



**2014**  
**DELEGATE**  
**ASSEMBLY**  
**Sponsorship Opportunities**

# 2014 DELEGATE ASSEMBLY

## Sponsorship Details

The Florida Education Association (FEA) is a vibrant and growing organization dedicated to our public schools, the students and parents we serve, and to the teachers and other education professionals whose calling it is to build the next generation of Florida's leaders.

- FEA has more than 140,000 active members — teachers, bus drivers, custodians, cafeteria workers, office staff, teacher aides, guidance counselors, media specialists, university professors, college students studying to be teachers and retired educators throughout the state;
- We represent more than 250,000 educators in Florida;
- Founded in 1886, we are the professional organization for these dedicated individuals and seek to help them grow and become better at their chosen profession.

**This year's FEA Delegate Assembly will be held October 16-18, 2014 at the Rosen Centre Hotel in Orlando. More than 1,000 delegates are expected to attend.**

### *The Education Market: A Multi-Million Dollar Industry in Florida*

The public school educators and education staff professionals who make up the more than 140,000 members of FEA are well informed, influential and highly respected community leaders who collectively spend millions of dollars per year in personally directed purchases.

- Average member age is 46;
- Women comprise 77% of the group, and more than 80% have children;
- Average household income is \$75,000 and 84% are homeowners;
- More than 88% reported spending personal funds to buy school supplies and accessories.

## FLORIDA EDUCATION ASSOCIATION (FEA)

**FEA is the strongest, most consistent and most persistent advocate for public education in the state.**

We strongly advocate for the state to make meaningful investments in our future – the children of Florida. Every day, FEA members continue to build on our ongoing work to mold, shape, develop and educate children so they can succeed in our increasingly complex and competitive world.

The work of educating our children is one of our paramount duties in Florida, but we cannot do this alone. We need the support of the entire community.

We seek to build bridges with the business community so that together we can build our public schools. That in turn will build our state's economy, strengthen our workforce and help give us all the right tools to face the challenges of the 21<sup>st</sup> century. And that will make Florida an even better place to live.

We thank you for your support and we look forward to working with you as we build a long-term commitment and investment in our most important asset: the children of Florida.

# SPONSORSHIP OPPORTUNITIES



## WHO ATTENDS THE DELEGATE ASSEMBLY?

The FEA Delegate Assembly (DA) is the largest representative statewide convention of educators and education staff professionals. Over three days, the FEA DA attracts over 1,000 of the FEA's elected union leaders from all constituencies to discuss, debate and adopt policy positions for the union, and to learn and grow in their profession. The delegates attend this annual meeting to conduct business and to explore ways to:

- ▶ Enhance their work environment;
- ▶ Continue as solid contributing members of the communities they serve;
- ▶ Work collaboratively with others who share the vision of a truly great public school system in Florida.

## WHY BECOME A SPONSOR?

It is an exceptional opportunity for your company or firm to showcase its consumer and educational products, services and programs to over 1,000 of our state's most influential educators. By becoming a sponsor, your company or firm will gain maximum exposure to these leaders of American education. FEA members have the need, power and budgets to purchase your products and services. As a sponsor, your company has the opportunity to:

- ▶ Support and cultivate a relationship with the FEA and over one hundred local unions;
- ▶ Educate members about your services and elevate brand-awareness among influencers;
- ▶ Develop solid sales leads with people who buy;
- ▶ Cultivate new business by demonstrating your latest products and services.

# SPONSORSHIP DETAILS

## DELEGATE ASSEMBLY DIAMOND SPONSOR

Your company or firm will be recognized as the top sponsor of this year's Delegate Assembly. As such, your name and logo will be printed on all major collateral Delegate Assembly materials. Benefits also include:

- Recognition as the Sponsor of the Delegate Welcome Reception;
- Speaking opportunity at the Delegate Welcome Reception;
- Name and logo on Delegate Registration Tote Bag;
- PSA message on Main Stage screen (4 times during Delegate Assembly);
- Name, logo, and URL link on the special DA section of FEA website;
- Name and logo on signage throughout Delegate Hall and on attendee hotel room keys;
- 4-Color Ad – Outside back cover of Delegate Assembly Handbook;
- Two free booths in Exhibit Hall;
- Ten Delegate Welcome Reception Drink Tickets.

