

2025 Advertising and Marketing Opportunities

Amplify your marketing efforts with SEFAA's exclusive digital marketing and advertising opportunities, tailored for members. Suppliers, communities, and management companies can choose from a variety of cost-effective packages designed to maximize exposure. Our database contains over nine thousand active contracts, and its performance is thirty-three percent average open rate and five percent click-through rate. Receive a detailed analytics report showcasing the impact of your campaign, customized by platform metrics.

Note: Email lists are not shared with sponsors due to GDPR policies. Sponsors must provide content/visuals per SEFAA's specs. Design assistance is available at \$105/hour.

Social Media Post (\$99)

Select your preferred platform (Facebook, X, Instagram, LinkedIn) to connect with leads on a personal level. SEFAA offers three platforms for sponsored posts: Facebook, X, Instagram, LinkedIn.

Submission Options:

- Option 1: Provide post content and an image (640x640 pixels, JPG/PNG).
- Option 2: Provide post content and a video (60-120 seconds, MP4/MOV format).
- Can be filmed on a smartphone or shared via YouTube (Facebook & X only).

Word Count Guidelines:

- Facebook: 40-80 characters
- X (Twitter): 71-100 characters (280 max)
- Instagram: 138-150 characters with 5-10 hashtags

Website Ad for 3 Months (\$270) | 6 months (\$450)

Your ad will be prominently displayed on the front-end of the SEFAA website, featuring an active link to direct viewers to your company's website. Sponsors must provide a 728 (W) x 90 (H) pixel image in JPG/PNG format and include the desired URL for the ad's hyperlink.

Email Blast (\$370)

Promote your company with a direct email to our members, segmented by Management Companies, Communities, and Vendors.

Submission Details:

- Provide your desired Subject Line and Pre-header (optional).
- Select your audience: Management, Suppliers, or Both.
- Recommended content length: 50-200 words.

Submission Options:

- Option 1: Submit a designed image (1200px wide, JPG/PNG).
- Option 2: Submit a Word document with final content and separate image attachments. Specify where images should appear in the email.

Blog Article & Banner (\$750)

Place your banner in a prime location on our website, featuring an active link directing viewers to your blog post. Sponsors are required to submit content in a Word document (recommended 400-500 words) along with the blog title. Any accompanying images or artwork should be provided in JPG/PNG format.

2025 APAC Fundraising Event Opportunities

Your partnership will play a crucial role in raising funds for the Political Action Committee (PAC), both locally and nationwide. The primary objective is to advance the interests of our members through political advocacy at the state and national government levels. By supporting this initiative, you will help increase funds and select candidates committed to advocating for the interests of our community.

This exclusive sponsorship is limited to one company per industry or professional specialty, ensuring high-level brand exposure and meaningful engagement opportunities.

Federal law mandates that all contributions to the PAC must be made via personal check or credit card. Contributions from partnerships and sole proprietorships are also accepted. It is important to note that contributions may only be made by U.S. citizens or individuals with permanent resident status, as corporate contributions are strictly prohibited.

Gold (\$800)

- Company representative will take the stage to share key information and services (limited to 5 minutes)
- The company logo will be prominently featured on on-site signage, event-specific websites, and promotional emails.
- Exclusive event access with two (2) admission ticket.

Silver (\$500)

- Customized signage on the bar and food stations
- The company logo will be prominently featured on on-site signage, event-specific websites, and promotional emails.
- Exclusive event access with two (2) admission ticket.

Bronze (\$300)

- The company logo will be prominently featured on on-site signage, event-specific websites, and promotional emails.
- Exclusive event access with one (1) admission ticket.

Scheduled Program: August



**South East Florida
Apartment Association**

2025 Board of Directors Meet and Greet Opportunities

SEFAA offers you the exclusive opportunity to showcase your products or services directly to the SEFAA Board of Directors during one of their monthly meetings. This unique platform allows you to make a lasting impression, build valuable relationships with key decision-makers, and position your company as a trusted industry partner.

Key Features of the Board of Directors Meet and Greet (\$300)

- Company representative will take the stage to share key information and services (limited to 10 minutes).
- Exclusive opportunity to distribute promotional materials to the attendees (supplied by the sponsor).
- Company information, along with the representative details will be shared with all attendees.
- Company logo displayed on the interactive slide presentation.
- View our current Board of Directors [here](#).

