



FLORIDA SWIMMING POOL ASSOCIATION

2024 SPONSORSHIP GUIDE

941-952-9293 • INFO@FLORIDAPPOOLPRO.COM

FSPA.COM   

MOVING OUR INDUSTRY FORWARD, TOGETHER



Dear Pool Industry Partners,

As Executive Director, I cannot emphasize enough the pivotal role that sponsoring our programs and events plays in propelling our industry forward. Your sponsorship not only underlines your commitment to the FSPA community, but also catalyzes progress, innovation, and collaboration across our field. Together, by investing in these initiatives, you ensure a path for our mission of advancing our pool and spa industry in Florida. Additionally, this is a great way to market your company amongst your peers and to your customers and have a visible impact for your brand. We look forward to partnering with you and your business.

Warm regards,

A handwritten signature in black ink that reads "Elizabeth McMurray". The signature is fluid and cursive.

Elizabeth McMurray
FSPA Chief Executive Officer

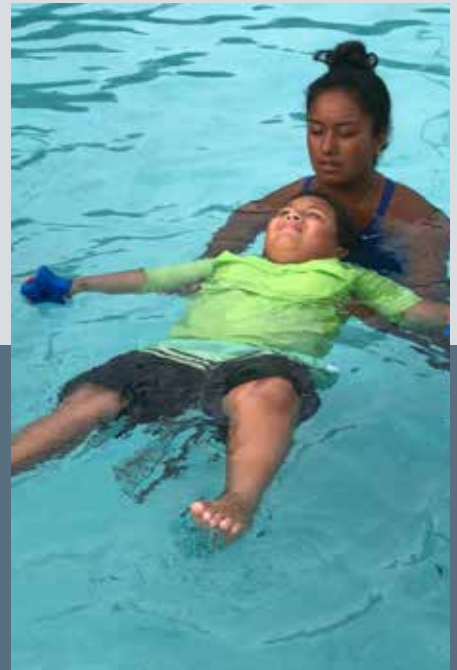


TABLE OF CONTENTS

YEAR LONG ADVERTISING PACKAGES - PAGE 4

Promote FSPA year-round to ensure consistent visibility and strengthened industry influence.

FSPA BUILDING SPONSORS - PAGE 5

Support FSPA by purchasing naming rights for the renovated state office space, showcasing your commitment.

FLORIDA POOL PROSM ADVERTISING RATES - PAGE 5

Advertise in FSPA's monthly magazine to directly reach industry professionals and maximize brand visibility.

GOVERNMENT AFFAIRS - PAGE 6

Donate to help support our efforts to relationship build and support candidates who are instrumental in FSPA's presence during legislative session.

POOL INDUSTRY PAC - PAGE 6

Sponsor government affairs activities to influence policy and advocate for industry interests effectively.

FLORIDA SWIMS FOUNDATION - PAGE 7-8

Contribute through sponsorship or donation to support programming including free swim lessons and scholarships statewide.

EVERYTHING UNDER THE SUNSM EXPO AND SPECIAL EVENTS - PAGES 9-15

Sponsor one-of-a-kind events to enhance brand visibility and foster industry connections.

Everything Under the SunSM Expo
Expo Digital & Print Advertising
Expo Education Sponsorships
Friday Night Party
Additional Expo Events



YEAR-LONG ADVERTISING PACKAGES

(includes Board Luncheon Sponsorship)

SOLD ****EXCLUSIVE** TIER 1** **\$39,000 / \$35,000 (BLUE SUPPLIER MEMBER)**

- Exclusive Board of Directors luncheons (3 total)
Each Board of Directors Luncheon Sponsorship includes:
 - Signage at lunch station
 - 15-minute presentation and Q&A with FSPA Board of Directors
 - Complimentary hotel room for one night
 - Invitation to the Friday night networking\cocktail event
 - Potential giveaway opportunity in hotel room*
*Optional; gift & delivery fee to be paid by sponsor
- Full page ad in *Florida Pool Pro*SM for all of 2024 - 12 issues
- Website Ad - 2024 (12 months on a tier 1 page)
- E-News Ad Banner (50 weeks)
- Sponsored E-Blasts (2/year)
- Sponsored Social Media Posts (3 total)



