

# FSPA

FLORIDA SWIMMING POOL ASSOCIATION

## 2025 SPONSORSHIP GUIDE

941-952-9293 • [INFO@FSPA.COM](mailto:INFO@FSPA.COM)

[FSPA.COM](http://FSPA.COM)   



# MOVING OUR INDUSTRY FORWARD, TOGETHER



Dear Pool Industry Partners,

As Chief Executive Officer, I cannot emphasize enough the pivotal role sponsoring our programs and events plays in propelling our industry forward. Your sponsorship not only underlines your commitment to the FSPA community, but also catalyzes progress, innovation, and collaboration across our field. Together, by investing in these initiatives, you ensure a path forward for our mission of advancing the pool and spa industry in Florida.

Additionally, becoming an FSPA sponsor is a great way to market your company amongst your peers and to your customers, which in turn creates a more visible impact for your brand. For those of you who have supported us in previous years, please know how much we value your partnership and support. We look forward to creating an even bigger impact together in 2025!

Warm regards,

Elizabeth McMurray  
FSPA Chief Executive Officer



## TABLE OF CONTENTS

### YEAR-LONG ADVERTISING PACKAGES - PAGE 4

Promote FSPA year-round to ensure consistent visibility and strengthened industry influence.

### FSPA BUILDING SPONSORS - PAGE 5

Support FSPA by purchasing naming rights for renovating the state office space, showcasing your commitment.

### FLORIDA POOL PRO<sup>SM</sup> ADVERTISING RATES - PAGE 5

Advertise in FSPA's monthly magazine to directly reach industry professionals and maximize brand visibility.

### GOVERNMENT AFFAIRS - PAGE 6

Sponsor government affairs activities to influence policy and advocate for industry interests effectively.

### POOL INDUSTRY PAC - PAGE 7

Donate to help support our efforts to build relationships and support candidates who are instrumental in FSPA's presence during legislative session.

### FLORIDA SWIMS FOUNDATION - PAGE 8-9

Contribute through sponsorship or donation to support programming including free swim lessons and scholarships statewide.

### EVERYTHING UNDER THE SUN<sup>SM</sup> EXPO AND SPECIAL EVENTS - PAGES 10-15

Sponsor one-of-a-kind events to enhance brand visibility and foster industry connections.

Everything Under the Sun<sup>SM</sup> Expo  
Expo Digital & Print Advertising  
Expo Education Sponsorships  
Friday Night Party  
Additional Expo Events

**FSPA**  
FLORIDA SWIMMING POOL ASSOCIATION

# YEAR-LONG ADVERTISING PACKAGES

(includes Board Luncheon Sponsorship)

## \*\*EXCLUSIVE\*\* TIER 1 \$40,950 / \$36,750 (BLUE SUPPLIER MEMBER)

- Exclusive Board of Directors luncheons (3 total)  
Each Board of Directors Luncheon Sponsorship includes:
  - Signage at lunch station
  - 15-minute presentation and Q&A with FSPA Board of Directors
  - Complimentary hotel room for one night
  - Invitation to the Friday night networking/cocktail event
  - Potential giveaway opportunity in hotel room\*  
\*Optional; gift & delivery fee to be paid by sponsor
- Full page ad in *Florida Pool Pro*<sup>SM</sup> for all of 2025 - 12 issues
- Website Ad - beginning in 2025 (12 months on a tier 1 page)
- E-News Ad Banner (50 weeks)
- Sponsored E-Blasts (2 total)
- Sponsored Social Media Posts (3 total)

## TIER 2 \$26,250 / \$22,575 (BLUE SUPPLIER MEMBER)

- Full page ad in *Florida Pool Pro*<sup>SM</sup> for all of 2025 - 12 issues
- Website Ad - beginning in 2025 (12 months on a tier 2 page)
- E-News Ad Banner (50 weeks)
- Sponsored E-Blast
- Sponsored Social Media Posts (2 total)

## TIER 3 \$16,625 / \$13,470 (BLUE SUPPLIER MEMBER)

- 1/2 page ad in *Florida Pool Pro*<sup>SM</sup> for all of 2025 - 12 issues
- Website Ad - beginning in 2025 (12 months on a tier 3 page)
- E-News Ad Banner (50 weeks)
- Sponsored E-Blast
- Sponsored Social Media Post



# FSPA BUILDING SPONSOR

\*Must be a member/member company to purchase any building sponsor package.