Sponsor to provide the following:

- Company logo file (.eps, .jpeg)
- Representative information who will be in attendance (full name, title, and phone number)

2025 Circle of Excellence Partnership Opportunities

The Circle of Excellence Award Ceremony stands as one of Florida's largest celebrations in the apartment industry, welcoming over 500 guests each year, with an impressive 80% of attendees representing management. This is your exclusive opportunity to showcase your company during the cocktail reception, dinner at the awards show, or the after-party as we honor the dedication and achievements of our members!

Presenter (\$8,000) – up to 1 available

- Opening remarks on stage with the opportunity to introduce your brand to a live audience.
- Reveal nomination categories on stage (limited to two categories).
- Company logo displayed ensuring high visibility on event signage, the podium, and on the screen.
- Customized email blast with sponsor branding sent to SEFAA's membership database
- Company logo featured within the award entry platform

Base benefits included:

- Full-page full color ad featured in the Circle of Excellence program book (ad provided by the sponsor)
- Company logo displayed on the Circle of Excellence program book.
- Company logo displayed on the interactive slide presentation, event website, and promotional emails.
- Includes eight (8) admission tickets.

Platinum (\$5,000)

Add-Ons: (please select one)

- Welcome reception featuring sponsor branding - *up to 1 available*
- Event photos taken by a photobooth professional, featuring your company's logo watermark - *up to 1 available*
- Event photos taken by a professional photographer, featuring your company's logo watermark - *up to 1 available*
- Company logo showcased on GoBo lighting and/or event screens during the awards ceremony - *up to 5 available*

Base benefits included:

- Half-page full color ad featured in the Circle of Excellence program book (ad provided by the sponsor)
- Company logo displayed on the Circle of Excellence program book.
- Company logo displayed on the interactive slide presentation, event website, and promotional emails.
- Includes four (4) admission tickets.

Gold (\$4,000)

Add-Ons: (please select one)

- Customized plated dessert and/or station with the sponsor's company logo - *up to 1 available*
 - Registration desk and event wristbands personalized with the sponsor's company logo - *up to 1 available*
 - Bar stations enhanced with sponsor branding signage - *up to 2 available*
 - Sponsor's promotional video showcased during the ceremony for a live audience (limited to 90 seconds). - *up to 3 available*
- Base benefits included:
- Company logo displayed on the Circle of Excellence program book.
 - Company logo displayed on the interactive slide presentation, event website, and promotional emails.
 - Includes three (3) admission tickets.



South East Florida Apartment Association

Silver (\$3,000)

Add-Ons: (please select one)

- Award winner's trophy branded with the sponsor's company name - *up to 1 available*
- After party favors branded with the sponsor's logo - *up to 1 available*
- Reveal nomination categories on stage (limited to two categories) - *up to 6 available*
- Washroom amenity kits featuring sponsor branding - *up to 1 available*
- Table centerpieces will include the sponsor's company logo - *up to 1 available*
- Nomination categories featured on screen will include sponsor's company logo - *up to 1 available*
- Parking and valet areas elevated with signage prominently displaying the sponsor company logo - *up to 1 available*

Base benefits included:

- Company logo displayed on the Circle of Excellence program book.
- Company logo displayed on the interactive slide presentation, event website, and promotional emails.
- Includes two (2) admission tickets.

Patron (\$1,500)

- Company logo displayed on the Circle of Excellence program book.
- Company logo displayed on the interactive slide presentation, event website, and promotional emails.
- Includes two (2) admission tickets.



2025 Key Partners Partnership Opportunities

As a Key Partner, you'll have the exclusive opportunity to host all four SEFAA Membership Mixers across Miami-Dade, Broward, and Palm Beach County. This exclusive offer is limited to just six companies, with one company per industry or professional specialty.

Key Features of Key Partner Sponsorship (\$1,800) - up to 6 available

- Customized icebreaker games with your company logo for all attendees, boosting exposure and engagement.
- Ten (10) custom drink tickets featuring your logo provided at each event.
- Company logo displayed on on-site signage, event website, and promotional emails.
- Includes five (5) admission tickets per event.