TIER 2 **\$25,000 / \$21,500 (BLUE SUPPLIER MEMBER)**

- Full page ad in *Florida Pool Pro*SM for all of 2024 - 12 issues
- Website Ad - 2024 (12 months on a tier 2 page)
- E-News Ad Banner (50 weeks)
- Sponsored E-Blast
- Sponsored Social Media Posts – two (2)

TIER 3 **\$13,500 / \$11,500 (BLUE SUPPLIER MEMBER)**

- 1/2 page ad in *Florida Pool Pro*SM for all of 2024 - 12 issues
- Website Ad - 2024 (12 months on a tier 3 page)
- E-News Ad Banner (50 weeks)
- Sponsored E-Blast
- Sponsored Social Media Post



FSPA BUILDING SPONSOR

*Must be a member/member company to purchase any building sponsor package.

PREMIERE BUILDING SPONSOR (EXCLUSIVE)

\$150,000

This is your opportunity to showcase your company's commitment to FSPA and all that it stands for! Help FSPA grow by purchasing naming rights to the state office space, which is to be renovated. Your company name will be exclusively enshrined on the front of the FSPA office building, marking your dedication to the betterment of the pool and spa industry. This exclusive naming rights sponsorship also includes:

- Naming rights for 10-year period on FSPA state office with specialized plaque
- Complimentary hotel room for one (1) night in Sarasota for Grand Opening Celebration (upon completion of remodeling project)
- Invitation to the Grand Opening Celebration party
- One-of-a-kind Thank You graphic published in/on:
 - Florida Pool ProSM Magazine
 - Sponsored e-blast to network of 9,000+
 - FSPA social media channels to audience of 5,000+

SUPPORTER BUILDING SPONSOR

\$50,000

This is your opportunity to showcase your company's commitment to the pool and spa industry. Help FSPA grow by purchasing naming rights to the T.E.C. Center in Sarasota. Your company name will be exclusively enshrined on the front of the space, highlighting your organization to thousands of students state wide who complete training at the center. This exclusive naming rights sponsorship also includes:

- Naming rights for 10-year period on FSPA T.E.C. Center with specialized plaque
- Complimentary hotel room for one (1) night at the September 2024 board meeting in Sarasota
- Invitation to the Friday night networking/cocktail event
- One-of-a-kind "Thank You" graphic published in/on:
 - Florida Pool ProSM Magazine
 - Sponsored e-blast to network of 9,000+
 - FSPA social media channels to audience of 5,000+

FLORIDA POOL PROSM MAGAZINE ADVERTISING RATES*

*FSPA Blue Supplier Members receive 20% discount on all advertising rates

	1X RATE / 4 COLOR	6X RATE / 4 COLOR	12X RATE / 4 COLOR	ANNUAL
SPREAD	\$3,711	\$3,095	\$2,511	\$30,132
FULL PAGE	\$1,933	\$1,649	\$1,382	\$16,584
1/2 PAGE	\$1,076	\$953	\$851	\$10,212
1/4 PAGE	\$894	\$809	\$712	\$8,554

SIZES AND SPECIFICATIONS

	FULL SPREAD	FULL PAGE	HALF PAGE	QUARTER PAGE
VERTICAL	16" X 9.5"	7.5" X 9.5"	3.5" X 9.5"	3.5" X 4.625"
HORIZONTAL			HALF PAGE 7.5" X 4.625"	QUARTER PAGE 4.75" X 3.5"

POSITION RESERVATIONS: PAGE 3 ADD 20%, BACK PAGE ADD 30%

GOVERNMENT AFFAIRS

****NEW** PRESENTING SPONSOR – LEGISLATIVE UPDATE VIDEO SERIES \$5,000**

- "Sponsored by" logo placement in ten (10) weekly video updates [at beginning and end]
- Logo will appear at beginning and end of each video
- Inclusion within video description on YouTube
- Inclusion on social media posts for each of the ten (10) shared video updates
- "Sponsored by" logo placement in ten (10) weekly FSPA SPLASH e-newsletters featuring the weekly videos

