



2025 ANNUAL CONVENTION

SPONSORSHIP OPPORTUNITIES



Proudly Serving the Floral Community for Over 102 Years

FSFA is committed to providing quality education to the floral industry and the public. Our objective is to cultivate friendly relationships, promote mutual understanding and foster solidarity of all our members, promote the interest of, and educate our members and the public in the floral industry.



Dear Friends and Colleagues,

I hope this letter finds you in good health and high spirits. As the President of Florida State Florists Association International, I am thrilled to share some exciting news about our upcoming 2025 Annual Convention, which will take place from June 5- 8, 2025, at Margaritaville Resort in Orlando, FL.

Our convention has always been a cornerstone event for the floral industry, bringing together a vibrant community of retail florists, freelance designers, growers, and industry professionals to celebrate our shared passion for flowers and floral design. This year, we are introducing an array of new and enhanced sponsorship packages designed to offer exceptional visibility and engagement opportunities for our sponsors.

Why Sponsor the 2025 Annual Convention?

- **Unmatched Exposure:** Reach an audience of industry professionals from across the state, country, and now internationally.
- **Brand Visibility:** We will showcase your brand throughout the convention, including convention bag inserts, stage presentations, hands-on classes, live demos in your booth, social media posts, and all our promotional materials.
- **Networking Opportunities:** Connect directly with decision-makers, potential clients, and industry leaders.

These packages are designed to provide maximum value and return on investment for our sponsors, ensuring that your brand is prominently positioned before, during, and after the convention. Whether you want to increase brand awareness, launch new products, or build lasting relationships within the industry, our sponsorship opportunities are the perfect platform to achieve your goals.

To secure your sponsorship package or to learn more about how you can get involved, please contact me at 850-557-7283 or via email at artisticunltd@yahoo.com. We are happy to discuss any custom sponsorship opportunities that align with your specific needs.

Thank you for your continued support and dedication to the floral industry. We look forward to partnering with you to make the 2025 Annual Convention our most successful event yet!

Warm regards,

A handwritten signature in black ink, appearing to read "Michael Smith", with a stylized, cursive flourish extending from the end.

Michael Smith

President, Florida State Florists Association International



EXPERIENCE THE MAGIC OF THE 2025
FSFA INTERNATIONAL ANNUAL CONVENTION

The 2025 FSFA International Annual Convention is more than just an event—it's a celebration of creativity, innovation, and community within the floral industry. Held at the Margaritaville Resort in Orlando, FL, this year's convention promises an unforgettable experience for attendees and sponsors alike.

Event Highlights:

- **Diverse Programming:** Enjoy captivating design shows, insightful business seminars, hands-on workshops, and vibrant competitions, all designed to inspire and educate.
- **Exclusive Competitions:** Witness the talent on display in the FSMD Testing, Designer of the Year, Table Scape, Sunshine Cup, and Bridal Bouquet competitions. These events offer unique branding opportunities for sponsors.
- **Community and Networking:** Connect with florists, designers, growers, and enthusiasts from around the globe, making it a prime platform for building lasting relationships.

Sponsorship Benefits:

As a sponsor of the 2025 Annual Convention, you'll immerse your brand in a vibrant community and position it at the forefront of the floral industry's most anticipated event. With sponsorship packages tailored to maximize exposure, you'll have the chance to feature in promotional materials, host live demos, and engage directly with attendees. This opportunity allows you to support the growth and education of the floral industry while gaining exposure to a dedicated audience passionate about flowers and design.

Join Us in Crafting Unforgettable Experiences

Become a part of the 2025 Annual Convention and help create unforgettable experiences for all attendees. Your sponsorship will not only enhance the event but also contribute to the thriving floral community. Let's celebrate the beauty of flowers and the artistry of floral design together.

Platinum Package

\$10,000

- ✓ Exclusive sponsorship of 1-hour mainstage presentation or hands-on class.
- ✓ Promotional video and posts on FSFA social media before the convention
- ✓ Registration discount code for your members/customers to attend
- ✓ One-page ad or article in the convention edition of Sunlighting Magazine
- ✓ Includes 4 registrations
- ✓ Registration list 2 weeks before and following convention
- ✓ Email to FSFA members with an invitation to your booth
- ✓ Premium product placement**: registration bag insert (eg. product or promotional material)
- ✓ Sponsor Suite*: Private access for up to 10 people on Saturday, 6/7/25. Coffee, tea, soft drinks, and snacks will be served throughout the day.
- ✓ Product donation with on-stage recognition by the presenter and on-screen
- ✓ Double booth space – with wifi and electrical outlet
- ✓ Hands-on demo in your booth provided by a designer of your choice or supplied by FSFA (to encourage visitors to visit and provide in-depth product knowledge)
- ✓ Live auction item opportunity

***Sponsor Suite**

This exclusive benefit for our Platinum and Gold Sponsors is designed as a quiet space where you can relax, have a quiet conversation with a customer, or have five minutes to yourself. Beverages and snacks will be provided throughout the day.