Note: SEFAA has scheduled a total of 3 membership mixers for 2025.



**South East Florida
Apartment Association**

2025 Management Executive Forum Partnership Opportunities

Be part of an exclusive gathering of owners, developers, and senior management leaders from South Florida's multi-family housing industry at our annual symposium. This invitation-only event provides a premium networking experience in a high-level setting.

Sponsorship opportunities are limited to one company per industry or professional specialty and subject to committee approval, ensuring an elite and impactful audience. Don't miss the chance to align your brand with the industry's top executives!

Key Features of the Management Executive Forum Sponsorship (\$900) – up to 9 available.

- Company information, along with the representative details will be shared with all attendees, both digitally and in print.
- The company logo will be prominently featured on on-site signage, event-specific websites, and promotional emails.
- Exclusive event access with one (1) admission ticket.



**South East Florida
Apartment Association**

2025 NAAPAC Fundraising Event Opportunities

Your partnership will play a crucial role in raising funds for the Political Action Committee (PAC), both locally and nationwide. The primary objective is to advance the interests of our members through political advocacy at the state and national government levels. By supporting this initiative, you will help increase funds and select candidates committed to advocating for the interests of our community.

This exclusive sponsorship is limited to one company per industry or professional specialty, ensuring high-level brand exposure and meaningful engagement opportunities.

Federal law mandates that all contributions to the PAC must be made via personal check or credit card. Contributions from partnerships and sole proprietorships are also accepted. It is important to note that contributions may only be made by U.S. citizens or individuals with permanent resident status, as corporate contributions are strictly prohibited.

Key Features of the NAAPAC Fundraising Event (\$1,000) - up to 10 available

- Company information, along with the representative details will be shared with all attendees, both digitally and in print.
- The company logo will be prominently featured on on-site signage, event-specific websites, and promotional emails.
- Exclusive event access with one (1) admission ticket.

Scheduled Program: April

2025 Premier Education Partners Partnership Opportunities

As a Premier Education Partner, you will have the opportunity to speak at selected SEFAA educational programs tailored for management company executives, regional managers, community managers, and leasing agents.

Key Features of Premier Education Partner Sponsorship (\$300) – Virtual Format

- Company representative will take the stage to share key information and services (limited to 5 minutes)
- Exclusive opportunity to share digital promotional materials to the attendees (supplied by the sponsor)
- Company logo displayed on the interactive slide presentation, event websites, and promotional emails for SEFAA events.
- Includes two (2) admission tickets per event.

Schedule Programs: January, May, June, September, and October (2x).

Note: The value and benefits apply to one selected scheduled event.

Key Features of Premier Education Partner Sponsorship (\$600) – In-Person Format

- Dedicated table to greet attendees during scheduled breaks.
- Company representative will take the stage to share key information and services (limited to 5 minutes)
- Exclusive opportunity to distribute promotional materials to the attendees (supplied by the sponsor)
- Company logo displayed on the interactive slide presentation, on-site signage, event websites, and promotional emails for SEFAA events.
- Includes two (2) admission tickets per event.

Scheduled Programs: January, April and June.

Note: The value and benefits apply to one selected scheduled event.

2025 Premier Partners Partnership Opportunities

SEFAA's Premier Partner Program provides a unique opportunity for companies to gain unparalleled visibility and recognition within the South East Florida Apartment Association's (SEFAA) diverse and growing membership. As a Premier Partner, your company will be prominently featured at a variety of SEFAA's key events throughout the year, including the Annual Trade Show, Business Exchange, Circle of Excellence Award Ceremony, Membership Mixers, and Supplier Success Meetings, and SEFAA Insider Meetings.

This exclusive sponsorship is limited to two companies per industry or professional specialty, ensuring high-level brand exposure and meaningful engagement opportunities. As a Premier Partner, your organization will enjoy comprehensive benefits, including enhanced marketing, premium event placement, and exclusive networking opportunities designed to drive business growth and foster strong connections within the multifamily housing industry.

