



2021 Sponsorship Opportunities

37th Annual Florida Literacy Conference

April 28 - 30, 2021

Orlando Marriott Lake Mary

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

Expected conference attendance: 400+

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 (40,300 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: *Choose one of the following events to sponsor as an in-kind donation.*

- 1) **The Florida Literacy Awards Closing Luncheon** - A special lunch ceremony that recognizes the achievements of outstanding literacy volunteers, students, organizations and business partners throughout Florida.
- 2) **Opening General Session** - This popular event kicks off the Conference with our opening ceremony and keynote speaker.

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 (40,300 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) **Opening Reception** – The Conference's premier reception featuring hors d'oeuvres, drinks, entertainment and dancing for attendees.
- 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 (40,300 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) **Adult Learner Day** -A special day of workshops and activities for adult learners attending the Conference.
- 2) **Adult Learner Luncheon** - Lunch served to the Adult Learners on Adult Learner Day.

Bronze: \$500 - \$999

- Printed recognition in Conference program
- Recognition on FLC website (40,300 average visitors per month)
- Recognition sign at event
- Complimentary Conference registration
- Recognition in press release and social media

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

- 1) **Afternoon Refreshment Break**
Refreshments served between sessions for 400-500 attendees.
- 2) **Continental Breakfast** - Help attendees get a great start to their day with coffee, bagels & pastries.

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!

2020 Advertising Opportunities

2020 Florida Literacy Conference, April 29 - May 1, Orlando Marriott Lake Mary, Lake Mary, FL
Advertising in the Florida Literacy Conference program provides an estimated 400-450 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: \$175
- 1/2 page, \$275
- Full page, \$400
- Inside back cover page, \$500
- Back cover page, \$750 (must be full color)

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.

Registration Deadline: March 25, 2021

Advertising Organization (Organization Name, Contact & Address)

Ad Size Preferred: ¼ ½ Full Inside Cover Back Cover (full color)

Total Enclosed: \$ _____

In order to process your advertisement, please enclose one of the following methods of payment. You may fax your advertisement request to the Florida Literacy Coalition at (407) 246-7104, ATTN: Conference or you may mail the completed form to:

Florida Literacy Coalition, Inc., Attn: Advertisement, 235 Maitland Ave. S. Suite 102 Maitland FL 32751

My check is enclosed. **(Please make checks payable to "Florida Literacy Coalition")** Check # _____

Please invoice my agency (purchase order or letter of approval must be attached)

PO# _____ -- _____

MasterCard VISA Credit Card # _____ Expiration Date ____/____

3 digit V Code ____ (last 3 digits on back of card)

Signature: _____

Billing Address: _____