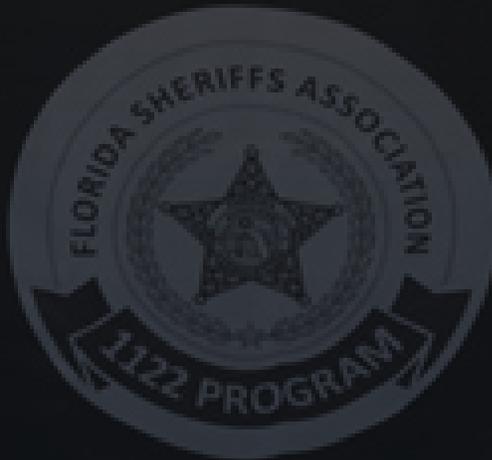




FLORIDA  
ASSOCIATION OF  
COUNTIES  
*All About Florida*

# CORPORATE PARTNERS PROGRAM



EXTENDING  
YOUR REACH  
TO ALL FLORIDA  
COUNTIES

**21 BILLION PEOPLE**

**\$42 BILLION IN  
BUYING POWER**

Florida's 67 counties constitute a dynamic state that is home to more than 21 million people. Millions more visit the state every year. As Florida has grown and evolved, so too has the role of county government.

Every day, counties manage complex issues across Florida, including transportation, economic development, affordable housing, healthcare, public safety, and emergency management. Collectively, counties spend more than \$42 billion annually to provide these kinds of services, and many more, to their communities. As counties work to address local challenges, they look for smart business solutions from companies they can trust.

MORE THAN



**\$42  
BILLION**

ANNUAL  
COUNTY  
EXPENDITURES  
FOR PRODUCTS  
AND SERVICES

MORE THAN



OF FLORIDA  
COUNTIES  
ATTEND FAC  
EVENTS

# Hello.

We are the Florida Association of Counties (FAC), the only organization representing the diverse interests of all 67 counties in Florida. For 90 years, FAC has promoted the importance of county government through advocacy, education and collaboration.

FAC brings together the collective experience and knowledge of 377 county commissioners, supported by thousands of county professional staff. FAC provides the cohesive platform that enables county officials and staff to speak with a unified voice on behalf of all Floridians.

**FLORIDA ASSOCIATION OF COUNTIES**



# Levels

The Florida Association of Counties' Corporate Partners Program provides a comprehensive marketing opportunity to showcase your products and services directly to Florida's county leaders.

## PLATINUM PARTNERS

\$25,000

Platinum Partners enjoy enhanced service level benefits designed to yield one-on-one access to key decision makers and a greater return on investment.

In addition to the company visibility package offered to our Gold Partners, Platinum Partners are granted a FAC Liaison, premier logo placement within our app, exclusive access to our Board of Directors' event, and customized educational opportunities with county staff. We will prioritize the connections most valuable to you to ensure you accomplish your goals.

## GOLD PARTNERS

\$15,000

Gold Partners' products and services are directly in front of our members.

Not only will you receive recognition at all FAC events and early access to premium sponsorships, Gold Partners are also featured in social media promotion and enjoy prominent logo placement on our website, as well as, in our calendar, directory, partner spotlights and other promotional material distributed throughout the year.

FAC offers **FIVE(5) major events every year** that include prominent promotion of all Corporate Partners:

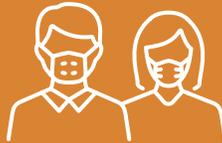
- 1 Legislative Day
- 2 Annual Conference & Educational Exposition
- 3 Innovation & Policy Conference
- 4 Federal Fly-In
- 5 Legislative Conference

# Why Partner?

The Florida Association of Counties' Corporate Partners Program provides a comprehensive marketing opportunity to showcase your products and services directly to Florida's county leaders.



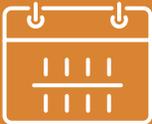
Access to all FAC events  
and the 800+ county  
officials that participate  
annually



Opportunities to connect  
virtually and in person



High visibility for  
your company



Year-round  
advertising



Direct connections to  
county decision makers



Complimentary  
exhibit space

“

**“As a FAC Corporate Partner, we have had the opportunity to develop a greater understanding of the issues facing our county clients and build stronger relationships with them as well. Both allow us to better serve them more effectively.”**

**Terri Lowery, Jones Edmunds**  
FAC Platinum Corporate Partner | 17-Year Partner

## County Services

Public Safety 

Transportation 

Jails 

Fire & Emergency  
Medical Services 

Parks 

Libraries 

Healthcare 

Growth Management 

Economic Development 

Technology 

Utilities 



# Values. Partnership. Opportunity.

Throughout the state, Florida's counties perform vital public services in the form of public safety, fire and emergency medical services, jails, parks, libraries, healthcare, growth management, economic development, and roads. Individually and collectively, counties are BIG business! Our mandated responsibilities require us to make tough decisions regarding the application of resources among the core areas listed.

Our members collectively recognize the importance and priority of embracing existing Florida businesses and taking actions to foster a favorable environment for attracting and developing opportunities and for new business.

We believe that quality partnerships with the business community can significantly assist us in enhancing the value of public services and commodities counties provide.



