

FSPA

FLORIDA SWIMMING POOL ASSOCIATION

2026 SPONSORSHIP GUIDE

941-952-9293 • INFO@FSPA.COM

FSPA.COM   



MOVING OUR INDUSTRY FORWARD, TOGETHER



Dear Pool Industry Partners,

As Chief Executive Officer, I want to personally highlight how important your support is in helping move our industry forward. Sponsoring FSPA programs and events isn't just about giving back, it's a meaningful investment that drives innovation, sparks collaboration, and supports the growth of the pool and spa industry right here in Florida.

Sponsorship is also a great way to put your brand in front of your peers and your customers. Visibility makes a real impact.

Together, we are building a stronger future for our members and the industry as a whole. To those who've supported us in the past – thank you! We truly appreciate your partnership and can't wait to make an even bigger splash together in 2026!

Warm regards,

Lyndsey Shock
FSPA Chief Executive Officer



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

FLORIDA POOL PROSM ADVERTISING RATES - PAGE 5

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

FSPA.COM WEB ADVERTISING RATES - PAGE 5

Advertise on FSPA's website to reach the pool industry online.

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® 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® Expo
Expo Digital & Print Advertising
Expo Education Sponsorships
Friday Night Party
Additional Expo Events



YEAR-LONG ADVERTISING PACKAGES

(includes Board Luncheon Sponsorship)

EXCLUSIVE TIER 1

\$41,770 / \$37,500 (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*SM for all of 2026 - 12 issues
- Website Ad - beginning in 2026 (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

\$26,775 / \$22,754 (BLUE SUPPLIER MEMBER)

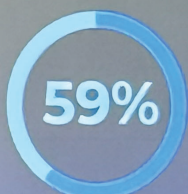
- Full page ad in *Florida Pool Pro*SM for all of 2026 - 12 issues
- Website Ad - beginning in 2026 (12 months on a tier 2 page)
- E-News Ad Banner - below first story (50 weeks)
- Sponsored E-Blast
- Sponsored Social Media Posts (2 total)

TIER 3

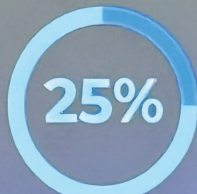
\$16,965 / \$13,496 (BLUE SUPPLIER MEMBER)

- 1/2 page ad in *Florida Pool Pro*SM for all of 2026 - 12 issues
- Website Ad - beginning in 2026 (12 months on a tier 3 page)
- E-News Ad Banner - below second story (50 weeks)
- Sponsored E-Blast
- Sponsored Social Media Post

FINANCING ISN'T A PERK... IT'S YOUR COMPETITIVE EDGE



of pool buyers use financing or alternative methods instead of paying entirely with cash.



choose financing options provided directly from their contractor.

- Offering flexible financing solutions can help pool companies reach a broader customer base and facilitate more sales
- **Enhanced Purchasing Power:** Financing enables customers to consider upgrades such as spas, custom lighting, or premium materials, which might be financially restrictive when paying entirely in cash.



DID YOU KNOW?

On average, customers who finance spend 20%-30% more on their project than those who pay with cash.

FLORIDA POOL PROSM 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	\$3,975	\$3,315	\$2,690	\$32,280
FULL PAGE	\$2,070	\$1,765	\$1,480	\$17,760
1/2 PAGE	\$1,153	\$1,020	\$912	\$10,944
1/4 PAGE	\$958	\$867	\$763	\$9,156

SIZES AND SPECIFICATIONS

	FULL SPREAD	FULL PAGE	HALF PAGE	QUARTER PAGE
	16" X 9.5"	8.25" X 10.75"	6.75" X 4.25"	3.25" X 4.25"

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

FLORIDA POOL PROSM



FSPA.COM WEB ADVERTISING RATES

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

PAGE PLACEMENT	HOME PAGE		TIER 1		TIER 2		TIER 3	
MONTHLY PRICES	6X RATE	12X RATE	6X RATE	12X RATE	6X RATE	12X RATE	6X RATE	12X RATE
PRIMARY PLACEMENT	\$356	\$337	\$300	\$275	\$265	\$245	\$200	\$182
SECONDARY PLACEMENT	\$285	\$270	\$240	\$220	\$212	\$196	\$160	\$146

PAGE TIERS

HOME PAGE	TIER 1		TIER 2		TIER 3	
FSPA.COM	FSPA.COM/POOL-PROS	FSPABENEFITS.COM	/POOL-PROS/CRITERIA-FOR-MEMBERSHIP			
	FSPACOURSES.COM	FSPA.COM/POOL-PROS/ADVOCACY	FSPA.COM/SAFETY			
	FSPA.COM/LICENSING	POOLPAC.COM	FSPA.COM/POOL-PROS/CODE-OF-ETHICS			
	FSPA.COM/POOL-OWNERS	FLORIDASWIMS.ORG				
	FSPA.COM/POOL-BUYING					

