

FSPA

FLORIDA SWIMMING POOL ASSOCIATION

2027 SPONSORSHIP GUIDE

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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 2027!

Warm regards,

Lyndsey Shock
FSPA Chief Executive Officer







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Everything Under the Sun® Expo
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FSPA
FLORIDA SWIMMING POOL ASSOCIATION

YEAR-LONG ADVERTISING PACKAGES

(includes Board Luncheon and Breakfast Sponsorships)

EXCLUSIVE TIER 1 - 2 AVAILABLE — $43,025 / $38,625 (BLUE SUPPLIER MEMBER)

- Full page ad in *Florida Pool Pro*℠ for all of 2027 - 12 issues
- Website Ad - beginning in 2027 (12 months on a tier 1 page)
- E-News Ad Banner (50 weeks)
- Sponsored E-Blasts (2 total)
- Sponsored Social Media Posts (3 total)

- OPTION A: Exclusive Board luncheons (3 total)
  Each Luncheon Sponsorship includes:
  - Signage at lunch station on Friday
  - 15-min. presentation/Q&A with FSPA Board
  - Complimentary hotel room for one night
  - Invitation to Friday night cocktail hour
  - Potential giveaway opportunity in hotel room*
    *Optional; gift & delivery fee to be paid by sponsor

- OPTION B: Exclusive Board Breakfasts (3 total)
  Each Breakfast Sponsorship includes:
  - Signage at breakfast station on Saturday
  - 15-min. presentation/Q&A with FSPA Board
  - Complimentary hotel room for one night
  - Invitation to Friday night cocktail hour
  - Potential giveaway opportunity in hotel room*
    *Optional; gift & delivery fee to be paid by sponsor

TIER 2 — $27,575 / $23,250 (BLUE SUPPLIER MEMBER)

- Full page ad in *Florida Pool Pro*℠ for all of 2027 - 12 issues
- Website Ad - beginning in 2027 (12 months on a tier 2 page)
- E-News Ad Banner - below first story (50 weeks)
- Sponsored E-Blast

TIER 3 — $17,475 / $14,380 (BLUE SUPPLIER MEMBER)

- 1/2 page ad in *Florida Pool Pro*℠ for all of 2027 - 12 issues
- Website Ad - beginning in 2027 (12 months on a tier 3 page)
- E-News Ad Banner - below second story (50 weeks)
- Sponsored E-Blast



FLORIDA POOL PRO[SM] 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	$4,094	$3,415	$2,770	$33,240
FULL PAGE	$2,132	$1,818	$1,524	$18,288
1/2 PAGE	$1,188	$1,050	$940	$11,280
1/4 PAGE	$987	$893	$785	$9,420

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 PRO[SM]



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	$374	$354	$315	$289	$278	$258	$210	$192
SECONDARY PLACEMENT	$300	$283	$252	$231	$222	$206	$168	$153

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
- Premier 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.
- Premier 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 ian 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 FPPS and Swimming Pool & Spa Service Certification course presentations (12 months)
- Premier logo placement on FSPA Education web page (12 months)
- Premier logo placement on FSPA online course platform (12 months)
- Premier 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 Florida Pool Pro℠ (2/year)

SILVER SPONSOR $5,000

- Sponsor Logo included on Education web page (12 months)
- Sponsor Logo included in FPPS and Swimming 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

- Sponsor Logo included on Education web page (12 months)
- Sponsor Logo included in FPPS and Swimming 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*℠

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*℠

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*℠

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



2027 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*℠
- 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*℠
- 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*℠
- 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*℠
- 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 Pro*SM 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 Pro*SM with link in online version

EXCLUSIVE ONLINE REGISTRATION — $7,750

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 Pro*SM with link in online version

EXCLUSIVE ON-SITE REGISTRATION — $7,750

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*SM 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 **$500**
- Banner Ad - Secondary **$350**

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℠ 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 **$987**
- 1/2 page **$1,188**
- Full page **$2,132**
- Spread **$4,094**

FSPA'S REACH

5,650 Expo Attendees

1,185 Expo Education Attendees

270+ 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

LEARNING LAB (10 TOTAL AVAILABLE) — $650 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*SM.

- 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
- 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*℠ 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*℠ 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 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 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 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 FSPA Awards competition*

FSPA
FLORIDA SWIMMING POOL ASSOCIATION

CONTACT US TO GET STARTED

YEAR-LONG ADVERTISING SPONSORSHIPS
Charis@FSPA.com

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