# Power & Diversity

We have partnered with the following types of industries:

Manufacturing  
Corporate Relocations  
Professional Services

Research & Development  
Information Technology  
Financial Services

Aviation & Aerospace  
Digital Media  
Life Sciences

“

**“Our Corporate Partnership with FAC has been invaluable. Having FAC staff readily available to assist with introductions or topics facing county government has been a tremendous asset to our company.”**

**Tim Hogan, Florida Power & Light**  
FAC Platinum Partner

## Changes Made for a Changing World

As counties' responsibility to their communities has increased during the coronavirus pandemic, so too has their reliance on their state association and on corporate partnerships. To help navigate this unprecedented time, counties are seeking additional communication and resources from FAC now more than ever. With that, comes more opportunities for your company to step in and provide solutions.

To ensure continuing information and education for our membership and add exposure opportunities for our partners, FAC launched our three tiered COVID response.



### Webinars

Weekly webinar / 87 average attendance



### COVID Newsletter

add data / 3 days a week / 71 emails / 38% open rate



### COVID Webpage

585 web visits daily / county by county data / 60k unique pageviews since April 2020



# Our Partners

The Florida Association of Counties' CORPORATE PARTNERS PROGRAM allows our partners to reach ALL Florida counties, which equates to **21 million people** and **\$42 billion in buying power**.

## 2021 PLATINUM PARTNERS



## 2021 GOLD PARTNERS



2021  
CORPORATE SPONSOR  
**BENEFITS**



**Five Annual  
Events**



**Marketing  
& Promotion**



**County  
Education**



**Scholarship  
Program**

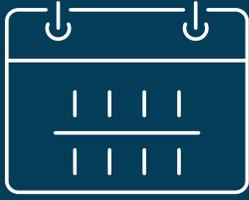


**Leadership & Board  
Opportunities**



**Virtual  
Opportunities**

	Platinum \$25,000	Gold \$15,000
<b>County Education and Virtual Opportunities</b>		
Soft introductions to specific counties	✓	
<b>Audio/Video Commercials</b>	2	1
<b>Podcast</b>	2	1
<b>Opportunity to submit content for News &amp; Notes (biweekly publication)</b>	✓	
<b>Webinar (pending FAC approval and coordination)</b>	✓	
Regional workshop (pending FAC approval and coordination)	✓	
<b>Marketing &amp; Promotion</b>		
Early access to premium sponsorship at FAC events	1st	2nd
Ad in Annual County Directory	Full	Quarter
News & Notes Sponsor (bi-weekly publication)	3x	2x
News Clips Sponsor (daily publication)	3W	2W
FAC Calendar	Logo + Text	Logo
Listing on Corporate Partner page on FAC website	✓	✓
FAC Corporate Partners Spotlight on FAC website (alternating)	3w	2w
FAC App Splash Page (Logo on opening screen)	✓	
Custom Giveaway Opportunities (Coordinated with FAC Staff)	✓	
Staff liaison (FAC team member)	✓	
<b>FAC Scholarship Program</b>		
Apportioned scholarship contribution w/recognition	✓	✓
<b>FAC Legislative Day</b>		
Complimentary registrations at Legislative Day	4	2
Legislative Briefing	✓	✓
Legislative Reception	4	2
<b>FAC Annual Conference &amp; Educational Exposition</b>		
Complimentary registrations	8	4
Signage throughout the conference	✓	✓
Exhibit space in the tradeshow	2 Premium	1 Standard
Recognition at lunches, receptions & other events	✓	✓
Ad in conference program	Full	Quarter
Advance copy of registration list and post-event list	✓	✓
Introduce workshop speakers (coordinated with FAC staff)	✓	
Educational workshop (pending approval & availability)	✓	
Annual Conference Kick-Off Event	✓	✓
Complimentary registrations (specifically for the kick-off event)	8	4
<b>FAC Innovation &amp; Policy Conference</b>		
Exclusive sponsorship of this event including recognition and signage		
Complimentary registrations	6	3
Signage throughout the conference	✓	✓
Advanced copy of registration list and post-event list	✓	✓
Board Dinner invitations	✓	
<b>FAC Leadership &amp; Board Opportunities</b>		
Complimentary registrations at Board Retreat	4	2
Signage throughout the event	✓	✓
<b>FAC Federal Fly-In</b>		
Complimentary registrations	4	2
Signage throughout the conference	✓	✓
Advanced copy of registration list and post-event list	✓	✓
<b>FAC Legislative Conference</b>		
Complimentary registrations	6	4
Signage throughout the event	✓	✓
Advanced copy of registration list and post-event list	✓	✓
Opportunity to host Executive Committee Dinner (Dinner expense paid by partner, coordinated with FAC staff)	✓	



# 5 EVENTS TO REMEMBER

## FAC LEGISLATIVE DAY

MARCH 2021  
Leon County, Florida

## FAC FEDERAL FLY-IN

OCTOBER 2021  
Washington, D.C.

## FAC ANNUAL CONFERENCE & EDUCATIONAL EXPOSITION

JUNE 2021  
Orange County, Florida

## FAC INNOVATION & POLICY CONFERENCE

SEPTEMBER 2021  
Palm Beach County, Florida

## FAC LEGISLATIVE CONFERENCE

DECEMBER 2021



To register or learn more about these and other FAC events, please visit:

[workwithcounties.com](http://workwithcounties.com)



For more information, please contact:



**Latoya Washington**  
Corporate Relations Manager

✉ [lwashington@flcounties.com](mailto:lwashington@flcounties.com)

☎ (850) 922-4300

📄 [workwithcounties.com](http://workwithcounties.com)



**FLORIDA ASSOCIATION OF COUNTIES**

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**GREAT IDEAS**  
THIS WAY