## PREMIERE BUILDING SPONSOR (EXCLUSIVE) \$150,000

This is your opportunity to showcase your company's commitment to FSPA and all that it stands for! Help FSPA grow by purchasing naming rights to the state office space, which is to be renovated. Your company name will be exclusively enshrined on the front of the FSPA office building, marking your dedication to the betterment of the pool and spa industry. This exclusive naming rights sponsorship also includes:

- Naming rights for 10-year period on FSPA state office with specialized plaque
- Complimentary hotel room for one (1) night in Sarasota for Grand Opening Celebration (upon completion of remodeling project)
- Invitation to the Grand Opening Celebration party
- One-of-a-kind Thank You graphic published in/on:
  - *Florida Pool Pro*<sup>SM</sup> Magazine
  - Sponsored e-blast to network of 9,000+
  - FSPA social media channels to audience of 5,000+

## SUPPORTER BUILDING SPONSOR \$50,000

This is your opportunity to showcase your company's commitment to the pool and spa industry. Help FSPA grow by purchasing naming rights to the TEC Center in Sarasota. Your company name will be exclusively enshrined on the front of the space, highlighting your organization to thousands of students state wide who complete training at the center. This exclusive naming rights sponsorship also includes:

- Naming rights for 10-year period on FSPA TEC Center with specialized plaque
- Complimentary hotel room for one (1) night at the September 2025 Board meeting in Sarasota
- Invitation to the Friday night networking/cocktail event
- One-of-a-kind "Thank You" graphic published in/on:
  - *Florida Pool Pro*<sup>SM</sup> Magazine
  - Sponsored e-blast to network of 9,000+
  - FSPA social media channels to audience of 5,000+

# FLORIDA POOL PRO<sup>SM</sup> MAGAZINE ADVERTISING RATES\*

\*FSPA Blue Supplier Members receive 20% discount on all advertising rates

	1X RATE / 4 COLOR	6X RATE / 4 COLOR	12X RATE / 4 COLOR	ANNUAL
SPREAD	\$3,897	\$3,250	\$2,637	\$31,644
FULL PAGE	\$2,030	\$1,731	\$1,451	\$17,412
1/2 PAGE	\$1,130	\$1,000	\$894	\$10,728
1/4 PAGE	\$939	\$850	\$748	\$8,976

### SIZES AND SPECIFICATIONS

	FULL SPREAD	FULL PAGE	HALF PAGE	QUARTER PAGE
VERTICAL	16" X 9.5"	7.5" X 9.5"	3.5" X 9.5"	3.5" X 4.625"
HORIZONTAL			HALF PAGE 7.5" X 4.625"	QUARTER PAGE 4.75" X 3.5"

POSITION RESERVATIONS: PAGE 3 ADD 20%, BACK PAGE ADD 30%

# GOVERNMENT AFFAIRS

## \*\*NEW\*\* LEGISLATIVE DAYS SPONSOR (2 AVAILABLE) \$5,000

- Guaranteed spot on exclusive FSPA Legislative Days trip to Tallahassee (date TBD), including hotel room for two (2) nights
- Speaking opportunity at exclusive FSPA Legislative Days cocktail hour
- Premiere logo placement on all marketing collateral and social media posts for event
- One (1) FSPA Legislative Days polo shirt

## PRESENTING SPONSOR – LEGISLATIVE UPDATE VIDEO SERIES \$5,000

- "Sponsored by" logo placement in 10 weekly video updates [at beginning and end]
- Logo will appear at beginning and end of each video
- Inclusion within video description on YouTube
- Inclusion on social media posts for each of the 10 shared video updates
- "Sponsored by" logo placement in 10 weekly FSPA SPLASH e-newsletters featuring the weekly videos