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+	TITANIUM	\$5,000+
<ul style="list-style-type: none"> • 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 		<ul style="list-style-type: none"> • 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+	SILVER	\$1,000+
<ul style="list-style-type: none"> • 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 		<ul style="list-style-type: none"> • 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+	SUPPORTER	\$1 - \$499
<ul style="list-style-type: none"> • Bronze Level listing at PoolPAC.com • Printed listing at FSPA Board Meetings and PIPAC Trade Show booth • Exclusive branded PIPAC gear 		<ul style="list-style-type: none"> • Small print listing at PoolPAC.com • Exclusive branded PIPAC gear 	

EDUCATION OPPORTUNITIES

GOLD SPONSOR	\$10,000
<ul style="list-style-type: none"> • 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 • 1/2 page ad in monthly <i>Florida Pool Pro</i>SM (2/year) 	
SILVER SPONSOR	\$5,000
<ul style="list-style-type: none"> • 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 	
BRONZE SPONSOR	\$2,500
<ul style="list-style-type: none"> • 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: FLORIDA SWIMS ANNUAL FUNDRAISER

GOLD EAGLE DONOR \$5,000

- Logo on event website, communications, and T-shirt
- Opportunity to provide branded item for swag bag
- Four event tickets (one team)
- Social Media Post
- Recognition in event recap article in *Florida Pool Pro*SM

SILVER BIRDIE DONOR \$3,000

- Logo on event website, communications, and T-shirt
- Opportunity to provide branded item for swag bag
- Two event tickets
- Social Media Post with all sponsors
- Recognition in event recap article in *Florida Pool Pro*SM

BRONZE PAR DONOR \$1,000

- Logo on event website, communications, and T-shirt
- Opportunity to provide branded item for swag bag
- One event tickets
- Social Media Post with all sponsors
- Recognition in event recap article in *Florida Pool Pro*SM

IN KIND DONATION

- Donations to the Florida Swims Foundation fund free life-changing swim lessons for children and educational scholarships. FloridaSwims.org

Florida Swims is a 501c3 charitable organization.

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



2026 FLORIDA SWIMS HIGH SCHOOL SWIM MEET

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

BUTTERFLY DONOR

\$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*SM
- Banner displayed at the event
- Logo on group banner displayed at the event
- Dedicated "Sponsor Thank You" social media post

BACKSTROKE DONOR

\$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*SM
- Banner displayed at the event
- Logo on group banner displayed at the event
- Included in "Sponsor Thank You" social media post

FREESTYLE DONOR

\$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*SM
- Name on group banner displayed at the event
- Included in "Sponsor Thank You" social media post

