

SAVE THE DATE!

# MARKET TRENDS

of Southwest Florida

# IGNORANCE IS BLISS UNTIL IT ISN'T!

**TUESDAY, MARCH 12, 2024 | 4:00 TO 7:30 PM**  
**LUMINARY HOTEL | CALOOSA SOUND CONVENTION CENTER**

## SPONSORSHIP OPPORTUNITIES

### **Platinum Sponsor - \$12,000 (SOLD OUT)**

- **Full industry exclusivity for sponsorship at the Platinum level**
- Logo inclusion in a minimum of twenty-four (24) half-page, color ads in Florida Weekly (6 ads per paper - 4 papers throughout Charlotte-Collier editions) promoting the event
- Logo inclusion in a minimum of six (6) half-page, color ads in Business Observer promoting the event
- Logo inclusion in a minimum of 40 (20 on each station) :30 second event promotional commercials on both NBC-2/ABC-7 and WBBH/WZVN
- Recognition through event digital ads on NBC-2/ABC-7, Florida Weekly, and Business Observer's social media accounts that link back to the Market Trends of SWFL website where sponsors are featured
- Recognition through event banner ads on NBC-2/ABC-7, Florida Weekly, and Business Observer's website that link back to the Market Trends of SWFL website where sponsors are featured
- Logo inclusion in a minimum of 10 event email blasts to approximately 8,000 business executives in Southwest Florida from LSI Companies, Business Observer, Florida Weekly, Waterman Broadcasting, Lee BIA, Collier BIA and the Charlotte-Desoto BIA
- Prominent logo placement on the Market Trends event website with link back to your company's website
- A sponsor landing page within the online Sponsor Center with the ability to include a promotional video and digital brochure materials that can be customized to fit and promote your brand
- Featured in at least three (3) social media promotions on the Business Observer, Florida Weekly, Waterman Broadcasting, and the Market Trends pages
- Your company will be included as the Platinum sponsor in all event news releases
- Your company principal will have the opportunity to be used as a media source for a news story as needed/available, and/or a guest editorial article with connection to the event as appropriate
- Your company will receive a PDF list with contact information for all 2024 event registrant's, post-event
- Two (2) full page, color ads near the front of the Market Trends book
- Your company will receive two, preferred placement, reserved 10-top tables (20 seats) and VIP armbands for 20 people at the event
- Your company's logo will be included on your company's table signs
- Your company will be provided 1 sponsor booth for the prevent networking and company exhibition
- Your company will receive a :60 second promotional video commercial that will be played at the event
- Your company may place a promotional item in the goodie bag for each event attendee (approx. 750 – 1,000)
- First right of refusal for future Market Trends events

**FOR MORE INFORMATION, PLEASE CALL 239-267-2638 OR EMAIL [INFO@MARKETTRENDSWFL.COM](mailto:INFO@MARKETTRENDSWFL.COM)**

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## **Gold Sponsor - \$7,500 (SOLD OUT)**

- Logo inclusion in a minimum of twenty-four (24) half-page, color ads in Florida Weekly (6 ads per paper - 4 papers throughout Charlotte-Collier editions) promoting the event
- Logo inclusion in a minimum of six (6) half-page, color ads in Business Observer promoting the event
- Recognition through event digital ads on NBC-2/ABC-7, Florida Weekly, and Business Observer's social media accounts that link back to the Market Trends of SWFL website where sponsors are featured
- Recognition through event banner ads on NBC-2/ABC-7, Florida Weekly, and Business Observer's website that link back to the Market Trends of SWFL website where sponsors are featured
- Logo inclusion in a minimum of 10 event email blasts to approximately 8,000 business executives in Southwest Florida from LSI Companies, Business Observer, Florida Weekly, Waterman Broadcasting, Lee BIA, Collier BIA and the Charlotte-Desoto BIA
- Prominent logo displayed on the Market Trends event website with link back to your company's website
- A sponsor landing page within the online Sponsor Center with the ability to include a promotional video and digital brochure materials that can be customized to fit and promote your brand
- Featured in at least three (3) social media promotions on the Business Observer, Florida Weekly, Waterman Broadcasting, and the Market Trends pages
- Your company will be included as the Gold sponsor in all event news releases
- Your company will receive a PDF list with contact information for all 2024 event registrant's, post-event
- One (1) full page, color ad near the front of the Market Trends book
- Your company will receive one, preferred placement, reserved 10-top table (10 seats) and VIP armbands for 10 people at the event
- Your company's logo will be included on your company's table sign
- Your company will be provided 1 sponsor booth for the pre-event networking and company exhibition
- Your company may place a promotional item in the goodie bag for each event attendee (approx. 750 – 1,000)
- First right of refusal for future Market Trends events