## \*\*EXCLUSIVE\*\* PRESENTING SPONSOR - LEGISLATIVE SESSION WRAP-UP WEBINAR \$2,500

- Showcase your company as a leading supporter of FSPA's government relations sector. Your organization will be featured as the presenting sponsor of the brand new FSPA Legislative Session Wrap-Up Webinar, featuring Dallas Thiesen, Chief Government Relations Officer, and select state and local representatives.
- Premiere logo placement in pre-show slideshow
- Acknowledgement at beginning of and throughout webinar
- Premiere logo placement at conclusion of webinar
- Private Q&A meeting with FSPA and select state and local representatives

## SUPPORTING SPONSOR – LEGISLATIVE UPDATE VIDEO SERIES \$1,000

- Logo included in designated "Sponsored by" logo placement in 10 weekly video updates (at beginning and end)
- Inclusion within video description on YouTube



# POOL INDUSTRY POLITICAL ACTION COMMITTEE (PAC)

## DIAMOND \$10,000+

- Diamond Level listing at PoolPAC.com
- Printed listing at FSPA Board Meetings and PIPAC Trade Show booth
- Announced during annual trade show and FSPA Board Meetings
- Invites to local, regional, and leadership legislative meetings.
- Exclusive branded PIPAC gear

## TITANIUM \$5,000+

- Titanium Level listing at PoolPAC.com
- Printed listing at FSPA Board Meetings and PIPAC Trade Show booth
- Announced during annual trade show and FSPA Board Meetings
- Invites to local, regional, and leadership legislative meetings.
- Exclusive branded PIPAC gear

## GOLD \$2,500+

- Gold Level listing at PoolPAC.com
- Printed listing at FSPA Board Meetings and PIPAC Trade Show booth
- Invites to local and regional legislative meetings.
- Exclusive branded PIPAC gear

## SILVER \$1,000+

- Silver Level listing at PoolPAC.com
- Printed listing at FSPA Board Meetings and PIPAC Trade Show booth
- Invites to local legislative meetings.
- Exclusive branded PIPAC gear

## BRONZE \$500+

- Bronze Level listing at PoolPAC.com
- Printed listing at FSPA Board Meetings and PIPAC Trade Show booth
- Exclusive branded PIPAC gear

## SUPPORTER \$1 - \$499

- Small print listing at PoolPAC.com
- Exclusive branded PIPAC gear

# EDUCATION OPPORTUNITIES

## GOLD SPONSOR \$10,000

- Sponsor Logo included in all FPPS and Pool & Spa Service Certification course presentations (12 months)
- Premiere logo placement on FSPA Education web page (12 months)
- Premiere logo placement on FSPA online course platform (12 months)
- Premiere logo placement on FSPA Job Board (12 months)
- "FSPA Splash" E-News Ad Banner (25 weeks)
- Sponsored E-Blast to FSPA membership (1/year)
- Two (2) sponsored Social Media Post (2/year)
- 1/2 page ad in monthly Florida Pool Pro<sup>SM</sup> (2/year)

## SILVER SPONSOR \$5,000

- Sponsor Logo included on Education web page (12 months)
- Sponsor Logo included in FPPS and Pool & Spa Service Certification course presentations (12 months)
- Sponsor Logo included on FSPA online course platform (12 months)
- Sponsored Social Media Post (1/year)

## BRONZE SPONSOR \$2,500

- Sponsor Logo included on Education web page (12 months)
- Sponsor Logo included in FPPS and Pool & Spa Service Certification course presentations (12 months)
- Sponsor Logo included on FSPA online course platform (12 months)

# FLORIDA SWIMS FOUNDATION OPPORTUNITIES

Margaret M. Brown Scholarship Fund Donor Levels

## GOLD \$5,000

- Prominent logo on print and digital ads promoting scholarship opportunities
- Prominent logo on scholarship page of Foundation website
- Prominent logo in all sponsor thank you ads (i.e. *Florida Pool Pro*<sup>SM</sup>, e-newsletter, social media)
- Individual social media thank you post
- 1/4 page ad in *Florida Pool Pro*<sup>SM</sup>
- Recognition in award letters to students

## SILVER \$2,500

- Mid-size logo on print and digital ads promoting scholarship opportunities
- Mid-size logo on scholarship page of Foundation website
- Mid-size logo in all sponsor thank you ads (i.e. *Florida Pool Pro*<sup>SM</sup>, e-newsletter, social media)
- Recognition in award letters to students