****NEW** SUPPORTING SPONSOR – LEGISLATIVE UPDATE VIDEO SERIES \$1,000**

- Logo included in designated "Sponsored by" logo placement in ten (10) weekly video updates [at beginning and end]
- Inclusion within video description on YouTube

****NEW**EXCLUSIVE** PRESENTING SPONSOR - LEGISLATIVE SESSION WRAP-UP WEBINAR \$2,500**

- Showcase your company as a leading supporter of FSPA’s government relations sector. Your organization will be featured as the presenting sponsor of the brand new FSPA Legislative Session Wrap-Up Webinar, featuring Dallas Thiesen, Sr. Dir. of Government Affairs, and select state and local representatives.
- Premiere logo placement in pre-show slideshow
- Acknowledgement at beginning of and throughout webinar series
- Premiere logo placement at conclusion of webinar
- Private Q&A meeting with FSPA and select state and local representatives

POOL INDUSTRY POLITICAL ACTION COMMITTEE (PAC)

DIAMOND \$10,000

- Diamond Level listing at PoolPAC.com
- Printed listing at FSPA Board Meetings and PIPAC Trade Show booth
- Announced during annual trade show and FSPA Board Meetings
- Invites to local, regional, and leadership legislative meetings.
- Exclusive branded PIPAC gear

TITANIUM \$5,000

- Titanium Level listing at PoolPAC.com
- Printed listing at FSPA Board Meetings and PIPAC Trade Show booth
- Announced during annual trade show and FSPA Board Meetings
- Invites to local, regional, and leadership legislative meetings.
- Exclusive branded PIPAC gear

GOLD \$2,500

- Gold Level listing at PoolPAC.com
- Printed listing at FSPA Board Meetings and PIPAC Trade Show booth
- Invites to local and regional legislative meetings.
- Exclusive branded PIPAC gear

SILVER \$1,000

- Silver Level listing at PoolPAC.com
- Printed listing at FSPA Board Meetings and PIPAC Trade Show booth
- Invites to local legislative meetings.
- Exclusive branded PIPAC gear

BRONZE \$500

- Bronze Level listing at PoolPAC.com
- Printed listing at FSPA Board Meetings and PIPAC Trade Show booth
- Exclusive branded PIPAC gear

SUPPORTER \$1 - \$499

- Small print listing at PoolPAC.com
- Exclusive branded PIPAC gear

FLORIDA SWIMS FOUNDATION OPPORTUNITIES

Margaret M. Brown Scholarship Fund Donor Levels

GOLD

\$5,000

- Prominent logo on print and digital ads promoting scholarship opportunities
- Prominent logo on scholarship page of Foundation website
- Prominent logo in all sponsor thank you ads (i.e. *Florida Pool Pro*SM, e-newsletter, social media)
- Individual social media thank you post
- 1/4 page ad in *Florida Pool Pro*SM
- Recognition in award letters to students

SILVER

\$2,500

- Mid-size logo on print and digital ads promoting scholarship opportunities
- Mid-size logo on scholarship page of Foundation website
- Mid-size logo in all sponsor thank you ads (i.e. *Florida Pool Pro*SM, e-newsletter, social media)
- Recognition in award letters to students

BRONZE

\$1,000

- Small logo on print and digital ads promoting scholarship opportunities
- Small logo on scholarship page of Foundation website
- Small logo in all sponsor thank you ads (i.e. *Florida Pool Pro*SM, e-newsletter, social media)
- Recognition in award letters to students

BUILD A POOL/BUILD A SWIMMER + CLEAN A POOL/CREATE A SWIMMER

QUARTERLY DONOR PROGRAM

Builder or service companies can choose a specific dollar amount per pool build/renovation, or per maintenance contract, for this program. Those funds will be donated quarterly to the Florida Swims Foundation in support of swim lessons for children statewide.

Program participants receive:

- Access to exclusive Florida Swims Foundation digital sponsor badge for your company's website and social media
- Recognition in e-newsletter as Florida Swims Foundation program participant
- Recognition on Florida Swims Foundation website as program participant



2024 FSPA INVITATIONAL SWIM MEET*

*All sponsorships must be paid in full no later than August 1, 2024.