Key Features of Premier Partner Sponsorship (\$4,500)

- The company logo featured on SEFAA Membership Booklet, shared with prospective and active members.
- The company logo hyperlinked on SEFAA's homepage for year-round exposure.
- Company logo featured on on-site signage, event-specific websites, and promotional emails for key SEFAA events.
- Customized email blast sent to SEFAA's membership database (*sponsor provided content*).
- Annual Trade Show Privileges:
 - Early bird access to booth location selection before general attendees.
 - Booth featured on the Trade Show Game Card to drive booth traffic (required stop for attendees to enter prize drawing).
 - Two (2) additional exhibitor passes for the Trade Show.
- Event Access with one (1) admission ticket per scheduled SEFAA event, including:
 - Membership Mixers (up to 3 times per year)
 - Supplier Success Meetings (up to 4 times per year)
 - Business Exchange (up to 1 time per year; does not include power hour segment fee)
 - Circle of Excellence Awards Ceremony (up to 1 time per year)

Note: SEFAA Insider Meeting's admission is free for active members.

2025 Trade Show Partnership Opportunities

The SEFAA Trade Show brings together top vendors and key decision-makers for an exciting and interactive experience. More than just a trade show, it's an engaging event where sponsors can spotlight their products and services tailored to the Multi-Family Housing industry. Attendees will have the opportunity to network, discover innovative solutions, and enjoy thrilling raffles for grand prize giveaways. Secure your sponsorship to enhance your brand visibility and connect with industry leaders at this must-attend event!

Platinum (\$5,000)

- Premium 8x10 booth in a tier one (1) location
- Company logo featured on branded lanyards
- Opportunity to make announcements on stage on behalf of the show, including the raffle winner from the game hosted at the exhibitor booth (prize provided by the sponsor)
- Booth featured on the Trade Show Game Card, driving attendee engagement.
- Branded recognition in front of the booth as an event sponsor.
- Customized email blast promoting booth location and company information.
- Sponsor logo displayed on the Step & Repeat backdrop.
- The company logo will be prominently featured on on-site signage, event-specific websites, and promotional emails.
- Includes six (6) exhibitor passes.

Gold (\$4,000)

- Premium 8x10 booth in a tier one (1) location
- Company logo featured at the food station(s)
- Opportunity to announce raffle winners on stage from the game hosted at the exhibitor booth (prize provided by the sponsor)
- Booth featured on the Trade Show Game Card, driving attendee engagement.
- Branded recognition in front of the booth as an event sponsor.
- Sponsor logo displayed on the Step & Repeat backdrop.
- The company logo will be prominently featured on on-site signage, event-specific websites, and promotional emails.
- Includes six (6) exhibitor passes.

Silver (\$3,000)

- Premium 8x10 booth in a tier two (2) location
- Company logo featured at the bar station(s)
- Opportunity to announce raffle winners on stage from the game hosted at the exhibitor booth (prize provided by the sponsor)
- Booth featured on the Trade Show Game Card, driving attendee engagement.
- Branded recognition in front of the booth as an event sponsor.
- Sponsor logo displayed on the Step & Repeat backdrop.
- The company logo will be prominently featured on on-site signage, event-specific websites, and promotional emails.
- Includes four (4) exhibitor passes.

Additional branding opportunities on the next page

Parking Lot Branding (\$1,000)

Exclusive branding opportunities in the parking lot, including ten (10) parking tickets, onsite signage at the entrance and exits of the parking lot, and company logo included on the event promotional emails.

Limited to four companies

Professional Headshots Station (\$700)

Attendees can enjoy complimentary professional headshots. This opportunity includes on-site signage and digital promotion.

Limited availability

Customized Email Campaigns

Customized email to the SEFAA database to promote the exhibitor's booth, products and services in anticipation of the Trade Show. The email will appear to come from the client's name, creating a personalized touch.

- Packet A (\$500): One (1) customized email
- Packet B (\$600): One (1) customized email plus one (1) Instagram story
- Packet C (\$675): One (1) customized email plus two (2) Instagram stories

Limited availability

2025 Volleyball Tournament Partnership Opportunities

<https://www.sefaa.org/special-event-sponsors>

Get ready for an exciting day of fun, teamwork, and friendly competition at the 2024 SEFAA Volleyball Tournament! SEFAA members, including over 30 teams from management companies and suppliers, will go head-to-head on the sand, all vying for the coveted SEFAA Volleyball Tournament trophy. This event is a celebration of the dedication and support that SEFAA members bring to the association, creating a lively atmosphere filled with camaraderie, energy, and team spirit.

