

AIFD® 2021-2022 Elite Partner Benefits Package

AIFD® debuts a NEW partnership package including exclusive opportunities for the October Floral Summit & Professional Floral Design Evaluation® Event, held at the Hilton Bonnet Creek in Orlando, FL, October 14-15, 2021



Elite Partner opportunities are limited and on a first come, first serve basis.

Partnership Level Options	Platinum	Gold	Silver	Bronze
Partnership Package Investment	\$10,000	\$7,500	\$5,000	\$2,500
October PFDE® & Floral Summit Benefits				
Sponsor of AIFD® October 15 Dinner	Main Sponsor			
<i>Remarks at Dinner</i>	◇			
<i>One (1) complimentary Dinner ticket</i>	◇			
<i>Marketing material at each table</i>	◇			
<i>Exclusive signage at Dinner</i>	◇			
Sponsor of 2021 PFDE®				
<i>Sponsor of AIFD® PFDE® Reception</i>	◇	◇		
<i>PFDE® & Attendee Tool Pouch Sponsor (logo)</i>	Main Sponsor	Co-Sponsor		
<i>One Complimentary Reception Ticket</i>	◇	◇	◇	
One (1) Complimentary Registration to the Floral Summit	◇			
Logo on Signage at Floral Summit Education Event	◇	◇	◇	◇
Logo on Event Marketing Materials (website, email blasts, etc.)	◇	◇	◇	◇
Mailing List of Attendees	◇	◇	◇	◇

(Benefits continued on next page)

Partnership Level Options	Platinum	Gold	Silver	Bronze
Year-Round Benefits for 2021-2022				
Annual Industry Partner Membership	◇	◇	◇	◇
Listed in AIFD® Printed Membership Directory	◇	◇	◇	◇
Copies of AIFD® Printed Membership Directory	2	1	1	1
Ads in AIFD® Membership Directory Supplement	2 pages	1 1/2 pages	1 page	1/2 page
Priority placement of logo throughout AIFD® website with direct link/url to your website	◇	◇	◇	◇
Social Media Posts between April 2021 - June 2022	4	3	2	1
Complimentary e-blasts (you provide content) sent to AIFD® membership between May 2021 - June 2022	3	2	1	n/a
Priority placement of logo on all relevant AIFD® e-blasts, and marketing materials for the year	◇	◇	◇	◇
Sponsorship of association blog and emails	3 banner display ads / 3 ads in recap emails / sponsor landing page	2 banner display ads / 2 ads in recap emails / sponsor landing page	1 banner display ads / 1 ads in recap emails / sponsor landing page	ad in recap email / sponsor landing page
Want More Exposure? Additional Exclusive Designer Sponsorship Opportunities at the 2021 Floral Summit (limited availability)				
	\$2,000	\$2,000	\$2,000	\$2,000
Sponsor of one Floral Summit Designer, including the following benefits:	◇	◇	◇	◇
<i>Listed on brochure/website/emails as specific designer sponsor</i>	◇	◇	◇	◇
<i>Shout out from Education Stage as designer sponsor</i>	◇	◇	◇	◇
<i>Listed on brochure/website/emails as specific designer sponsor</i>	◇	◇	◇	◇

To secure your partnership and to learn more about benefit details, call 443-966-3850 or email info@aifd.org