BUTTERFLY SPONSOR

\$3,500

- Tabletop (6') during event upon request
- Logo on event t-shirt distributed to 1,000+ athletes, coaches and volunteers
- Full page ad in program/event guide
- 1/2 page ad in event heat sheets
- 1/4 page ad and sponsor recognition in one (1) issue of *Florida Pool Pro*SM
- Banner displayed at the event
- Logo on group banner displayed at the event
- Dedicated "Sponsor Thank You" social media post

BACKSTROKE SPONSOR

\$2,500

- Logo on event t-shirt distributed to 1,000+ athletes, coaches and volunteers
- 1/4 page ad in program/event guide
- 1/2 page ad in event heat sheets
- Sponsor recognition in one (1) issue of *Florida Pool Pro*SM
- Banner displayed at the event
- Logo on group banner displayed at the event
- Included in "Sponsor Thank You" social media post

FREESTYLE SPONSOR

\$1,500

- Logo on event t-shirt distributed to 1,000+ athletes, coaches and volunteers
- 1/4 page ad in program/event guide
- Sponsor recognition in one (1) issue of *Florida Pool Pro*SM
- Name on group banner displayed at the event
- Included in "Sponsor Thank You" social media post

BREASTSTROKE SPONSOR

\$500

- Name on event t-shirt distributed to 1,000+ athletes, coaches and volunteers
- Recognition in program/event guide
- Sponsor recognition in one (1) issue of *Florida Pool Pro*SM
- Name on group banner displayed at the event
- Included in "Sponsor Thank You" social media post



EVERYTHING UNDER THE SUNSM EXPO

****EXCLUSIVE** ONLINE REGISTRATION**

\$7,500

The online registration site is used by 80% of attendees. Make an impression on 5,100+ attendees from the moment someone chooses to attend.

- Logo on registration page of Expo website and attendee registration site
- Logo with active link in registration confirmation e-mails to all attendees
- 1/2 page ad in Expo program guide and logo with company listing
- 1/2 page ad in February issue of *Florida Pool Pro*SM with link in online version

SOLD

****EXCLUSIVE** ON-SITE REGISTRATION SPONSOR**



\$7,500

All attendees must pick up their badge on-site.

- Logo featured on kick panels in registration
- Logo on Registration Sponsor sign
- Sponsor staff (2) can greet attendees and distribute literature in registration area
- 1/2 page ad in Expo program guide and logo with company listing
- 1/2 page ad in February issue of *Florida Pool Pro*SM with link in online version

SOLD

****EXCLUSIVE** LANYARD SPONSOR**



\$7,500

- Your logo and the event logo on event lanyards.
- Logo on page of attendee registration site
- 1/2 page ad in Expo Program & Event Guide
- 1/2 page ad in *Florida Pool Pro*SM with link in online version

SOLD

****NEW**EXCLUSIVE** MOBILE APP SPONSOR**



\$7,500

Be seen on the app where attendees view the floorplan, see their class schedule, and check in to classes.

- Logo event app - banner at bottom
- Logo included on splash screen
- Logo on signage onsite encouraging app download by attendees
- Full page ad in Program & Event Guide
- Three (3) push notifications

SOLD

****EXCLUSIVE** ATTENDEE BAG SPONSOR**



\$10,000

Your logo and the event logo on event bag.

- Logo on one side of bag given to education attendees
- Literature can be placed in bags
- 1/2 page ad in Expo Program & Event Guide
- 1/4 page ad in *Florida Pool Pro*SM with link in online version
- Logo / link on education page of Expo website
- Logo on at-a-glance master schedule

****NEW**EXCLUSIVE** LUXURY LOUNGE SPONSOR**

\$5,000

Feature your company firsthand to Expo attendees as they relax and recharge at the upgraded Luxury Lounge on the show floor. Space includes 3 comfortable sofas, 2 charging stations for phones and laptops, and two coffee tables for your company's handouts.

EXPO DIGITAL & PRINT ADVERTISING

DIGITAL ADVERTISING

BANNER AD (SCHEDULE, HOTEL OR REGISTRATION FEE PAGE) \$400

Banner ads are 110 x 450 px. Price is for ad to be posted from time of receipt of payment until two months after the Expo.

