

2011 - 2012 Sponsorship Opportunities



Who We Are

The Florida Attractions Association is the leading attractions industry association in the Sunshine State representing over 90 Florida-based attractions, 38 State Parks, and the finest industry suppliers worldwide. The FAA serves our industry's interests through networking, government advocacy programs, marketing, professional development, and mutual assistance programs.

Why Become a Sponsor?

Spread your brand image and message more effectively by selecting sponsorships that will reach a wide audience of decision makers representing our attractions. Invest in a sponsorship package that will distinguish your products and services to a level of familiar recognition. From our menu of sponsorship opportunities including Event Sponsorships, Advertising and Promotional opportunities, to achieving the elite Strategic Partnership level, building an integrated sponsorship plan will allow you to identify new customers and strengthen existing relationships that can last forever. Generate results by supporting our family of Florida's finest attractions.



Florida Attractions Association
1114 N. Gadsden Street
Tallahassee, FL 32303
Ph: 850-222-2885

E-mail: info@FloridaAttractions.org
FloridaAttractions.org

Networking

Government
Advocacy

Professional
Development

Since 1949
The Voice of
Florida's Attraction
Industry

Marketing

Mutual
Assistance

Learn more at FloridaAttractions.org
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Tallahassee, FL 32303
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"The Welcome Guide-Maps have participated in FAA sponsorships since we first joined in 1991, making it a priority to participate each year at the Diamond level. If your company is driven by a purely business point of view, and interested in access and exposure to "decision-makers," FAA's prioritized focus on its members will insure you this access."

Chuck Wray, Jr., *President*

Welcome Guide-Maps, Pinellas Park, FL

Florida
Attractions
ASSOCIATION

Event Sponsorship Opportunities:

Annual Conference and Trade Show

The Annual Conference and Trade Show is our most anticipated event of the year which brings together attraction industry leaders from Florida's finest attractions and industry suppliers. The three-day conference features dynamic speakers, a trade show, education sessions, and exciting networking events. Sponsors enjoy a host of benefits including exposure among attendees and the opportunity to meet face to face with decision makers in the attractions industry.

Diamond Sponsorship (8 available) 3 already SOLD!

\$3,000+ from our Annual Conference Sponsorship Menu

Benefits: All Gold Sponsorship Benefits plus

- Discount Registration Rates for the Annual Conference for up to three company representatives.
- Two e-mail messages to the FAA member database during the 60 days preceding the Annual Conference with a press release or targeted marketing message of your choice.
- Business exposure in pre-event Florida Attractions Association communications.
- Recognition by the FAA Chairperson at your sponsored function.
- Complimentary Annual Subscription to the Attraction Trends Report.

Gold Sponsorship (8 available)

\$2,000-\$2,999 from our Annual Conference Sponsorship Menu

Benefits: All Silver Sponsorship Benefits plus

- Prime Location Exhibit Space in the Trade Show.
- 100-word company description, logo, and link to your web site featured on the FloridaAttractions.org sponsorship page.
- One e-mail message to the FAA member database during the 60 days preceding the Annual Conference with a press release or targeted marketing message of your choice.
- Two-Minute presentation by your company representative.
- Featured Exhibitor on FloridaAttractions.org.

"The FAA annual conference is remarkable not just because of the excellent opportunities to meet with suppliers and learn from other attractions' experiences, but because you feel like part of a vibrant community as soon as you get there."

Jennifer Berthiaume, [Director Public Relations & Marketing](#)
Lion Country Safari, Loxahatchee, FL

Silver Sponsorship (8 available)

\$1,500-\$1,999 from our Annual Conference Sponsorship Menu

Benefits: All Bronze Sponsorship Benefits plus

- Company Name & Logo on the Program of Events Board at the Conference.
- Logo Placement inside the Conference Pocket Agenda.
- Beverage Station provided at your Trade Show Exhibit during the Welcome Reception for increased visibility.
- Sponsor signage displayed at your events.

