



SPONSORSHIP PACKAGES

Garden Package: ~~\$15,000~~ – SOLD! Exclusive opportunity – limited to one sponsor

Your branding will be prominently featured throughout the Conference, ensuring maximum visibility and recognition.

- Floral Distribution Conference Dailies – your logo linked to your website is included in daily emails sent to each attendee during the Conference
- ‘Know Before You Go’ Email – Your logo (linked to your website) included in this pre-conference email sent to all attendees
- One judge position in the 2025 Breed Award competition
- WFFSA Outstanding Varieties/New Breed Competition – logo in competition marketing materials; co-branded display stands; opportunity for a 15-minute speaking slot when the winner is announced at the LTK Awards Ceremony on Tuesday, March 3rd.
- Opportunity to supply a tote bag insert
- Four Walkway Awning Flags designed by you
- Two large window decals in the North Foyer
- Video interview conducted, post-produced, and posted on social media during the conference, promoting your products and services. Includes a copy of the video file with full editing permission to use in your marketing materials throughout the year
- Verbal recognition from the podium at FDC
- Company logo on WFFSA’s FDC website
- Prominent onsite conference signage recognition
- Recognition in WFFSA’s newsletter and marketing materials as a Floral Partner
- Dedicated social media post on WF&FSA’s social media channels
- Digital promotional toolkit

Blossom Package: \$10,000 – Three opportunities are available

Showcase your company as a key supporter of education and engagement at FDC

- Introduce your company when welcoming speakers to the stage or submit a three-minute commercial to be shown at the beginning of one of the sessions. Choose from (first-come, first-served):

- Wholesaler/Supplier lunch, Monday, March 2nd
- Sustainability session on Tuesday, March 3rd
- Business session on Wednesday, March 4th
- Logo placement on event signage and recognition on the FDC schedule in the Conference Mobile App, on the FDC web page, and in marketing materials
- Two Walkway Awning Flags designed by you
- Two large window decals in the North Foyer
- Video interview conducted, post-produced, and posted on social media during the conference, promoting your products and services. Includes a copy of the video file with full editing permission to use in your marketing materials throughout the year
- One golf cart digital ad
- Verbal recognition from the podium at FDC
- Company logo on WFFSA's FDC website
- Recognition in WFFSA's newsletter and marketing materials as a sponsor
- Dedicated social media post on WFFSA's social media channels
- Digital promotional toolkit

NEW Stamen Package: \$8,000 – Three opportunities available

Host one of FDC's most popular networking events and connect directly with attendees.

- Choose from the **Opening Reception with Exhibitors, VIP Reception**, or the ~~Havana Nights Closing Party~~ **SOLD** (first-come, first-served).
 - Custom branding on the bar and signature drink
 - Option to supply a giveaway (branded napkins, koozie, stir stick, etc.)
 - Logo on signage, and recognition on the FDC schedule in the Conference Mobile App, on the FDC web page, and marketing materials for the event
 - Option to speak briefly (3-5 minutes)
- Two Walkway Awning Flags designed by you
- One Large window decal in the North Foyer
- Video interview conducted, post-produced, and posted on social media during the conference, promoting your products and services. Includes a copy of the video file with full editing permission to use in your marketing materials throughout the year
- Verbal recognition from the podium at FDC
- Company logo on WFFSA's FDC website
- On-site signage recognition
- Recognition in WFFSA's newsletter and marketing materials as a sponsor
- Dedicated social media post on WFFSA's social media channels
- Digital promotional toolkit

Petal Package: \$5,500 – Three opportunities are available

Enjoy strong visibility at an accessible sponsorship level.

- Two Walkway Awning Flags designed by you
- One large window decal in the North Foyer

- Video interview conducted, post-produced, and posted on social media during the conference, promoting your products and services. Includes a copy of the video file with full editing permission to use in your marketing materials throughout the year
- Company logo on WFFSA's FDC website
- On-site signage recognition
- Recognition in WFFSA's newsletter and marketing materials as a sponsor
- Dedicated social media post on WFFSA's social media channels
- Digital promotional toolkit

A-LA-CARTE AND ADD-ON SPONSORSHIP OPTIONS

Includes acknowledgment as a sponsor on the FDC web page, onsite conference signage, and podium recognition.

BRANDING

- ~~Tote Bags—\$5,000~~ — **SOLD!** Your logo on all attendee tote bags distributed to attendees as they pick up their badges
- ~~Room Keys—\$5,000~~ — **SOLD!** Your company's logo/artwork on every attendee's hotel room key at the Doral.
- **NEW Headshot Lounge - \$3,500** — Put your brand in the spotlight at the Headshot Lounge. Your company will be prominently featured at the professional photo station, where attendees can have their headshots taken by a skilled photographer and receive a high-quality downloadable image. Sponsorship includes logo placement on event signage and in the mobile app, email promotions, plus the opportunity to provide a giveaway at the photo station.
- **Conference Mobile App - \$4,000** — Your logo appears front and center when attendees access the app or receive notifications. Includes your logo in the email invitation sent to each attendee to download the app, and one push notification sent during the conference
- **WFFSA FDC Thought Leadership Video Series - \$4,000** — Maximize your brand's visibility by sponsoring the video series! Featured on WFFSA's social media channels, with over 25,000+ views, this series spotlights up to four interviews with high-level executives from across the floral industry. Your logo will be prominently displayed in each video, along with a verbal recognition of your support, positioning your company as a leader and innovator in the floral industry.
- ~~FDC Badge Lanyards—\$3,500~~ — **SOLD!** Your company name or tagline printed on the name badge lanyard worn during the FDC
- ~~NEW FDC Badge—\$3,500~~ — **SOLD!** Your company logo is included on the badge worn by every attendee during FDC
- **Pens - \$3,000** — Everyone needs a pen! Your logo is featured on all pens distributed throughout the convention.

- ~~FDC Floral Designer - \$3,000~~ – **SOLD!** Includes your branding on the card in the flower display in every room, session, and event at FDC.
- ~~Foyer Table Top Display - \$2,000~~ – (2 available) – **SOLD!** Create a one-of-a-kind display on one of the round tables located at either entrance to the North Foyer.
- **North Foyer Large Window Decal - \$1,000** – (40 available) Your design will be visible to attendees from in the North Foyer
- **Walkway Awning Flags - \$700** – (24 available) Your personalized flag adorns the walkway from sleeping rooms to the convention space. Limited availability, this popular item sells out quickly!

EVENTS

- **Coffee Break in the Exhibit Hall- \$2,500** – (~~two~~ **one available on Tuesday afternoon**) Your logo on signage at the coffee station and acknowledgment in the conference schedule. Includes the opportunity to supply a giveaway.
- **Networking Breakfast - \$3,000** – Your logo on signage at the event and acknowledgment in the conference schedule on the FDC webpage and in the mobile app

GOLF

- **Golf Tournament Sponsor - \$3,500** – As the overall golf sponsor, your logo will be on the scorecard, rule sheet, onsite signage, and marketing for the event. Includes two golf hole digital ads
- **Branded Golf Balls - \$1,500** – Your logo will be displayed on the golf balls given to participants of the Sunday golf tournament
- **Branded Golf Towel - \$1,000** – Your logo will be displayed on the towels given to participants of the Sunday golf tournament
- **Golf Hole Digital Ad - \$550** – (12 available) Sponsor a golf hole during the Sunday golf tournament. Includes a digital ad that will pop up on the golf cart dash as players approach your hole.