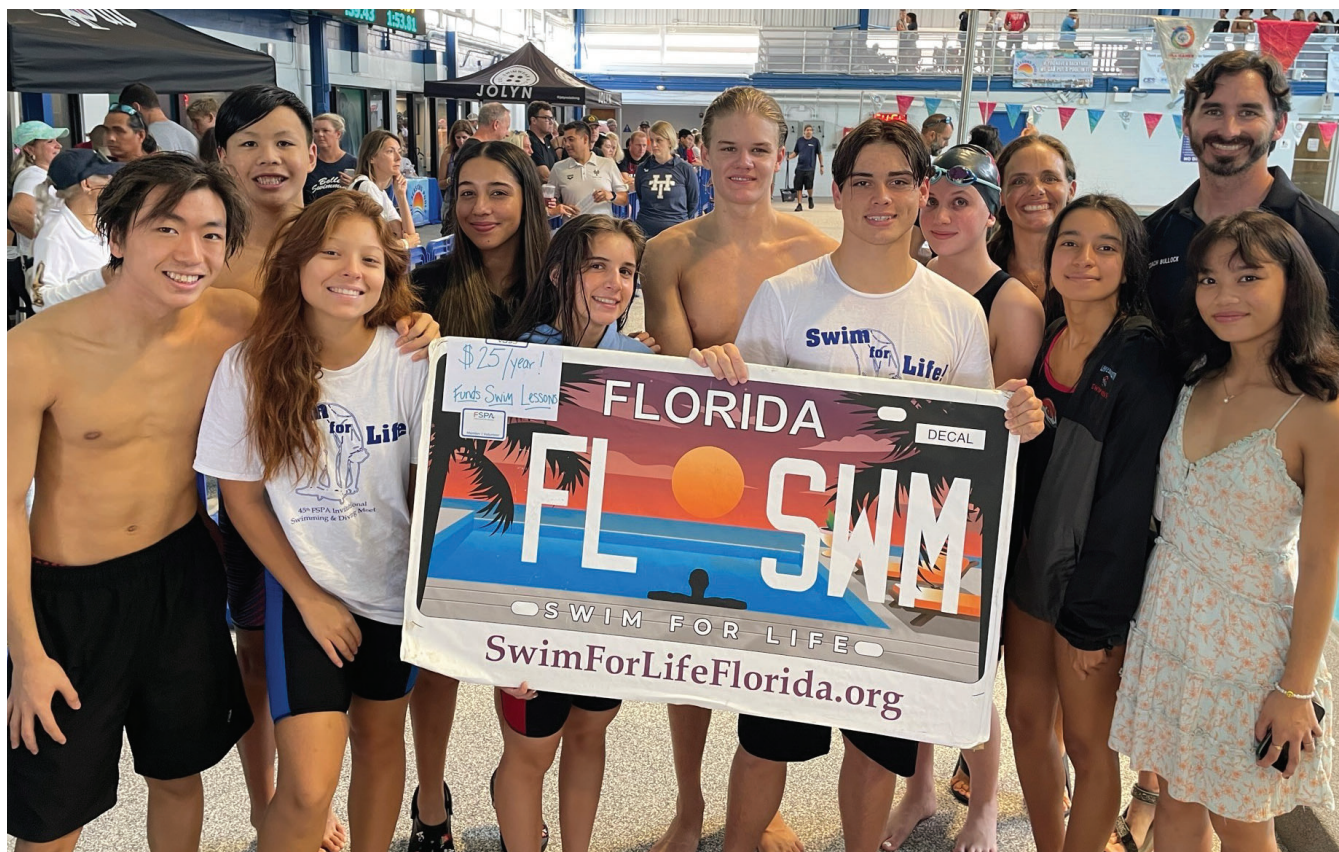
BREASTSTROKE DONOR

\$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*SM
- Name on group banner displayed at the event
- Included in "Sponsor Thank You" social media post

Florida Swims is a 501c3 charitable organization.

A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. Call 1-800-HELP-FLA (435-7352) or visit FDACS.gov. SWIMMING POOL EDUCATION AND SAFETY FOUNDATION INC. also soliciting as FLORIDA SWIMS.



EVERYTHING UNDER THE SUN[®] EXPO

****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 ProSM* with link in online version
- Logo / link on education page of Expo website
- Logo on at-a-glance master schedule

****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

****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 ProSM* 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 *Florida Pool ProSM* 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 ProSM* 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 \$300

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 \$350
- 1/2 page ad \$600
- Full Page ad \$1,200
- Back Cover Full page ad \$1,750

Florida Pool ProSM 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**

5,570
Expo
Attendees

1,100
Expo Education
Attendees

250+
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)

\$1,200 PER DAY

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

DAILY EDUCATION SPONSOR (3 TOTAL AVAILABLE)

\$1,100 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)

\$625 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

\$300 - \$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 ProSM.

- 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.
- \$300 per 3' table space
- \$375 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
- Active logo link on event page of Expo website
- Digital ad shown at registration and FSPA membership booth
- Digital logo displayed at venue (if available)

PLATINUM SPONSOR

\$10,000

- Display company banner up to 8' x 4' at event
- 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*SM with link in online version
- Logo on exhibit hall locator map in program guide

GOLD SPONSOR

\$7,500

- Display company banner up to 7' x 4'
- 15 event tickets
- 1/2 page ad in Expo Program & Event Guide
- 1/4 page ad in *Florida Pool Pro*SM with link in online version
- Logo on exhibit hall locator map in program guide

SILVER SPONSOR

\$5,000

- Display company banner up to 6' x 3'
- 7 event tickets
- 1/4 page ad in Expo Program & Event Guide

MECHANICAL BULL SPONSOR

\$3,500

- Display company banner up to 4' x 2' at event
- 3 event tickets





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 5,500+ attendees!
- 1/2 page ad in Expo Program & Event Guide
- Active logo link on event page of Expo website
- 10 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 2026 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 2026 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 2026 FSPA Awards competition



CONTACT US TO GET STARTED

YEAR-LONG ADVERTISING SPONSORSHIPS

Charis@FSPA.com

GOVERNMENT RELATIONS SPONSORSHIPS

Dallas@FSPA.com

EXPO & EVENT SPONSORSHIPS

Jessica@FSPA.com

FLORIDA POOL PROSM ADVERTISING

Charis@FSPA.com

941-952-9293

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