

2027 SPONSORSHIP GUIDE

VISIBILITY | CONNECTION | IMPACT

PLAN YOUR 2027 PRESENCE

A year-round look at FCAA sponsorship opportunities for education, signature events, member programs, and industry networking.



THE VALUE OF YOUR SPONSORSHIP

Why Sponsor With FCAA

Partnering with FCAA puts your brand in front of the First Coast multifamily professionals who influence purchasing decisions, shape operations, and lead communities across Northeast Florida. Sponsorships are designed to create meaningful visibility, authentic connections, and long-term brand recognition throughout the year.

TARGETED EXPOSURE

Connect with property teams, managers, maintenance leaders, suppliers, and executive decision-makers.

MULTI-CHANNEL PROMOTION

Extend your visibility through events, classes, email marketing, web placements, and member communications.

RELATIONSHIP-FOCUSED

Turn brand impressions into conversations, introductions, and trusted relationships with FCAA members.

FLEXIBLE OPPORTUNITIES

Choose sponsorships that align with your audience, goals, timing, and 2027 budget.

BUDGET SMARTER FOR 2027

Use this guide to identify high-impact opportunities early. Sponsorship availability is limited and many event opportunities are first-come, first-served.

FCAA PREMIER YEAR-ROUND PARTNERSHIP

Ambassador Program

The FCAA Ambassador Program is our year-round sponsorship opportunity designed for companies looking to maximize their involvement, visibility, and impact within the First Coast multifamily industry. This program allows your company to make one strategic annual investment while maintaining a strong presence with FCAA members all year long. Think of it as FCAA's ultimate all-access partnership: membership, visibility, engagement, and exclusive perks bundled into one powerful package.

FCAA Ambassador Program 2027

Ambassador Benefits	Premier \$5,000	Prime \$6,000	Elite \$9,500
Annual Membership (\$485)	Y	Y	Y
Event Tickets for Customers/Clients (Can be used for the following events: Jan/Nov Membership Breakfast Meetings, Maintenance MVP, Bus Tour, Summer Sizzler/Bowling, Maintenance Breakfasts)	15	20	30
FCMX (Trade Show) Conference Education Passes	2	2	2
Signage as Top Sponsor at Signature Events	Y	Y	Y
Enhanced Online Directory Listing	Y	Y	Y
Social Media Promotion	Y	Y	Y
Logo Displayed in FCAA Office + Homepage of FCAA Website	Y	Y	Y
Invitation to Ambassador/Board Rooftop Open Bar Reception	Y	Y	Y
Coastlines Monthly E-Newsletter Banner Ad	Y	Y	Y
Discount on All Additional Sponsorship Opportunities	10%	15%	20%
COE Nomination Entries + COE Program Highlight + COE Presentation Recognition	2	3	5
Gamification on FCMX (Trade Show) App - Visit all Ambassador booths, Win a Prize!	Y	Y	Y
Early Access to FCMX (Trade Show) & Business Exchange Selection	Y	Y	Y
Trade Show Booth Discount	5%	10%	N
Complimentary Premium Location Standard Trade Show Booth	N	N	Y
Complimentary Employee Event Tickets (EXCLUDING Trade Show, Business Exchange, & Charity Events)	2	3	5
Complimentary Golf Team	N	2SOME	4SOME
Sponsor A Student (Excluding NAAEI Courses)	N	Y	Y
Holiday Party Title Sponsorship	Y	Y	Y
Convo on the Coast 30 seconds Podcast Commercial	N	Y	Y
1 Room Rental (Computer Lab or Professional Development Center)	Y	Y	Y

Payment Plan Options Available | Ready to get started? Contact Brenda@fcaaonline.com

YEAR-ROUND CLASSROOM AND MEMBER VISIBILITY

Education & Member Programs

Put your company in the room with professionals who are investing in education, credentials, and career development. Education sponsors receive visibility tied directly to the class or program they support.

Education Sponsorships Include

- Company logo displayed on the course registration page, marketing materials, and in the classroom
- Opportunity to speak 5 mins to students. Bring your promo items and business cards.
- Student roster at the conclusion of session.

CAM

Breakfast	\$349
Lunch	\$499

CAMT

Breakfast	\$349
Lunch	\$499

CALP

Breakfast	\$349
Lunch	\$499

CPO

Breakfast	\$349
Lunch	\$499

EPA

Breakfast	\$349
Lunch	\$499

Fair Housing

Breakfast	\$349
Lunch	\$499

Landlord-Tenant

Breakfast	\$549
Lunch	\$799
Snack	\$399

Leasing 101

Breakfast	\$349
Lunch	\$499

All Day Maintenance

Breakfast	\$349
Lunch	\$499

HVAC Troubleshooting

Breakfast	\$399
Lunch	\$599

Additional Programs

Lunch & Learn	\$499
Maintenance Breakfast	\$600
Member Breakfast	\$750

Program schedules and sponsorship availability may vary throughout the year.