**** Premium Product Placement**

A promotional product or printed material from a Platinum or Gold Sponsor company will be placed in the convention registration bag for all attendees. This is a great way to promote your brand, advertise an upcoming event, or introduce a new product.

Gold Package

\$7,500

- ✓ Exclusive sponsorship of 1-hour mainstage presentation or hands-on class
- ✓ Registration discount code for your members/customers to attend
- ✓ Half-page ad or article in the convention edition of Sunlighting Magazine
- ✓ Includes 4 registrations
- ✓ Registration list 2 weeks before and following convention
- ✓ Email to FSFA members with an invitation to your booth
- ✓ Premium product placement**: registration bag insert (eg. product or promotional material)
- ✓ Sponsor Suite* – private access for up to 6 people on Saturday 6/7/25. Coffee, tea, soft drinks, and snacks will be served throughout the day
- ✓ Product donation with on-stage recognition by the presenter and on-screen
- ✓ Single booth space - with wifi and electrical outlet
- ✓ Hands-on demo in your booth provided by a designer of your choice or supplied by FSFA. (to encourage visitors to visit and provide in-depth product knowledge)

Silver Package

\$5,000

- ✓ Co-sponsorship of 1-hour mainstage presentation or hands-on class
- ✓ Registration discount code for your members/customers to attend
- ✓ Half-page ad in the convention edition of Sunlighting Magazine
- ✓ Includes 3 registrations
- ✓ Registration list following convention
- ✓ Email to FSFA members with an invitation to your booth
- ✓ Product donation with on-stage recognition by the presenter and on-screen
- ✓ Single booth space – with wifi and electrical outlet

*Sponsor Suite

This exclusive benefit for our Platinum and Gold Sponsors is designed as a quiet space where you can relax, have a quiet conversation with a customer, or have five minutes to yourself. Beverages and snacks will be provided throughout the day.

** Premium Product Placement

A promotional product or printed material from a Platinum or Gold Sponsor company will be placed in the convention registration bag for all attendees. This is a great way to promote your brand, advertise an upcoming event, or introduce a new product.

Copper Package

\$3,500

- ✓ Partial sponsorship of 1-hour mainstage presentation or hands-on class
- ✓ Quarter page ad in convention edition of Sunlighting Magazine
- ✓ Includes 2 registrations
- ✓ Registration list following convention
- ✓ Email to FSFA members with an invitation to your booth
- ✓ Product donation with on-stage recognition by the presenter and on-screen
- ✓ Single booth space

Bird of Paradise Package

\$2,000

- ✓ Quarter page ad in convention edition of Sunlighting Magazine
- ✓ Includes 1 registration
- ✓ Registration list following convention
- ✓ Product donation with on-stage recognition by the presenter and on-screen
- ✓ Single booth space

Tiki Package

\$500

- ✓ 1/8 page ad in convention edition of Sunlighting Magazine
- ✓ Single booth space

Seize the Opportunity to Bloom with Us

We invite you to partner with us at the 2025 FSFA International Annual Convention. As a sponsor, you'll elevate your brand's visibility and foster innovation within the floral industry. Whether you're looking to connect with industry leaders, showcase your products, or join a vibrant community, our convention offers the perfect platform. Celebrate the beauty of flowers and the artistry of design. Let's grow together and create lasting memories.



FSFA 2025 Sponsorship Agreement Form

Thank you for considering sponsoring the 2025 FSFA International Annual Convention. Please complete the form below to confirm your sponsorship package and commitment.

Sponsorship Packages

Please select your desired sponsorship package:

- Platinum Package - \$10,000
- Gold Package - \$7,500
- Silver Package - \$5,000
- Copper Package - \$3,500
- Bird of Paradise Package - \$2,000
- Tiki Package - \$500

Sponsor Information

Company Name: _____

Contact Person: _____

Business Address: _____

Email Address: _____

Phone Number: _____

By signing below, you agree to sponsor the 2025 FSFA International Annual Convention at the selected package level and commit to the corresponding financial contribution.

Signature: _____ Date: _____

*Thank you for your support and commitment to making the
2025 FSFA International Annual Convention a success!*