BLOCK AD (SCHEDULE, HOTEL OR REGISTRATION FEE PAGE) \$250

Block ads are 120 x 240 px. Price is for ad to be posted from time of receipt of payment until two months after the Expo.

*Price is for ad to be posted from time of receipt of payment and ad until two months after the Expo.

SOCIAL MEDIA

Custom post to Facebook, Twitter, LinkedIn announcing company is exhibiting **\$500 PER POST**

PRINT ADVERTISING

PROGRAM GUIDE

Logo added to Company Description	\$200
1/4 Page Ad	\$350
1/2 Page Ad	\$600
Full Page Ad	\$1,200
Back Cover Full Page Ad	\$1,750

SIGNAGE

Directional Signage at OCCC (Hall) **\$3,500**

Logo on 7' x 3' one-sided signs directing attendees to the hall include your logo

Directional Signage at OCCC (Entrance)  **BRENTAG \$1,500**

Logo on 22" x 28" one-sided sign directing attendees at hall entrance include your logo

Floor Stickers at OCCC (Hall) **\$300 (18" X 18") / \$450 (36"W X 18"H)**
Placed in aisle directly in front of your booth for the duration of the show

FSPA'S MEDIA REACH

- Florida Pool ProSM Magazine - reaches 3,000+ each month
- E-newsletters – audience of 9,000+
- E-newsletter open rate of 46% (21% higher than current industry rate)
- Social media channels – audience of 5,000+
- Social media impressions – average 1,000+ views (incl. Facebook and LinkedIn)



EXPO EDUCATION SPONSORSHIPS

SOLD	EDUCATION PAPER/PEN SPONSOR		\$4,000
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Branded pens and paper for education attendees to use during education sessions and take with them to use every day.

DAILY EDUCATION SPONSOR (3 TOTAL AVAILABLE)	\$1,000 PER DAY
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- Logo / link on education page of Expo website.
- Logo on at-a-glance master schedule board in registration area.
- *Thursday, Friday and Saturday available.

EDUCATION BREAK SPONSOR (3 TOTAL AVAILABLE)	\$1,000 PER DAY
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- | | |
|--|--|
| <ul style="list-style-type: none"> • Logo signage in coffee area announcing sponsorship. • Recognition in Program Guide. | <ul style="list-style-type: none"> • Logo on "All Sponsors" sign in lobby. *Thursday, Friday and Saturday available. |
|--|--|

LEARNING LAB (10 TOTAL AVAILABLE)	\$550 PER SESSION
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- Present your product to attendees who register for the session.
- Learning lab hands-on sessions are offered in the exhibit hall during exhibit hours; they are not approved for continuing education credit and are product specific.
- Session is listed in registration for attendees to register to attend.

PRODUCT SHOWCASE	\$300 - \$375
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In a designated Product Showcase area. This is a great place to gain attendees' attention as they vote for the Best Showcased Product! Winner is announced post-show in the *Florida Pool Pro*SM.

- A small sign with your logo and booth number will be provided. Your company, logo and 30-word description will be listed in the program guide as well.
- \$300* per 3' table space
- \$375* per 4' floor space
- *Access to electricity: +\$80

FRIDAY NIGHT PARTY

****EXCLUSIVE** PLATINUM PLUS SPONSORSHIP**

\$15,000

All features of Platinum Sponsorship but includes a VIP section at the party where you can decide who gets into the space and can provide them with giveaways or specialty drinks at your own cost.

PLATINUM SPONSOR

\$10,000

- Display company banner up to 8' x 4'
- Company logo on Expo promotional materials and event ticket
- Active logo link on event page of Expo website
- Full page ad in Expo Program & Event Guide
- 1/2 page ad in *Florida Pool Pro*SM with link in online version
- Logo on exhibit hall locator map in program guide
- 25 event tickets



GOLD SPONSOR

\$7,500

- Display company banner up to 7' x 4'
- Company logo on Expo promotional materials and event ticket
- Active logo link on event page of Expo website
- 1/2 page ad in Expo Program & Event Guide
- 1/4 page ad in *Florida Pool Pro*SM with link in online version
- Logo on exhibit hall locator map in program guide
- 20 event tickets



