

PRESIDENT'S MESSAGE



The Florida Education Association is a vibrant and growing organization dedicated to our public schools, the students and parents we serve and to the teachers and other education professionals whose calling it is to build the next generation of Florida's leaders.

FEA represents more than 142,000 teachers, bus drivers, custodians, cafeteria workers, office staff, teacher aides, guidance counselors, librarians, university

professors, college students studying to be teachers and retired educators throughout the state. We are the professional organization for these dedicated individuals and seek to help them grow and become better at their chosen profession.

FEA is also the strongest, most consistent and most persistent advocate for public education in the state. We strongly advocate for the state to make meaningful investments in our future – the children of Florida. Every day, FEA members continue to build on our ongoing work to mold, shape, develop and educate children so they can succeed in our increasingly complex and competitive world.

The work of educating our children is one of our paramount duties in Florida, but we cannot do this alone. We need the support of the entire community. We seek to build bridges with the business community so that together we can build our public schools. That in turn will build our state's economy, strengthen our workforce and help give us all the right tools to face the challenges of the 21st century. And that will make Florida an even better place to live.

We thank you for your support and we look forward to working with you as we build a long-term commitment and investment in our most important asset: the children of Florida.

A handwritten signature in black ink that reads "Andy Ford". The signature is written in a cursive, flowing style.

Andy Ford
President

We Are One – Union Strong!

SPONSORSHIP OPPORTUNITIES

The Education Market - A Multi-Million Dollar Industry in Florida

The public school educators and education staff professionals who make up the 142,000 members of FEA are well-informed, influential and highly respected community leaders who collectively spend millions of dollars per year in personally directed purchases.

Average member age is 46.

Women comprise 77% of the group, and more than 80% have children.

Average household income is \$75,000 and 84% are homeowners.

More than 88% reported spending personal funds to buy school supplies and accessories.



FLORIDA EDUCATION ASSOCIATION (FEA) 11th Annual Delegate Assembly October 27-29, 2011 Rosen Centre, Orlando

The current Florida Education Association was formed in the year 2000, following the merger of two education associations, Florida Teaching Profession-NEA and FEA/United. FEA's collective history dates back to 1886 with the formation of the first professional educators' organization in the state—the original Florida Education Association.

When FEA was first formed in 1886, most Florida teachers had a sixth-grade education and no formal training in teaching. Teachers' monthly wages ranged from \$20 in Gadsden County to a high of \$77.50 in Polk County. A little more than \$150 was spent to build a school house at that time. During a meeting in Defuniak Springs, the deplorable conditions of Florida's public education became the top issue of debate among teachers. Their key concerns motivated about 700 educators to take the steps that resulted in a new page in public education history. The first professional teachers association, the Florida Education Association (FEA), was founded.

Throughout its rich history, FEA has been committed to advancing the cause of quality public education. FEA strives to help build a quality public school system in Florida for all students to learn and succeed. FEA continues to work to advance the professional growth, development, and the status of all the employees who serve the students in Florida's public schools and universities.

FEA proudly claims over 142,000 active members, located in every county in the state: Pre-K-to-12 teachers, higher education faculty, education staff professionals, students aspiring to become teachers and retired educators. Collectively, FEA represents the interests of the over 250,000 educators in Florida.

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WHO ATTENDS THE DELEGATE ASSEMBLY?

The FEA Delegate Assembly (DA) is the largest representative statewide convention of educators and education staff professionals. Over two days, the FEA DA attracts over 1,000 of the FEA's elected union leaders from all constituencies to discuss, debate and adopt policy positions for the union, and to learn and grow in their profession. The delegates attend this annual meeting to conduct business and to explore ways to:

- Enhance their work environment;
- Continue as solid contributing members of the communities they serve; and
- Work collaboratively with others who share the vision of a truly great public school system in Florida.

WHY BECOME A SPONSOR?

It is an exceptional opportunity for your company or firm to showcase its consumer and educational products, services and programs to over 1,000 of our state's most influential educators. By becoming a sponsor, your company or firm will gain maximum exposure to these leaders of American education.

FEA members have the need, power and budgets to purchase your products and services. As a sponsor, your company has the opportunity to:

- Support and cultivate a relationship with the FEA and over one hundred local unions;
- Educate members about your services and elevate brand-awareness among influencers;
- Develop solid sales leads with people who buy; and
- Cultivate new business by demonstrating your latest products and services.

BECOME A SPONSOR AND SUPPORT FLORIDA'S TEACHERS AND EDUCATIONAL PROFESSIONALS!

No other convention gives you one-on-one access to over 1,000 FEA delegates representing over 142,000 FEA members statewide. Promote your product/service awareness and increase your visibility and sales!