Bronze Sponsorship (8 available)

\$750-\$1,499 from our Annual Conference Sponsorship Menu

Benefits: All Beverage Station Sponsorship Benefits plus

- 100-word company description, logo, and link to your web site featured on the FloridaAttractions.org sponsorship page (only for Bronze Sponsors of \$1,000 or higher).
- Logo & company name placement on video screens at a General Session.
- Table tents with your logo when appropriate to the function.
- Advance report on registered attendees.

Beverage Station Sponsorship \$250

- Company name placement on video screen at a General Session.
- Name badge ribbons designating sponsor status.
- Right of first refusal for 2012 Annual Conference sponsorship
- Credit towards Strategic Partner Status with additional value for your company.
- Signage at reception.
- Sponsor acknowledgement at reception.

"The congenial yet business atmosphere of the annual conference is definitely a plus whether meeting new peers or industry giants, it all happens in a friendly one-on-one basis, altogether, a totally enjoyable and profitable experience. If you are looking for "More Bang For The Buck," look no further than this association."

Drake Decker, [Owner & President](#)

[Florida Suncoast Tourism Promotions, Inc., Clearwater, FL](#)

Event Sponsorship Opportunities:

Annual Golf Tournament

The Annual Golf Tournament is held each fall in Central Florida and offers participants from all of Florida's tourism industry a lively day of networking, food, and fun.

Event Sponsorship \$1,000 (8 available) 2 Already SOLD!

Benefits:

- Logo on printed event materials (registration forms etc.).
- Logo on Golf Event web page.
- Recognition and Logo on event Sponsorship web page.
- Logo on day-of printed materials and event banner.
- Recognition of the Sponsoring Company's Representative at event.
- Business exposure in pre-event Florida Attractions Association communications.

Beverage Cart \$500

Benefits:

- Logo on Beverage Cart.
- Logo on day-of printed materials.
- Name on event Sponsorship web page.
- Business exposure in pre-event Florida Attractions Association communications.

Putting Contest \$500

Benefits:

- Logo on Putting Contest Signage.
- Logo on day-of printed materials.
- Name on event Sponsorship web page.
- Business exposure in pre-event Florida Attractions Association communications.

Breakfast Sponsorship \$500

Benefits:

- Logo on Breakfast Signage.
- Logo on day-of printed materials.
- Name on event Sponsorship web page.
- Business exposure in pre-event Florida Attractions Association communications.

Hole Sponsors \$150

Benefits:

- Logo on hole sign.
- Business Exposure in trivia context.
- Name on day-of printed materials.
- Recognition on event Sponsorship web page.

"As a sponsor for the Florida Attractions Association, our business enjoys prominent positioning in front of one of our core customer groups while helping to underwrite sessions that help to make everyone's marketing more effective. It's been a win (association)-win (attractions)-win (our business)."

Sal Dickinson, *Founder*
FloridaVacationAuction.com, Fort Myers, FL

Event Sponsorship Opportunities:

Attraction Regional Forums

A long-time favorite of our attraction members, the Attraction Regional Forums are a series of meetings held in four locations throughout the state of Florida. Each forum is attended by representatives from local attractions who engage in an open dialogue concerning the business climate in their region affecting attractions and tourism.

Title Sponsorship \$4,000 SOLD!

Benefits:

- Logo on printed event materials for all locations (postcards, agenda, table tents).
- Logo on event e-mails.
- Logo on event web page.
- Recognition and logo on Event Wrap-Up on FloridaAttractions.org
- Presentation at all Forums.
- Business exposure in pre-event Florida Attractions Association communications.

Premier Event Sponsor \$1,000 (2 available) 1 already SOLD!

Benefits:

- Logo on day-of printed event materials at all locations (agenda, table tents).
- Logo on event registration web page.
- Logo on event web page.
- Recognition and logo on Event Wrap-Up on FloridaAttractions.org
- Sponsor Representative Presentation at all event locations.