## BRONZE \$1,000

- Small logo on print and digital ads promoting scholarship opportunities
- Small logo on scholarship page of Foundation website
- Small logo in all sponsor thank you ads (i.e. *Florida Pool Pro*<sup>SM</sup>, e-newsletter, social media)
- Recognition in award letters to students

# BUILD A POOL/BUILD A SWIMMER + CLEAN A POOL/CREATE A SWIMMER

## QUARTERLY DONOR PROGRAM

Builder or service companies can choose a specific dollar amount per pool build/renovation, or per maintenance contract, for this program. Those funds will be donated quarterly to the Florida Swims Foundation in support of swim lessons for children statewide.

Program participants receive:

- Access to exclusive Florida Swims Foundation digital sponsor badge for your company's website and social media
- Recognition in e-newsletter as Florida Swims Foundation program participant
- Recognition on Florida Swims Foundation website as program participant



# 2025 FLORIDA SWIMS HIGH SCHOOL SWIM MEET

Benefiting swim lessons and scholarships for young people throughout the state.

## BUTTERFLY SPONSOR \$3,500

- Tabletop (6') during event upon request
- Logo on event t-shirt distributed to 1,000+ athletes, coaches and volunteers
- Full page ad in program/event guide
- 1/2 page ad in event heat sheets
- 1/4 page ad and sponsor recognition in one (1) issue of *Florida Pool Pro*<sup>SM</sup>
- Banner displayed at the event
- Logo on group banner displayed at the event
- Dedicated "Sponsor Thank You" social media post

## BACKSTROKE SPONSOR \$2,500

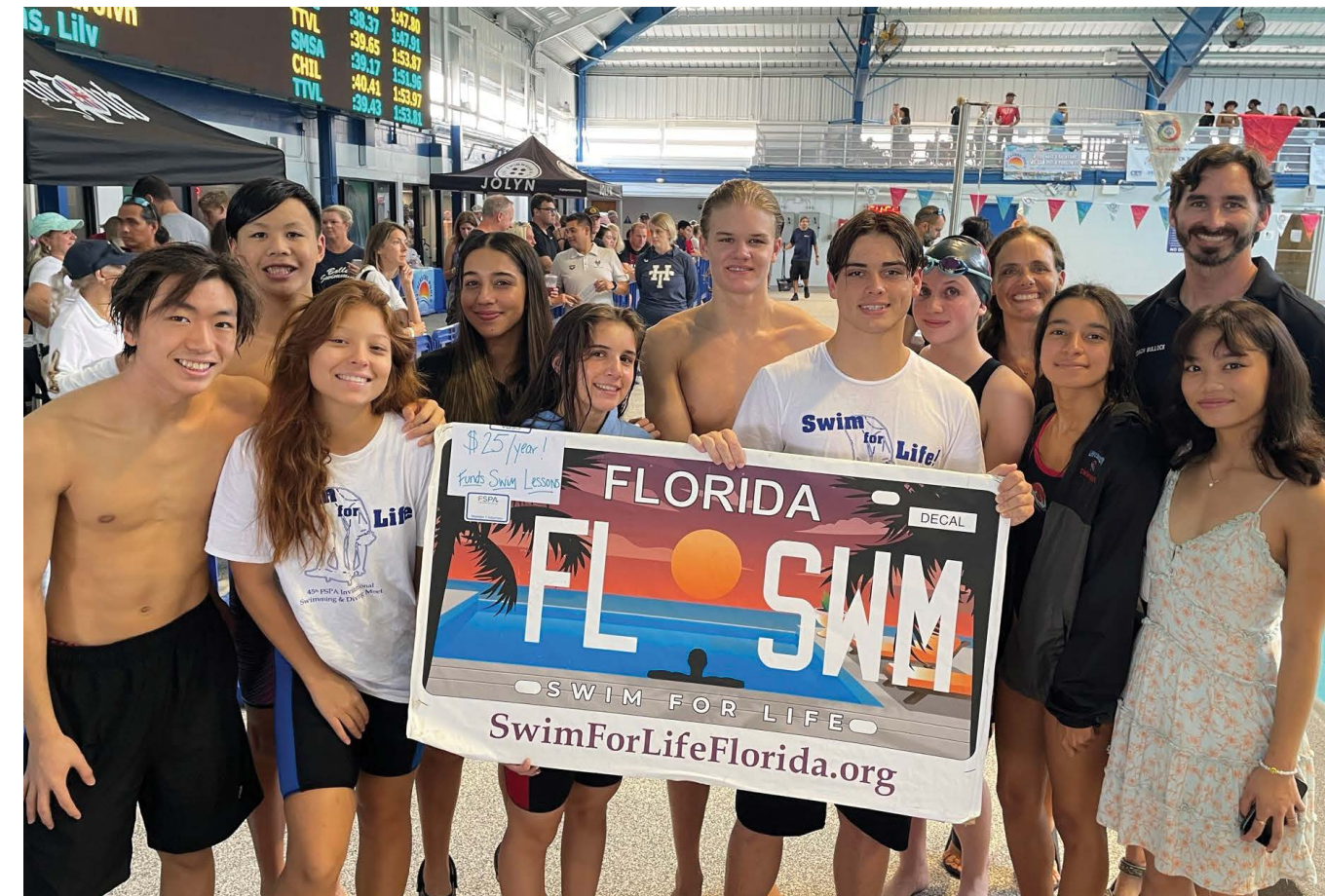
- Logo on event t-shirt distributed to 1,000+ athletes, coaches and volunteers
- 1/2 page ad in program/event guide
- 1/4 ad in event heat sheets
- Sponsor recognition in one (1) issue of *Florida Pool Pro*<sup>SM</sup>
- Banner displayed at the event
- Logo on group banner displayed at the event
- Included in "Sponsor Thank You" social media post

