SFEA Annual Conference Sponsorship Deck

Sponsorship Level Quick Comparison Chart

	Prism Sponsors $7,000-$10,000	Diamond Sponsors $3,500-$5,000	Gold Sponsors $2,500-$3,000	Silver Sponsors $1,000-$1,500	Bronze Sponsors $250-$750
Full SFEA member contact list	✓	✗	✗	✗	✗
Full page ad in guide	✓	✓	✗	✗	✗
Shout-out in pre-event emails	✓	✓	✗	✗	✗
Post-event ad in newSFEAture	✓	✓	✗	✗	✗
Sponsor "thank you" from stage	✓	✓	✗	✗	✗
Promo items in welcome bag	✓	✓	✓	✗	✗
Exhibitor booth	✓ x2	✓ x1	✓	✗	✗
Registration	✓ x3	✓ x2	✓ x1	✗	✗
Sponsor video clip shared online	✓	✓	✓	✗	✗
Social media highlight post-event	✓	✓	✓	✓	✗
Inclusion in sponsor video reel	✓	✓	✓	✓	✗
Logo on signage and guide	✓	✓	✓	✓	✓
Specific social media shout-out	✓	✓	✓	✓	✓
Group social media mention	✓	✓	✓	✓	✓
Recognition in email to attendees	✓	✓	✓	✓	✓

Conference Sponsorships General Information

- Deadline January 31, 2027
- Sponsorships available first-come-first-served.
- Sponsorships do not automatically include annual memberships.
- Activation will take place once all fees are paid in full.
- Sponsor to provide an active link to their website and an eps version of their logo for complete activation.

All package details are suggestions – we know that some things matter more to different people and companies than others. Your specific package will be directly negotiated, and all things are negotiable. Undirected cash donations for equivalent amounts will receive equivalent value in return as listed sponsorships.

- - Prism Packages ($7,000-$10,000) - -

All prism packages include:

- Opportunity to place promotional items in welcome bag
- One conference exhibitor booth, with electricity (if necessary), in the highest traffic area of the conference, as chosen by sponsor
- Three full conference registrations
- Inclusion of sponsor logo/information on:
    - Signage in relevant conference area and "Thank you, sponsors!" sign
    - Sponsor page of printed conference guide
    - Conference Sponsor page on southeastfestivals.org, with click-thru, for 1 year
- Inclusion in sponsor video loop shown at all general sessions:
- Minimum three "Thank you, sponsors" stage announcements
- Full page ad in conference guide
- Two "Shoutouts" in "Register Now Emails" to members (Dec 2025, Jan 2026), assuming sponsorship is confirmed before those dates
- Opportunity to record a short sponsor video clip shared online
- Dedicated social media shoutout with sponsor tag
- Group social media mention pre-conference
- Recognition in a "thank you sponsors" e-blast
- Dedicated highlight post on social media after the activity
- Contact information of the full SFEA membership by end of March, 2023
- One ad in newSFEAture, the monthly SFEA newsletter

* Exclusive Conference Title Sponsorship $10,000

SFEA to provide: $20,000 in value

- Sponsor logo and "Presented by" included everywhere conference logo or name appears (except on premium giveaway, if otherwise sponsored)
- Inclusion of Sponsor logo/information on attendee name badges
- One additional full conference registration

Sold!

* Exclusive Monday Night Showcase Event Sponsorship $7,000

SFEA to provide: $14,000 in value

- Opportunity to speak at the showcase event and introduce showcase talent
- Opportunity to have photo taken with showcase talent

* Exclusive Kaleidoscope Awards Gala Sponsorship $7,000

SFEA to provide: $14,000 in value

- Opportunity to MC event, if desired
- Opportunity to have photos taken with Kaleidoscope Award winners
- Inclusion of Sponsor logo/information on Kaleidoscope Award certificates

- - Diamond Packages ($3,500-$5,000) - -

All diamond packages include:

- Opportunity to place promotional items in welcome bag
- One conference exhibitor booth, with electricity (if necessary), in the highest traffic area of the conference, as chosen by sponsor
- Two full conference registrations
- Inclusion of sponsor logo/information on:
  - Signage in relevant conference area and "Thank you, sponsors!" sign
  - Sponsor page of printed conference guide
  - Conference Sponsor page on southeastfestivals.org, with click-thru, for 1 year
- Inclusion in sponsor video loop shown at all general sessions:
- Minimum three "Thank you, sponsors" stage announcements
- Full page ad in conference guide
- Two "Shoutouts" in "Register Now Emails" to members (Dec 2025, Jan 2026), assuming sponsorship is confirmed before those dates
- Opportunity to record a short sponsor video clip shared online
- Dedicated social media shoutout with sponsor tag
- Group social media mention pre-conference
- Recognition in a "thank you sponsors" e-blast
- Dedicated highlight post on social media after the activity
- Contact information of the full SFEA membership by end of March, 2023
- One ad in newSFEAture, the monthly SFEA newsletter

* Split Conference Title Sponsorship $5,000 each

- Requires two sponsors for split price - void if exclusive package is signed first

SFEA to provide each sponsor: $7,000 value for each

- Sponsor logo and "Presented by" included everywhere conference logo or name appears (except on premium giveaway, if otherwise sponsored), including attendee name badges

Unavailable

* Split Monday Night Showcase Event Sponsorship $3,500 each

- Requires two sponsors for split price - void if exclusive package is signed first

SFEA to provide each sponsor: $7,000 value for each

- Opportunity to speak at the showcase event and introduce showcase talent

* Split Kaleidoscope Awards Gala Sponsorship $3,500 each

- Requires two sponsors for split price - void if exclusive package is signed first

SFEA to provide each sponsor: $7,000 value for each

- Opportunity to MC event, if desired
- Opportunity to have photos taken with Kaleidoscope Award winners
- Inclusion of Sponsor logo/information on Kaleidoscope Award certificates

Sold!

