION IS **11**

THE AVERAGE ATTENDANCE AT EACH organization's LARGEST event is **100,000**

AVERAGE ATTENDANCE FOR EACH organization's events throughout THE YEAR TOTAL IS **175,000**

THE TYPES OF EVENTS



THE AVERAGE MEMBER organization has **3 FULL TIME EMPLOYEES** and utilized over **275 VOLUNTEERS PER YEAR**

STAFFING / VOLUNTEERS

BUDGET/SPENDING

CHARITY DONATIONS

THE AVERAGE ANNUAL OPERATING BUDGET FOR MEMBERS IS \$568,000

THE AVERAGE MEMBER ORGANIZATION DONATES OVER \$7,000 PER YEAR TO CHARITIES AND NON-PROFIT ORGANIZATIONS

The spending is broken down in the following categories:

- ADVERTISING/MARKETING/PUBLIC RELATIONS - \$49,369.00
- T-SHIRTS / PROMOTIONAL PRODUCTS - \$5,106.00
- PRINTING / SIGNAGE - \$6,758.00
- TICKETING/WRISTBANDS/CREDENTIALS - \$3,978.00
- LIVE ENTERTAINMENT - \$45,181.00
- FIREWORKS - \$12,977.00
- PRODUCTION/STAGING - \$9,000
- PORTABLE RESTROOMS & SANITATION - \$8,079.00
- RENTALS (TENTS, TABLES, CHAIRS, LINENS, ETC) - \$13,527.00
- SITE OPERATIONS RENTALS (GENERATORS, TRAILERS) - \$3,388.00
- FENCING/BARRICADES - \$2,845.00
- FOOD & BEVERAGE / CONCESSIONS - \$17,595.00
- SECURITY - \$24,622.00
- GOLF CARTS - \$4,818.00
- MOBILE COMMUNICATIONS - \$2,202.00
- INSURANCE - \$21,313.00

The balance is spent in the administrative and in-kind categories.

Member Testimonials



"FFEA has been an invaluable source for building key connections and providing education which has played a vital role to help me launch my business years ago and to continue to grow and thrive today."

Lanie Shapiro, Owner, Touch Poll South Florida

"I believe that service suppliers that are essential to the industry should be supporting the events and festivals that we serve. Participation in the association and sponsorship of the conference offers us a way to both show that support and engage with the industry leadership away from the hectic pace of their individual events." **Patti Hamilton, Power of Ten Consulting**

"I attend conventions throughout the U.S. The FFEA convention is one of the best. The Trade Show is a great way to meet new folks and see old friends, but the true value for me is the opportunity to join the educational sessions and social activities and get to know the attendees."

Joe Repass, K&K Insurance



"FFEA is one of the best conferences we attend each year. We've exhibited for the past 4 years now, and are thrilled to be a part of this organization. The staff is always extremely organized and the attendees are a really interactive group! This is a can't miss conference and opportunity!"

Cassie Roberts, Saffire

"Attending the FFEA the conference put our business in front of hundreds of potential customers and allowed us to demonstrate our product and answer questions in person. We formed several beneficial relationships through the conference and saw an increase in sales." **Marisa Madia, Help Get Sponsors**

"FFEA has been instrumental in helping me to establish industry connections from all over the state linking me and my events to a quality source of vendors that I wouldn't have had access to otherwise. I love the opportunity to network among industry professionals in a laid back educational atmosphere and learn from top pros in my field!"

Shanna Benson, Senior Marketing Manager, Redevelopment Management Associates

"FFEA brings a great combination of camaraderie between fellow colleagues as well as a platform to excel in your industry. I always find, the time I spent at the FFEA Convention, enjoyable due to the great people that attend and beneficial for my business endeavors."

Matthew Fillioe, Founder & CEO, Liberation Event Management

"FFEA is such a great opportunity to meet others in our industry and share ideas and best practices. The sessions are insightful and give me great trending information on what's hot and what's not. Fads come and go and sometimes we are stuck with old school mentality and need a nudge to move with the times. As a 20 year event veteran, this is the perfect group in which to be aligned. From newbies to seasoned event professionals, there is something for everyone."

Dawn Read, Event Director, Winterfest Inc. Home of the Seminole Hard Rock Winterfest Boat Parade



"FFEA offers a chance to meet and get to know other industry professionals in our areas. We can share stories and insights about each other's events. We all go through similar challenges and successes so it is nice to get to meet and get familiar with some many others in the industry."

Kris Koch, Recreation Supervisor, City of Clearwater

"The FFEA Learning Roundtables provided great insight into the challenges other venues face. Their feedback and suggestions on how to tackle big challenges provided a different perspective."

Sherry Moore, Corporate Partnerships, Florida State Fair Authority



"Professionally, I've gained a great deal of knowledge about keeping costs down and maximizing profit at events, fostering a better volunteering program and how to better develop and utilize resources and partners that we already have to be more cost effective and produce a better event. What I really liked about the FFEA Conference is that I didn't realize how much I learned because I was having so much fun the whole time! I look most forward to meeting new people every year and learning new and innovative ideas to implement!"

Kristin Nespoli, Special Events & Recreation Specialist, City of Cape Coral

"FFEA helps you get to know colleagues in your area by giving you contacts, point of references and helping to create professional relationships. You have the opportunity to learning something new and meet new people. What you might not necessarily learn in the some of the sessions, you might learn in a conversation with someone you just met."

Angela Poco, Event Coordinator, City of West Palm Beach

MILLIONS of people attend festivals and events in Florida each year.
THOUSANDS of hours are dedicated to make them successful.
HUNDREDS of industry professionals work to create lasting memories.
ONE organization helps them to do what they do best.



Sponsorship Contact:

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