**Commitment: \$40,000**

## DELEGATE ASSEMBLY EMERALD SPONSOR

Your company or firm will be recognized as the Emerald Sponsor of this year's Delegate Assembly. Benefits also include:

- Recognition as the Sponsor of the First Time Delegate Reception;
- Recognition as the T-Shirt Sponsor of the Delegate Assembly: Name and logo on Delegate Assembly T-Shirt;
- PSA message on Main Stage screen (4 times during Delegate Assembly);
- Name, logo, and URL link on the special DA section of FEA website;
- Name and logo on signage throughout Delegate Hall;
- 4-Color Ad – Inside front cover of Delegate Assembly Handbook;
- One Free Booth in Exhibit Hall.

**Commitment: \$25,000**

# SPONSORSHIP DETAILS

## DELEGATE ASSEMBLY SAPPHIRE SPONSOR

Celebrating FEA's multicultural roots and the diversity of its membership, the Human and Civil Rights Awards Luncheon is a cherished FEA affair and is always a sellout. FEA members, affiliates and others working in the area of human and civil rights are honored. Benefits include:

- Recognition as the Sponsor of the Human and Civil Rights Awards Luncheon;
- Exclusive opportunity to display or distribute product samples at the luncheon;
- Recognition as sponsor in designated promotional and collateral event materials;
- Corporate Listing (name and logo) on Corporate Page in Delegate Assembly Handbook;
- One reserved table for event (8 Tickets);
- 4-Color Ad – Inside back cover of Delegate Assembly Handbook.

**Commitment: \$10,000**

## DELEGATE ASSEMBLY RUBY SPONSOR

With little time to return to their rooms between training, business sessions and meetings, delegates will need to recharge their phones and other electronic devices during the course of the day. Benefits include:

- Recognition as the Sponsor of the Cell Phone Charging Station;
- Welcome banner with prominent positioning including sponsor logo;
- Corporate Listing (name and logo) on Corporate Page in Delegate Assembly Handbook;
- Free Booth in Exhibit Hall;
- Opportunity to provide branded accessories including phones, chargers, hands-free accessories, laptops and other appropriate supplies;
- Full Page 4-Color Ad in Delegate Assembly Handbook.

**Commitment: \$5,000**

## DELEGATE ASSEMBLY CRYSTAL SPONSOR

The Delegate Assembly Handbook is included as part of every attendee's registration package and is frequently used for reference purposes throughout the year. Additional copies of the handbook are distributed to non-attendees at key events as a means of keeping our membership connected to the work of FEA. Benefits include:

- Welcome banner with prominent positioning, including sponsor logo;
- Corporate Listing (name and logo) on Corporate Page in Delegate Assembly Handbook;
- Invitation to Delegate Welcome Reception and two drink tickets.

**Commitment: \$1,500**

# FEA SPONSORSHIP INTEREST FORM



Thank you for choosing to participate in the Florida Education Association Delegate Assembly through one of our sponsorships. Please complete the information below and **return by August 1, 2014**, to secure your sponsorship:

**Return to: Florida Education Association**  
**Attn: Linda Elliott, Organizing and Field Services**  
**Contact: 213 S. Adams Street Tallahassee, FL 32301**  
**Phone: 850-201-2803 • Email: [dasponsorship@floridaea.org](mailto:dasponsorship@floridaea.org)**

COMPANY NAME		
CONTACT NAME		TITLE
PHONE	E-MAIL	
ADDRESS		
CITY	STATE	ZIP

## MY COMPANY IS INTERESTED IN:

### Sponsorship Level

- Diamond Sponsor ..... \$40,000
- Emerald Sponsor ..... \$25,000
- Sapphire Sponsor..... \$10,000
- Ruby Sponsor..... \$5,000
- Crystal Sponsor ..... \$1,500