



2023 Sponsorship Opportunities

39th Annual Florida Literacy Conference

May 10-12, 2023

The Shores Resort, Daytona Beach

Sponsor one of Florida's premier literacy events! We welcome your participation and support.

Expected conference attendance: 350+

Platinum: \$4,000 and Higher

- No charge for standard exhibit, with visibility priority in exhibit hall
- Speaking opportunity for company representative at event
- Verbal recognition at Conference events (general session, special event, etc.)
- Distribution of company promotional materials to attendees (placed in tote bags or included at special event)
- Recognition on FLC website (16,000 average visitors per month)
- Printed recognition in Conference program, including opportunity to showcase products (space limitation applies)
- Complimentary Conference registration (2)
- Complimentary ad space in Conference program.
- Recognition in press release and social media

Platinum Event Options: *The following event is available to sponsor.*

Opening Reception – The Conference's premier reception featuring hors d'oeuvres, drinks, entertainment

Gold: \$2,500 - \$3,999

- No charge for standard exhibit
- Verbal recognition at event and introduction of company representative
- Distribution of company promotional materials to attendees (placed in tote bags or included at special event)
- Recognition sign at event
- Recognition in press release
- Recognition on FLC website (16,000 average visitors per month)
- Printed recognition in Conference program, including opportunity to showcase products (1/4 page ad)
- Complimentary Conference registration (2)
- Recognition in press release and social media

Gold Event Options: *Choose one of the following events to sponsor as an in-kind donation.*

- 1) **Adult Learner Luncheon** – Lunch served to adult learners on Adult Learner Day.
- 2) **Conference Tote Bag** – Display your company's name and logo on tote bags to be distributed to all conference participants.

Silver: \$1,000 - \$2,499

- Verbal recognition at Conference event and introduction of company representative
- Printed recognition in Conference program.
- Recognition on FLC website (16,000 average visitors per month)
- Recognition sign at event
- Complimentary Conference registration
- Recognition in press release and social media

Silver Event Options: *Choose one of the following events to sponsor as an in-kind donation.*

- 1) **Afternoon Refreshment Break**
Refreshments served between sessions for 350 attendees.
- 2) **Continental Breakfast** - Help attendees get a great start to their day with coffee, bagels & pastries.

Bronze: \$500 - \$999

- Printed recognition in Conference program
- Recognition on FLC website (16,000 average visitors per month)
- Recognition sign at event
- Complimentary Conference registration
- Recognition in press release and social media

FLC also offers opportunities to sponsor scholarships to assist teachers and tutors attend the Conference. Scholarship donors will be recognized in the conference program.

Customized sponsorships are also available to further maximize your marketing dollars, including half— and full-page advertisements in the Conference program.

To secure your sponsorship, contact: Greg Smith, Executive Director, Florida Literacy Coalition, (407) 246.7110 x 206, smithg@floridaliteracy.org.

Thank You!

2023 Advertising Opportunities

2023 Florida Literacy Conference, May 10 – 12, The Shores Resort, Daytona Beach
Advertising in the Florida Literacy Conference program provides an estimated 350 attendees with a lasting impression of your company, its products and support of adult and family literacy.

Presenting exhibitors can also use this space to advertise their session topic, time and location.

Ad Sizes & Specifications

- 1/4 page, \$200
- 1/2 page, \$300
- Full page, \$500

Ad artwork can be full-color or black & white unless otherwise noted

LOGO IMAGES: Logo images must be 300 dpi or larger. Only TIF files and Illustrator Vector files are accepted.

NON-LOGO IMAGES: Images between 150-300 dpi must be TIF files and reflect the exact size of the ad purchased for the conference program. Images smaller than 150 dpi are not accepted; images larger than 300 dpi must be as close to the ad size as possible.

To secure your ad, contact: Greg Smith, Executive Director, Florida Literacy Coalition, (407) 246.7110 x 206, smithg@floridaliteracy.org.