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SPONSORSHIP LEVELS

DELEGATE ASSEMBLY TITLE SPONSOR

Your company or firm will be recognized as the top sponsor of this year's Delegate Assembly. As such, your name and logo will be printed on all major collateral DA materials. Benefits also include:

- **Recognition as the "Official Title Sponsor" of the Delegate Assembly.**
- **An opportunity for PSA message on Main Stage screen (4 times during DA Assembly)**
- **Logo, name and URL link on the special DA section of FEA website that will be posted prior to the event and for the duration of the calendar year.**

Commitment: \$15,000

FEA TOTE BAG SPONSOR

This tote bag will be distributed to all delegates in attendance at the annual meeting and will be distributed throughout the state at other major education events sponsored by FEA. Your company's logo will be prominently displayed on one side of the bag. Your sponsorship will be recognized in designated press, promotional and collateral event materials and on the Main Stage screen.

Commitment: \$10,000

FEA T- SHIRT SPONSOR

This specially-designed T-shirt is worn by all delegates, volunteers, and event staff for the DA and thereafter. Your logo will be prominently displayed on the back side of the T-shirt. It is a walking billboard for your company or firm year-round! Your sponsorship will be recognized in designated press, promotional and collateral event materials and on the Main Stage screen.

Commitment: \$10,000

OFFICER'S WELCOME RECEPTION

Each DA, the FEA Officers host a fun-filled evening for the delegates. More than 800 delegates attend, making this the grandest social event of the DA. As event sponsor, you will receive:

- **Recognition as the "Official Sponsor" of the Officer's Welcome Reception**
- **Exclusive opportunity to display or distribute product samples at the event**
- **The benefit of continued publicity of this fun-filled event throughout the year and access to any event photographs that may be used to promote your sponsorship, products or services in the marketplace!**

Commitment: \$10,000

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SOLIDARITY NIGHT

We Are One – Union Strong! A night of socializing, song, and solidarity in celebration of this year’s theme. This sponsorship offers:

- Recognition as the “Official Sponsor” of Solidarity Night
- Exclusive opportunity to display or distribute product samples at the luncheon
- Recognition as sponsor in designated press, promotional, and collateral event materials

Commitment: \$7,500

HUMAN & CIVIL RIGHTS AWARDS LUNCHEON

Celebrating FEA’s multicultural roots and the diversity of its membership, the Human and Civil Rights Awards event is a cherished FEA affair and is always a sellout. FEA members, affiliates and others working in the area of human and civil rights are honored. Benefits include:

- Recognition by contribution level as a Sponsor of the Human & Civil Rights Awards Luncheon
- Exclusive opportunity to display or distribute product samples at the luncheon
- Recognition as sponsor in designated press, promotional, and collateral event materials

Commitment:

Platinum \$10,000 (One reserved table for event)

Gold \$5,000 (Four tickets for event)

Silver \$2,500 (Two tickets for event)

DELEGATE CYBER CAFÉ SPONSOR

Members enjoy taking advantage of this large space where they convene to chat, check their e-mail, and charge their computers during the course of the day. This sponsorship offers:

- Welcome banner with prominent positioning including sponsor logo
- Table display staffed by sponsor representative(s)
- Lounge and work area with charging stations
- Opportunity to provide branded accessories including: laptops, mouse and wrist pads and other appropriate supplies.

Commitment: \$5,000

CELL PHONE CHARGING STATION SPONSOR

With little time to return to their rooms between training, business sessions and meetings, delegates will need to recharge their phones during the course of the day. This sponsorship offers:

- Welcome banner with prominent positioning including sponsor logo
- Table display staffed by sponsor representative(s)
- Charging station area
- Opportunity to provide branded accessories including phones, chargers, hands-free accessories, laptops, and other appropriate supplies

Commitment: \$5,000

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MEMBERSHIP AWARDS RECEPTION SPONSOR

The President hosts this hallmark event which recognizes local affiliate organizations across the state that demonstrates success in growing the membership and advancing the ideals of public education. Benefits include:

- Recognition as the “Official Sponsor” of the President’s Membership Reception
- Exclusive opportunity to display or distribute product samples at the reception
- Two (2) reserved tables for the event
- Recognition as sponsor in designated press, promotional, and collateral event materials

Commitment: \$5,000

FIRST TIME DELEGATE ORIENTATION

This event recognizes first-time attendees who are frequently new FEA members. It is an excellent opportunity to build new customer relationships and support the continued success of the FEA.

- Recognition as the “Official Sponsor” of the First Time Delegate Orientation
- Exclusive opportunity to display or distribute product samples at the reception
- Recognition as sponsor in designated press, promotional, and collateral event materials

Commitment: \$2,500

DELEGATE ASSEMBLY PROGRAM SPONSORSHIP COMMITMENTS

The DA Program is included as part of every attendee’s registration package and is frequently used for reference purposes throughout the year. Additional copies of the Program book are distributed to non-attendees at key events as a means of keeping our membership connected to the work of FEA. Pricing is as follows:

4-Color

- Outside Back Cover \$5,000
- Inside Front Cover \$3,500
- Inside Back Cover \$3,500
- Full Page \$2,500
- Corporate Listing (Name and Logo) on Corporate Page \$1,500

****All Sponsorship levels \$5,000 and above include the opportunity to have a booth in our Exhibit Hall***

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