YEAR-ROUND VISIBILITY

Advertising Opportunities

Extend your brand beyond events with digital placements that keep your company visible across FCAA channels throughout the year.

WHAT TO EXPECT

Quarterly ads may be purchased for more than one quarter at a time. Each ad is hyperlinked to your company profile or website. Banner placements include an enhanced directory listing unless otherwise noted.

DIGITAL AD OPTIONS

Annual Enhanced Directory Listing

\$125

Events Page Digital Ad

\$600

Directory Banner Ad - Top

\$500

Coastlines Monthly Newsletter

\$400

Directory Banner Ad - Bottom

\$450

Website Footer Ad

\$500

Podcast Episode Sponsor

\$500 per episode

Gain targeted exposure with multifamily professionals by sponsoring an upcoming episode of Convo on the Coast. Includes a 30-second sponsor spotlight read by the host, a custom verbal shoutout at the beginning and end of the episode, a link in the show notes, your logo on podcast promo graphics, and cross-promotion in the FCAA email newsletter.

Social Media Post

\$500 per post

Have something you want to share with our ever-growing social media audience? Put your promotion directly in front of the FCAA community with a dedicated post across LinkedIn, Facebook, and Instagram. Send us your promo or key message, and FCAA will share it across all three platforms to expand your reach and keep your brand visible to multifamily professionals.

BUILD A CONSISTENT DIGITAL PRESENCE

Use individual placements or combine options to stay visible across the website, inbox, social channels, and podcast.

NEW! Retargeting Opportunities

Powered By Feathr

Stay top-of-mind with multifamily decision-makers, even when they're not at an event

FCAA's digital retargeting sponsorships allow partners to extend their visibility beyond events, emails, and booths by reaching verified FCAA website visitors as they browse other websites and mobile apps.

Audience Reach	How It Works
5,700+ monthly active users - Multifamily professionals & decision-makers - Desktop, mobile & tablet reach	1 User visits FCAAonline.com 2 Added to retargeting audience 3 Your ad appears across web & apps 4 Repeated exposure builds brand recall

Choose your Package

Supporter (Small)	Champion (Medium)	Signature (Large)
10,000 VIEWS/IMPRESSIONS 1 ad creative 30 day campaign - Performance Summary	20,000 VIEWS/IMPRESSIONS - Up to 2 ad creatives 60 day campaign - Optimization + reporting	40,000 VIEWS/IMPRESSIONS - Up to 3 ad creatives 90 day campaign - Advanced Optimization + optional exclusivity
Investment = \$1,500	Investment = \$3,500	Investment = \$6,000



Add-On Options



CATEGORY EXCLUSIVITY

No competing sponsors within the same category during your campaign.

*Add on option for Champion or Signature ONLY

One Sponsor per Category

+\$500 (Champion)

+\$1000 (Signature)

SIGNATURE EVENT

Maintenance MVP Kickball

Celebrate and connect with the maintenance professionals who keep our communities running. Sponsorships combine event-day visibility with recognition across FCAA marketing and registration channels.

FEATURED OPPORTUNITY

Tournament Sponsor

\$1,400

Logo on the Tournament Board; presentation of the trophy to the winning team; logo on the event registration page and all event marketing materials; attendee list; and 4 event tickets.

Field Sponsor**\$1,000**

Company logo displayed on the field banner, all event marketing materials, and event registration page. Includes attendee list and 4 event tickets.

Dugout Sponsor**\$350**

Company logo displayed on one dugout, all event marketing materials, and event registration page. Includes attendee list.

Bleacher Sponsor**\$500**

Company logo displayed on a set of bleachers, all event marketing materials, and event registration page. Includes attendee list.

Tailgate Sponsor**\$600**

Company logo on event marketing and registration page, attendee list, and recognition tied to an exclusive tailgate activation such as a snack, beverage, or sideline game.

Water Bottle Sponsor**\$400**

Sponsor recognition tied to tournament hydration plus logo placement on event marketing materials and the event registration page.

Kick Balls Sponsor**\$400**

Sponsor recognition tied to the tournament kickballs plus logo placement on event marketing materials and the event registration page.

A STRONG FIT FOR MAINTENANCE-FACING BRANDS

Use this event to build recognition with maintenance teams through high-visibility, experience-driven sponsorship placements.

SIGNATURE EVENT

Circle of Excellence

FCAA's Circle of Excellence celebrates the people, teams, and communities raising the bar across the First Coast multifamily industry. Sponsorship puts your brand alongside one of FCAA's most visible recognition events.

PRESENTING SPONSOR \$1,750

Top recognition throughout the ceremony; logo on all marketing materials and registration page; signage throughout the theatre; logo displayed alone on the presentation screen and digital ticket; logo on the Step-n-Repeat; optional video commercial; presentation of the Management Company of the Year award; and 6 event tickets.