## FREESTYLE SPONSOR \$1,500

- Logo on event t-shirt distributed to 1,000+ athletes, coaches and volunteers
- 1/4 page ad in program/event guide
- Sponsor recognition in one (1) issue of *Florida Pool Pro*<sup>SM</sup>
- Name on group banner displayed at the event
- Included in "Sponsor Thank You" social media post

## BREASTSTROKE SPONSOR \$500

- Name on event t-shirt distributed to 1,000+ athletes, coaches and volunteers
- Recognition in program/event guide
- Sponsor recognition in one (1) issue of *Florida Pool Pro*<sup>SM</sup>
- Name on group banner displayed at the event
- Included in "Sponsor Thank You" social media post



# EVERYTHING UNDER THE SUN<sup>SM</sup> EXPO

## SOLD **\*\*EXCLUSIVE\*\* ATTENDEE BAGS** \$10,000

Bags for only education attendees: \$3,250

- Logo on one side of bag given to education attendees
- Literature can be placed in bags
- 1/2 page ad in Expo Program & Event Guide
- 1/2 page ad in *Florida Pool Pro<sup>SM</sup>* with link in online version
- Logo / link on education page of Expo website
- Logo on at-a-glance master schedule



## SOLD **\*\*EXCLUSIVE\*\* APP SPONSOR** \$7,750

- Logo featured on exclusive show app
- Logo featured on app download signage
- Full page ad in Expo Program & Event Guide
- 3 push notifications in app during Expo



## SOLD **\*\*EXCLUSIVE\*\* BADGE LANYARDS** \$7,750

- Logo on badge lanyard given to all attendees alongside event logo
- Logo on page of attendee registration site
- 1/2 page ad in Expo Program & Event Guide
- 1/2 page ad in *Florida Pool Pro<sup>SM</sup>* with link in online version



## **\*\*EXCLUSIVE\*\* ONLINE REGISTRATION** \$7,500

The online registration site is used by 90% of attendees. Make an impression from the moment someone chooses to attend.

- Prominently displayed logo on pages of attendee registration site
- Logo included in registration confirmation e-mail
- 1/2 page ad in Expo Program & Event Guide
- 1/2 page ad in March issue of *Florida Pool Pro<sup>SM</sup>* with link in online version

## **\*\*EXCLUSIVE\*\* ON-SITE REGISTRATION** \$7,500

All attendees must pick up their badge on-site.

