



# 2020 SPONSORSHIP OPPORTUNITIES



**Florida  
Disabled  
Outdoors  
Association**

*Enriching lives through accessible, inclusive recreation for all.*

## ABOUT FDOA

For 30 years the Florida Disabled Outdoors Association (FDOA) has promoted inclusive and accessible recreation to providers, persons with disabilities and the general public.

ACTIVE LEISURE FOR LIFE



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## WHY DELIVER YOUR MESSAGE THROUGH THE FLORIDA DISABLED OUTDOORS ASSOCIATION (FDOA)?

### Decision makers will see your message!

SportsAbility marketing reaches FDOA's 18,000 members *plus* thousands more throughout Florida who are business leaders and decision makers.

### Buying power of people with disabilities.

People with disabilities make up a significant market segment, about 20% of the population (according to the Centers for Disease Control) who often feel products and programs are not welcoming or even meant for them.

### Associate your brand with a good cause!

90% of consumers say they would switch to another brand if it was associated with a good cause (according to GoodCause), and that number keeps growing.

### FDOA knows how to appeal to our audience.

With 30 years of experience developing programs that reach people of all abilities, we have a loyal membership base that will listen to our message.



*"I am very lucky that we have FDOA in Tallahassee. They offer people like me an opportunity to participate in activities like jet skiing. They taught me to sit water-ski and take me on fun fishing trips."*

*~ Kerri Outten, SportsAbility Participant*

# SPONSORSHIP OPTIONS



	PRESENTED BY	GOLD MEDAL	SILVER MEDAL	BRONZE MEDAL	EXPO BOOTH
Slots available	1	5	10	20	50
Booth at Thursday Seminole Showdown	•	•			
Booth at Friday Expo	•	•	•	•	•
Booth at Saturday Family Day	•	•	•		
Event “presented by” sponsor	•				
Activity “presented by” sponsor		•	•	•	
Conduct a 1-hour workshop	•	•			
Direct email ad to FDOA email distribution list (~8,000)	•				
Digital ad in the FDOA newsletter (~8,000)	•	•	•		
Logo on SportsAbility postcard (~18,000 statewide & beyond)	•	•	•		
Option to introduce keynote speaker	•				
Option to provide welcome and closing remarks at the event	•	•			
Logo on the event public service announcement (PSA)	•				
Social media mentions	•	•	•		
Full page ad in the event program book	•	•			
Half page ad in the event program book			•		
Logo on event marketing materials	•	•			
Logo on event t-shirts	•	•	•		
Logo on event info slideshow loop	•	•	•	•	
Recognition on event thank you signage	Logo	Logo	Logo	Name	
Recognition on the event web page	Linked Logo	Linked Logo	Logo	Name	
Place branded promotional items in event swag bags	•	•			
Option to host an event at FDOA, up to 3 hours (50 people)	•				
Custom Disability Sensitivity training for your organization	•				
Featured listing in iFind (Online Resource Referral Network)	•				
Investment	\$5,000	\$2,500	\$1,500	\$500	\$250 *

\* \$100 for organizations with 3 or less staff members



“Sponsoring SportsAbility was more than goodwill. It promoted Tallahassee Community College’s programs for people of all abilities and provided a customized partnership with field study opportunities for students as well as other benefits.”

~ Jim Murdaugh, Ph.D., President, Tallahassee Community College



# SPORTSABILITY SCHEDULE OF EVENTS

## THURSDAY, APRIL 2, 2020

6:00 PM to 8:00 PM

**Opening Ceremony**

**Seminole Showdown**

City of Tallahassee / Kiwanis

Miracle Field (Messer Park)

## FRIDAY, APRIL 3, 2020

10:00 AM to 2:00 PM

**EXPO / Indoor Sports**

TCC Lifetime Sports Complex

## SATURDAY, APRIL 4, 2020

10:00 AM to 3:00 PM

**Family Fun Day / Outdoor Sports**

Alfred B. Maclay Gardens State Park



**Celebrating**

**30  
YEARS**

**FOUNDED IN 1990**



**BECOME A SPORTSABILITY PARTNER TODAY!**

(850) 201-2944

[fdoa.org/sponsor](http://fdoa.org/sponsor)