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**Silver Sponsor - \$3,000 (SOLD OUT)**

- Logo inclusion in a minimum of twenty-four (24) half-page, color ads in Florida Weekly (6 ads per paper - 4 papers throughout Charlotte-Collier editions) promoting the event
- Logo inclusion in a minimum of six (6) half-page, color ads in Business Observer promoting the event
- Recognition through event digital ads on NBC-2/ABC-7, Florida Weekly, and Business Observer's social media accounts that link back to the Market Trends of SWFL website where sponsors are featured
- Recognition through event banner ads on NBC-2/ABC-7, Florida Weekly, and Business Observer's website that link back to the Market Trends of SWFL website where sponsors are featured
- Logo inclusion in a minimum of 10 event email blasts to approximately 8,000 business executives in Southwest Florida from LSI Companies, Business Observer, Florida Weekly, Waterman Broadcasting, Lee BIA, Collier BIA and the Charlotte-Desoto BIA
- Prominent logo displayed on the Market Trends event website with link back to your company's website
- A sponsor landing page within the online Sponsor Center with the ability to include a promotional video and digital brochure materials that can be customized to fit and promote your brand
- Your company will be included as the Silver sponsor in all event news releases
- One (1) half page, color ad in the Market Trends book
- Your company will receive one, preferred placement, reserved 8-top table (8 seats) at the event
- Your company's logo will be included on your company's table sign
- Your company will be provided 1 sponsor booth for the pre-event networking and company exhibition
- Your company may place a promotional item in the goodie bag for each event attendee (approx. 750 – 1,000)

*NOTE: Silver sponsorship does not include VIP access. This may be purchased separately for \$45 per person.*

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### **Booth Sponsor - \$2,000 (SOLD OUT)**

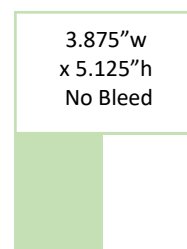
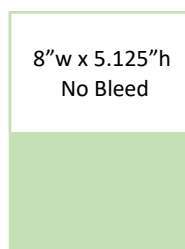
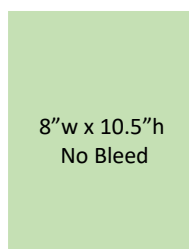
- Your company will be provided a sponsor booth for the pre-event networking and company exhibition
- Your company will receive 2 general admission tickets to the event

### **Promotional Item Sponsor - \$500**

- Your company may provide approximately 750 – 1,000 promotional items or coupons to be included in the event goodie bags

### **Ad Sales (SOLD OUT)**

- Full Page - \$1,200
- Half Page - \$850
- Quarter Page - \$600



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### SPONSORSHIP COMMITMENT FORM

Please complete the information below and submit the completed form with payment to [Info@MarketTrendsSWFL.com](mailto:Info@MarketTrendsSWFL.com) or mail to:

**Market Trends**  
12140 Carissa Commerce Ct., Suite 201  
Fort Myers, FL 33966

Company Name: \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

Billing Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

#### Sponsorship Level

- Platinum Sponsor – \$12,000 **(SOLD OUT)**
- Gold Sponsor – \$7,500 **(SOLD OUT)**
- Silver Sponsor – \$3,000 **(SOLD OUT)**
- Booth Sponsor – \$2,000 **(SOLD OUT)**
- Promotional Item Sponsor – \$500
- Full Page Ad – \$1,200 **(SOLD OUT)**
- Half Page Ad – \$850 **(SOLD OUT)**
- Quarter Page Ad – \$600 **(SOLD OUT)**

#### Paying By

- Check – Invoice Required / Check Enclosed
- Credit Card – #: \_\_\_\_\_
- CVV: \_\_\_\_\_ Expiration: \_\_\_\_\_

#### Add-ons (can be secured later)

- General Admission Ticket – \$55 x \_\_\_\_\_
- 8-Top Table – \$600 x \_\_\_\_\_
- 10-Top Table – \$750 x \_\_\_\_\_
- VIP 8-Top Table – \$1,060 x \_\_\_\_\_
- VIP 10-Top Table – \$1,300 x \_\_\_\_\_

**TOTAL: \$** \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please note: Sponsorship benefits are contingent upon the date of signing. If you have not sponsored the event before, please email your logo to [Info@MarketTrendsSWFL.com](mailto:Info@MarketTrendsSWFL.com) in EPS format.

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