- Logo featured on kick panels in registration
- Logo on Registration Sponsor sign
- Sponsor staff (2) are permitted to greet attendees and distribute literature in registration area
- 1/2 page ad in Expo Program & Event Guide and logo with company listing
- 1/2 page ad in *Florida Pool Pro<sup>SM</sup>* with link in online version

# EXPO DIGITAL & PRINT ADVERTISING

## PROMOTE YOUR COMPANY'S BOOTH FOR FREE

- Online Profile
- Print Profile in the onsite printed program guide.
- Product/Service Categories - Make selections in exhibitor portal to be included in printed guide so attendees find you when looking for a specific product.
- Promo Codes - Personalized code to invite customers to enjoy free entry into the exhibits.
- Social Media - Post promotional messages on your company's social media.

## DIGITAL ADVERTISING

### UnderTheSunExpo.com

- Banner Ad - Primary \$450
  - Banner Ad - Secondary \$275
- Price is for ad to be posted from time of receipt of payment and run until two months after the Expo.*

### Social Media

- Custom post to Facebook, Twitter, LinkedIn announcing company is exhibiting. \$500

## PRINT ADVERTISING

### Program Guide handed out to attendees

- Logo added to Company Description \$225
- 1/4 page ad \$365
- 1/2 page ad \$680
- Full Page ad \$1,250
- Back Cover Full page ad \$1,800

### Florida Pool Pro<sup>SM</sup> Magazine Advertising

The March issue of the FSPA monthly magazine is the Expo issue. Ad includes digital publication with active link to your website. FSPA Blue Supplier members receive 20% off ad rates.

- 1/4 page \$939
- 1/2 page \$1,130
- Full page \$2,030
- Spread \$3,897

**FSPA'S REACH**

**5,480**  
Expo Attendees

**1,200**  
Expo Education Attendees

**241**  
Expo Exhibitors

AVERAGE E-MAIL OPEN RATE: 46% e-mail open rate (9% higher than current industry rate)

CUMULATIVE SOCIAL MEDIA AUDIENCE: 5,000+ (across multiple platforms)

SOCIAL MEDIA REACH + IMPRESSIONS:

- 51,000+ on Facebook (annually)
- 5,200+ on LinkedIn (monthly)



## EXPO EDUCATION SPONSORSHIPS

### EDUCATION PAPER/PEN SPONSOR \$4,000

Branded pens and paper for education attendees to use during education sessions and take with them to use every day.

### EDUCATION BREAK SPONSOR (3 TOTAL AVAILABLE) \$1,100 PER DAY

- Logo signage in coffee area announcing sponsorship
- Logo on "All Sponsors" sign in lobby
- Recognition in Program Guide
- \*Thursday, Friday and Saturday available

### DAILY EDUCATION SPONSOR (3 TOTAL AVAILABLE) \$1,000 PER DAY

- Logo / link on education page of Expo website
- Logo on at-a-glance master schedule board in registration area
- \*Thursday, Friday and Saturday available

### LEARNING LAB (10 TOTAL AVAILABLE) \$600 PER SESSION

- Present your product to attendees who register for the session
- Learning lab hands-on sessions are offered in the exhibit hall during exhibit hours; they are not approved for continuing education credit and are product specific
- Session is listed in registration for attendees to register to attend

### PRODUCT SHOWCASE \$315 - \$475

In a designated Product Showcase area. This is a great place to gain attendees' attention as they vote for the Best Showcased Product! Winner is announced post-show in the Florida Pool Pro<sup>SM</sup>.