* Opening Night Party Sponsor $3,500

SFEA to provide: $7,000 value

- Opportunity to MC event, if desired

- - Gold Packages ($2,500-$3,000) - -

All gold packages include:

- Opportunity to place promotional items in welcome bag
- One conference exhibitor booth, with electricity (if necessary), in the highest traffic area of the conference, as chosen by sponsor
- One full conference registration
- Inclusion of sponsor logo/information on:
    - Signage in relevant conference area and "Thank you, sponsors!" sign
    - Sponsor page of printed conference guide
    - Conference Sponsor page on southeastfestivals.org, with click-thru, for 1 year
- Inclusion in sponsor video loop shown at all general sessions:
- Opportunity to record a short sponsor video clip shared online
- Dedicated social media shoutout with sponsor tag
- Group social media mention pre-conference
- Recognition in a "thank you sponsors" e-blast
- Dedicated highlight post on social media after the activity

* Exclusive Conference Premium Giveaway Sponsorship $3,000

Sponsor to provide: $3,000 cash, or full product (subject to board approval)
SFEA to provide: $6,000 value

- Sponsor logo on 200 premium giveaways to be worn/used by conference attendees

* Monday Night Hospitality $2,500

SFEA to provide: $5,000 value

- Opportunity to have a special giveaway for attendees at your Hospitality Night

* Tuesday Night Hospitality $2,500

SFEA to provide: $5,000 value

- Opportunity to have a special giveaway for attendees at your Hospitality Night

* Education Sponsor $2,500

SFEA to provide: $5,000 value

- Opportunity to speak at the opening session and introduce guest speaker

- - Silver Packages ($1,000-$1,500) - -

All silver packages include:

- Inclusion of sponsor logo/information on:
  - Signage in relevant conference area and "Thank you, sponsors!" sign
  - Sponsor page of printed conference guide
  - Conference Sponsor page on southeastfestivals.org, with click-thru, for 1 year
- Inclusion in sponsor video loop shown at all general sessions:
- Dedicated social media shoutout with sponsor tag
- Group social media mention pre-conference
- Recognition in a "thank you sponsors" e-blast
- Dedicated highlight post on social media after the activity

* Split Conference Premium Giveaway Sponsorship $1,500 (2 Required)

Two sponsors to provide: $1,500 cash each, or full product (subject to board approval)

- Requires two sponsors for split price - void if exclusive package is signed first

SFEA to provide: $3,000 value for each

- Sponsor logo on 100 premium giveaways per sponsor to be worn/used by conference attendees

* Chair's Challenge Tournament Sponsor $1,000

Sponsor to provide: $1,000 cash, or full game product (subject to board approval)

SFEA to provide: $2,000 value

- Opportunity to MC/conduct tournament and announce winners, etc

* Pre-gala Cocktail Hour Sponsor $1,000

SFEA to provide: $2,000 value

- Opportunity to have activity or setup in cocktail hour area

- - Bronze Packages ($250-$750) - -

All bronze packages include:

- Sponsor signage located in relevant conference area, if appropriate
- Logo included in conference guide in full sponsors list/gallery and on sponsor signage
- Dedicated social media shoutout with sponsor tag
- Group social media mention pre-conference
- Recognition in a "thank you sponsors" e-blast

Sold!

*** Drink Token Sponsor $750**

SFEA to provide each sponsor: $800 value

- Sponsor logo stickers placed drink tokens given to all attendees, by sponsor from their booth or from registration or other location TBD, as desired by sponsor

*** Silent Auction Sponsor $500**

SFEA to provide: $1000 value

- Opportunity to speak and announce start and end of silent auction
- Logo included on Silent Auction QR codes and signage
- Name announced as sponsor at both morning opening sessions reminding attendees to browse silent auction items

Sold!

*** Recovery Kits Booth Sponsor $500**

Sponsor to provide: $500 cash or full product (subject to board approval)

SFEA to provide: $800 value

- 20 sponsor-branded Recovery Kits to be given out at Recovery Booth (unless product is provided by sponsor)

*** Exhibitor Trade Show Awards Sponsor $250**

SFEA to provide: $500 value

- Inclusion of sponsor logo/information on:
  - 200 sponsor-branded voting slips placed in welcome bags
  - Exhibitor Award certificates
  - Voting box at conference information desk
- Option to announce winners and present certificates

*** Refreshments Sponsor $250**

SFEA to provide: $500 value

- Can be located at or in sponsor booth, if desired

*** Coffee Bar Sponsor $250**

SFEA to provide: $500 value

- Can be located at or in sponsor booth, if desired