TIER BENEFITS	Platinum \$1,250	Gold \$700	Silver \$500	Bronze \$250
Recognition during ceremony	Yes	Yes	Yes	Yes
Logo on marketing + presentation screen	Alone	Group	Group	Group
Video commercial during ceremony	Yes	No	No	No
Ceremony tickets	4	2	-	-

Additional Sponsorship Opportunities

Drink Sponsor \$899

Help craft the evening signature drink. Includes listing on the presentation screen, signage at tall bars, and logo on event marketing materials.

Dessert Sponsor \$799

Signage at the frequently visited dessert table, logo on all event marketing materials, and logo on the event registration page.

Buffet Sponsor \$799

Sponsor recognition and signage at the buffet, with logo placement on event marketing materials and the event registration page.

Back Cover Program Guide \$399

Exclusive back-cover placement in the Circle of Excellence program guide.

SIGNATURE EVENT

Clay Shoot

A high-energy day of networking, friendly competition, and memorable brand touchpoints. Clay Shoot sponsorships give partners multiple ways to be seen before, during, and throughout the tournament experience.

Title Sponsor

\$2,500

1 team (4 shooters) • 2 staff members to operate the thrower at the shooting station • Signage at the shooting station • 1 sponsor golf cart • Logo on all marketing materials and event registration page • Banner at the event

Shooting Station + Team **\$1,479**

1 team (4 shooters) • 2 staff to operate throwers • Signage at the shooting station • Logo on all marketing materials and event page

Shooting Station Only **\$599**

2 staff to operate throwers at the shooting station • Signage at the shooting station • Logo on all marketing materials and event page

Golf Cart Sponsor **\$975**

1 staff attendee • Signage on all carts • Logo on all marketing materials and event page

Ammo Sponsor **\$799**

1 staff attendee • Signage on ammo station touchpoints • Logo on all marketing materials and event page

Cart Path Sponsor **15 spots \$149**

Buyout option available for \$2,000

Sign on cart path teams drive station to station • Logo on all marketing materials + event page

Breakfast Sponsor **2 spots \$675**

Buyout option available for \$925

1 staff attendee • Signage at breakfast • Logo on all marketing materials + event page

Lunch Sponsor **2 spots \$775**

Buyout option available for \$1,000

1 staff attendee • Signage at lunch • Logo on all marketing materials + registration page

Beverage Sponsor **2 spots \$825**

Buyout option available for \$800

1 staff attendee • Signage at beverage station • Logo on all marketing materials + registration page

Hats Sponsor

\$399

Bourbon Pull Sponsor

\$299

50/50 Raffle Sponsor

\$299

SIGNATURE EVENT

Golf Tournament

One of FCAA's most anticipated networking events, the golf tournament creates hours of face time with members and decision-makers. Build your brand into the player experience from check-in to the final putt.

Title Sponsor

\$1,900

Ball Sponsor

\$1,399

Golf Cart Sponsor

\$879

Beverage Cart Sponsor

\$799

Morning Bar Sponsor

\$699

Digital Photo Sponsor

\$675

Turn Sponsor

\$650

Lunch Sponsor

\$649

Breakfast Sponsor

\$599

Water Bottle Sponsor

\$550

Tee Sponsor

\$549

Tote Bag Sponsor

\$500

Hole Sponsor

\$479

Program Sponsor

\$325

Uber Ride Sponsor

\$299

Golf sponsorships are limited and often sell quickly. Early planning is strongly encouraged.

CONNECTION-FOCUSED OPPORTUNITIES

Business Exchange & Bus Tour

Business Exchange

Meet management companies and decision-makers in one room and build meaningful connections across full portfolios.

Program Guide
\$699

BX Sponsor
\$599

Buffet Sponsor
\$749

Drink Sponsor
\$899

New Construction Property Bus Tour

Get your brand in front of members as they tour some of the First Coast's newest apartment communities. Sponsorships create visibility before the event, on the bus, and throughout the tour experience.

Title Sponsor
\$700

Lunch Sponsor
\$549

Breakfast Sponsor
\$450

Scavenger Hunt Sponsor
\$300

Goodie Bag Sponsor
\$300



LET'S CONNECT

FCAA offers year-round partnership opportunities designed to keep your brand visible, relevant, and connected to the First Coast multifamily community. Whether your 2027 goal is brand awareness, relationship building, education support, or signature-event visibility, our team can help you identify the right fit.

SPONSORSHIP CONTACT

Brenda Madero

Director of Business Development

brenda@fcaaonline.com

(904) 292-1345

www.fcaaonline.com

READY TO BUILD YOUR 2027 PLAN?

Budget early, prioritize the opportunities that best match your audience, and reach out before high-demand sponsorships are claimed.

Pricing and availability are subject to change. Sponsorships are confirmed upon FCAA approval and payment.

FIRST COAST APARTMENT ASSOCIATION | 2027 SPONSORSHIP GUIDE