- A small sign with your logo and booth number will be provided. Your company, logo and 30-word description will be listed in the program guide as well.
- \$315 per 3' table space
- \$395 per 4' floor space
- \*Access to electricity +\$80

## FRIDAY NIGHT PARTY

All party sponsorships include the following:

- Company logo on Expo promotional materials and event ticket
- Digital ad shown at registration and FSPA membership booth
- Active logo link on event page of Expo website
- Digital ad displayed at venue (if available)

### PLATINUM SPONSOR \$10,000

- Display company banner up to 8' x 4'
- Tabletop space at venue entrance to promote business (i.e. giveaways, networking)
- \*Note: No soliciting allowed inside event
- 25 event tickets
- Full page ad in Expo Program & Event Guide
- 1/2 page ad in Florida Pool Pro<sup>SM</sup> with link in online version
- Logo on exhibit hall locator map in program guide
- Two sponsored social media posts
- One featured spotlight in FSPA e-newsletter

### GOLD SPONSOR \$7,500

- Display company banner up to 7' x 4'
- Digital ad displayed at venue (if available)
- 20 event tickets
- 1/2 page ad in Expo Program & Event Guide
- 1/4 page ad in Florida Pool Pro<sup>SM</sup> with link in online version
- Logo on exhibit hall locator map in program guide
- Included in sponsor "Thank You" social media post
- Included in featured section of FSPA e-newsletter

### SILVER SPONSOR \$5,000

- Display company banner up to 6' x 3'
- 10 event tickets
- 1/4 page ad in Expo Program & Event Guide
- Included in sponsor "Thank You" social media post
- Included in featured section of FSPA e-newsletter





## ADDITIONAL EXPO SPONSORSHIPS

### \*\*EXCLUSIVE\*\* FSPA AWARDS SPONSOR

**\$10,000**

Be seen as the one and only sponsor for the highly anticipated 2025 FSPA Awards!

- Exclusive logo placement at the Awards Display on the tradeshow floor – with exposure to 5,000+ attendees!
- 1/2 page ad in Expo Program & Event Guide
- Active logo link on event page of Expo website
- 6 event tickets to both FSPA Awards & After Party
- Logo included throughout entire ceremony presentation on screen
- Speaking opportunity for one (1) representative at beginning of awards ceremony

\*Sponsor cannot be a company submitting for any Design Awards or Service Awards

### \*\*EXCLUSIVE\*\* AWARDS AFTER-PARTY SPONSOR

**\$15,000**

Shine a spotlight on your company as exclusive sponsors of the Awards After-Party, the premiere pre-Expo event for a limited number of attendees and exhibitors.

- Display company banner up to 8' x 4'
- Company logo on Expo promotional materials
- Active logo link on event page of Expo website
- Full page ad in Expo Program & Event Guide
- Sponsored social media post
- 15 event tickets



## ADDITIONAL EXPO SPONSORSHIPS

### \*\*EXCLUSIVE\*\* FSPA AWARDS & AFTER-PARTY SPONSOR

**\$24,000**

Combine these two sponsorships to stand out from the crowd as the exclusive sponsor for both the newly rebranded FSPA Awards and the after-party on the eve of the Expo. Includes all items listed above.

### \*\*EXCLUSIVE\*\* OPENING CEREMONY SPONSOR

**\$2,500**

Promote your company through fun live entertainment to kick off the 2025 Expo.

- Live on-mic shout-out at top of performance
- Live on-mic shout-out by FSPA Board President after performance
- Photo opportunity with FSPA Board President & FSPA representatives at 2025 Expo ribbon cutting ceremony
- Recognition on sponsor "Thank You" sign
- Sponsored social media post

### \*\*EXCLUSIVE\*\* BIG 3 SPONSOR

**\$26,000**

Your company will be featured as the exclusive sponsor of all three above Expo entertainment events. All listed benefits above are included.\*

- \*Advertisement will be automatically sized to the largest size listed for both the Expo Program & Event Guide
- \*Sponsor cannot be a builder company or a company that has or plans to submit a pool or fleet vehicle for consideration in the 2025 FSPA Awards competition





## **CONTACT US TO GET STARTED**

---

**YEAR-LONG ADVERTISING SPONSORSHIPS**  
Alyssa@FSPA.com

**GOVERNMENT RELATIONS SPONSORSHIPS**  
Dallas@FSPA.com

**EXPO & EVENT SPONSORSHIPS**  
Jessica@FSPA.com

**FLORIDA POOL PRO<sup>SM</sup> ADVERTISING**  
Charis@FSPA.com

**FSPA BUILDING SPONSORSHIP**  
Elizabeth@FSPA.com

---

**941-952-9293**  
**INFO@FSPA.COM**  
**FSPA.COM**