Event Sponsors \$350

Benefits: (One per location depending upon Premier Event Sponsorship Commitments)

- Logo on day-of printed event materials at chosen location (agenda, table tents).
- Logo on event registration web page for chosen location.
- Recognition and logo on Event Wrap-Up for chosen location.
- Sponsor Representative Presentation at chosen event location.

IAAPA Networking Event

Held on the Thursday of the International Association of Amusement Parks and Attractions Expo in Orlando, this event draws together FAA members and other leaders from the attractions industry for a meet and greet networking event and lunch.

Event Sponsorships \$1,000 (4 available) 1 Already SOLD!

Benefits:

- Logo on event registration web page.
- Logo on day-of printed materials (table tents) and event banner.
- Logo on Event wrap-up page on FloridaAttractions.org.
- Business exposure in pre-event Florida Attractions Association Communications.
- Business exposure on video screens during the event.



"The education seminars at the Annual Conference and sessions at the Attraction Regional Forums have been a great source of new ideas and insider knowledge on how to tackle problems facing our industry."

Andrew Hertz, [General Manager](#)
[Miami Seaquarium, Miami, FL](#)

Advertising and Promotion Opportunities:

E-Newsletter Monthly Sponsorship - \$100 per month

One Sponsor per month (April and May not available)

Limited Availability, priority given to Strategic Partners and Diamond Sponsors

Benefits:

- Logo featured in the FAA E-newsletter.
- Logo is a link to your website.
- 65-word tailored sponsorship message underneath the logo.
- E-Newsletter Circulation is 850 Attraction and Tourism Industry Professionals.
- E-Newsletters are featured as articles on the home page of FloridaAttractions.org

Custom Media Sponsorship Packages

****Starting at \$150 for members**

****Starting at \$300 for non-members**

Limited Availability, priority given to Strategic Partners and Diamond Sponsors

Options:

- Targeted e-mail blasts to our member base.
- Business Exposure in NewsClips.
- E-Newsletter Sponsorships.
- Third Thursday @ Three Monthly Topical Webinar Sponsorships.

Strategic Partnership

Elite status achieved by sponsorship contribution totals of at least \$5,000 based on the previous calendar year.

Benefits

- Two Targeted e-mail messages per year to FAA member database
- Strategic partners are featured year-round on FloridaAttractions.org main page
- Strategic partners are featured year-round on FloridaAttractions.com main page
- Year-Round Business exposure in NewsClips
- Year-Round Business exposure in the Monthly FAA E-Newsletter
- Right of first refusal on previously-held sponsorship opportunities.

2011 Strategic Partners

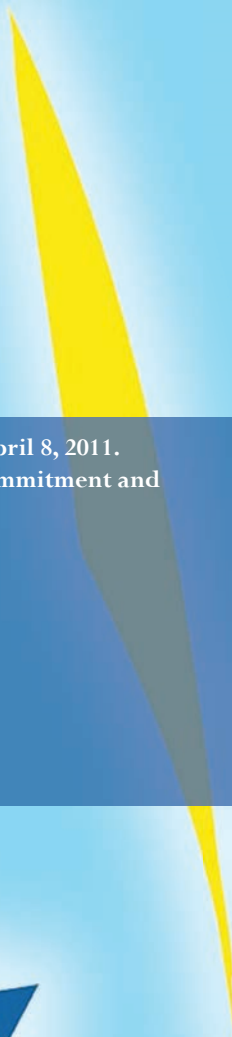


"We enthusiastically support the Florida Attractions Association! Our benefits of active membership include partnering with, building relationships with and having the opportunity to serve and learn alongside people - with ranks that range from "captain of the industry" to front-line service provider - who are also truly passionate about tourism. If you have to choose one hospitality organization to be a member of, we recommend the Florida Attractions Association!"

Linda Higgins, [Corporate Officer](#)

**FPIS, Inc., Brochure Distribution and Travel Marketing,
founding FAA Associate Member**





All sponsorship opportunities displayed are available as of April 8, 2011.
Sponsorship opportunities are subject to availability or prior commitment and
may be modified or revoked.

For current opportunities, please contact:

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