FRIDAY NIGHT PARTY

SILVER SPONSOR

\$5,000

- Display company banner up to 6' x 3'
- Company logo on Expo promotional materials and event ticket
- Active logo link on event page of Expo website
- 1/4 page ad in Expo Program & Event Guide
- 10 event tickets



NEW ICE SCULPTURE SPONSOR

\$3,000

- Display company logo on custom-made ice sculpture with luge and dedicated bartender to be used at drink pouring station
- Company logo on Expo promotional materials and event ticket
- Active logo link on event page of Expo website
- 1/4 page ad in Expo Program & Event Guide
- 4 event tickets

SOLD **NEW** CIGAR SPONSOR

\$2,500

- Display company banner up to 4' x 2' at designated outdoor cigar rolling station
- Company logo on Expo promotional materials and event ticket
- Active logo link on event page of Expo website
- 1/4 page ad in Expo Program & Event Guide
- 4 event tickets



STELLARSALES
ALLIANCE

*Sponsor must provide all materials for this sponsorship, including cigar-making assets and up to two (2) personnel to roll the cigars.





ADDITIONAL EXPO SPONSORSHIPS

SOLD ****EXCLUSIVE** FSPA AWARDS SPONSOR** **\$10,000**

Be seen as the one and only sponsor for the highly anticipated 2024 FSPA Awards!

- Exclusive logo placement at the Awards Display on the tradeshow floor – with exposure to 5,000+ attendees!
- 1/2 page ad in Expo Program & Event Guide
- Active logo link on event page of Expo website
- 6 (six) event tickets to both FSPA Awards & After Party
- Logo included throughout entire ceremony presentation on screen
- Speaking opportunity for one (1) representative at beginning of awards ceremony
- *Sponsor cannot be a company submitting for any Design Awards or Service Awards.



SOLD ****EXCLUSIVE** AWARDS AFTER PARTY SPONSOR** **FLUIDRA** **\$15,000**

Shine a spotlight on your company as exclusive sponsors of the Awards After Party, the premiere pre-Expo event for a limited number of attendees and exhibitors.

- Display company banner up to 8' x 4'
- Company logo on Expo promotional materials
- Active logo link on event page of Expo website
- Full page ad in Expo Program & Event Guide
- Sponsored social media post
- 15 event tickets



ADDITIONAL EXPO SPONSORSHIPS

****EXCLUSIVE**NEW** FSPA AWARDS & AFTER PARTY SPONSOR**

\$24,000

Combine these two sponsorships to stand out from the crowd as the exclusive sponsor for both the newly rebranded FSPA Awards and the VIP after party on the eve of the Expo. Includes all items listed above.

SOLD

****EXCLUSIVE**NEW** OPENING CEREMONY SPONSOR**

\$2,500

- Promote your company through fun live entertainment to kick off the 2024 Expo.
- Live on-mic shout-out at top of performance
- Live on-mic shout-out by FSPA Board President after performance
- Photo opportunity with FSPA Board President & FSPA representatives to 2024 Expo ribbon cutting ceremony
- Recognition on sponsor thank you sign
- Sponsored social media post



****EXCLUSIVE**NEW** BIG 3 SPONSOR**

\$26,000

Your company will be featured as the exclusive sponsor of all three above Expo entertainment events. All listed benefits above are included.*

*Advertisement will be automatically sized to the largest size listed for both the Expo Program & Event Guide.

*Sponsor cannot be a builder company or a company that has or plans to submit a pool or fleet vehicle for consideration in the 2024 FSPA Awards competition.



CONTACT US TODAY

YEAR LONG ADVERTISING SPONSORSHIPS

Alyssa@floridapoolpro.com

GOVERNMENT RELATIONS SPONSORSHIPS

Dallas@floridapoolpro.com

EXPO & EVENT SPONSORSHIPS

Jessica@floridapoolpro.com

FLORIDA POOL PROSM ADVERTISING

Charis@floridapoolpro.com

FSPA BUILDING SPONSORSHIP

Elizabeth@floridapoolpro.com

941-952-9293

INFO@FLORIDAPOOLPRO.COM

FSPA.COM