Each sponsorship tier includes the following benefits: Your company's name will be highlighted on the official event site map, with your logo featured on on-site signage, the event-specific website, and in promotional emails.

King (\$4,500) - up to 1 available

- Court named after the sponsoring company
- Branded volleyballs and wristbands featuring the company logo
- Reserved parking space (*valid for one car*)
- Front row sponsor tent location (*tent provided by the sponsor*), directly in front of the volleyball courts
- Six (6) admission tickets

Ace (\$2,800) - up to 4 available

- Court named after the sponsoring company
- Referee t-shirt featuring the sponsor logo
- Reserved parking space (*valid for one car*)
- Front row sponsor tent location (*tent provided by the sponsor*), directly in front of the volleyball courts
- Six (6) admission tickets

Floater (\$2,000) - up to 2 available

- Sponsor logo on parking lot signage and parking passes
- Reserved parking space (*valid for one car*)
- Front row sponsor tent location (*tent provided by the sponsor*), directly in front of the volleyball courts
- Six (6) admission tickets

Court (\$2,000) - up to 6 available

- Court named after the sponsoring company
- Reserved parking space (*valid for one car*)
- Front row sponsor tent location (*tent provided by the sponsor*), directly in front of the volleyball courts
- Six (6) admission tickets

Spike (\$1,000) - up to 20 available

- Sponsor logo displayed on signage in the food area
- Front row sponsor tent location (*tent provided by the sponsor*), directly in front of the volleyball courts
- Four (4) admission tickets

Ball (\$700) - up to 15 available

- Branded volleyballs and wristbands featuring the company logo
- Front row sponsor tent location (*tent provided by the sponsor*), directly in front of the volleyball courts
- Two (2) admission tickets



South East Florida Apartment Association

Assist (\$550)

- Front row sponsor tent location (*tent provided by the sponsor*), directly in front of the volleyball courts
- Two (2) admission tickets

Valet and Waste Partner (In-Kind)

- Sponsor to provide dumpster, trash cans, on-site cleaning crew, and related supplies
- Customized email blast sent to SEFAA's membership database (sponsor provided content)
- Reserved parking space (*valid for one car*)
- Front row sponsor tent location (*tent provided by the sponsor*), directly in front of the volleyball courts
- Six (6) admission tickets

Barricade Supplier (In-Kind)

- Sponsor to provide barricades to be used throughout the venue
- Customized email blast sent to SEFAA's membership database (sponsor provided content)
- Front row sponsor tent location (*tent provided by the sponsor*), directly in front of the volleyball courts
- Two (2) admission tickets

2025 Workshops and Certifications Opportunities

We offer workshops and certification programs throughout the year, providing various opportunities for your company to get involved. You can participate as a speaker, offer a venue, or sponsor breakfast or lunch at the event.

As a **presenter**, you will have the chance to share valuable insights with attendees, positioning yourself as an industry expert while delivering meaningful content to SEFAA members.

As a **venue facilitator**, you will have the opportunity to accommodate our members for meetings and events.

As a **food and beverage sponsor**, you will have the opportunity to provide breakfast or lunch for our attendees during their training sessions. This includes the chance to visit the location, deliver a brief 10-minute presentation, and distribute promotional materials. It's an excellent way to engage directly with our property managers while showcasing your products or services.

Presenter and Venue Facilitator (in-kind)

- All interested parties are required to submit your information through [this link](#).
- The SEFAA staff will provide the following information: targeted audience, dates available, time, location, and the number of attendees.
- Company representative will take the stage to share key information and services (limited to 10 minutes)
- Exclusive opportunity to distribute promotional materials to the attendees (supplied by the sponsor)
- Company information, along with the representative details will be shared with all attendees

Food and Beverage sponsor (in-kind)

- The SEFAA staff will provide the following information: targeted audience, dates available, time, location, number of attendees, a list of restaurants and menu recommendations, along with a list of dietary restrictions.
- Company representative will take the stage to share key information and services (limited to 10 minutes)
- Exclusive opportunity to distribute promotional materials to the attendees (supplied by the sponsor)
- Company information, along with the representative details will be shared with all attendees