2024
Paving the Pathway to Literacy
Partnering with Professionals and Parents

SPONSORSHIP PROPOSAL

CONTACT
Lida Grillo, Treasurer of IDA-FL
1304 Dexter Drive West
Port Orange, FL 32129
(561) 288-0303
Info.FL@dyslexiaida.org
THE CONFERENCE

Overview

IDA-FL Annual Conference:
2024 Conference
Paving the Pathway to Literacy: Partnering with Professionals and Parents
In-person October 4-5, 2024.

Shared on all social media outlets, email distribution list to members.

Join us in Orlando this October for the IDA-Florida Conference 2024, an event that brings together educational professionals and parents from across the state and beyond. Orlando, a major tourist hub, is conveniently located within a 4-hour drive from Florida’s largest cities, including Miami, Tampa, Jacksonville, and Tallahassee. Sponsoring the IDA-Florida Conference provides exceptional marketing opportunities, brand visibility, and community engagement. Align your brand strategically by sponsoring events such as the Friday night events, Saturday breakfast, lunch, and more! Showcase your products with exclusive placements throughout the event, physical and digital signage, on IDA-FL T-shirts, inside conference tote bags, or through conference raffles. Amplify your advertising reach through our conference program, signage, website, and social media platforms like Facebook, Instagram, YouTube, and email blasts. Take advantage of this opportunity to network with educators and parents and make a lasting impact within the community.
The International Dyslexia Association is an international organization that concerns itself with the complex issues of dyslexia. The IDA membership consists of a variety of professionals in partnership with dyslexics and their families and all others interested in The Association’s mission. We believe that all individuals have the right to achieve their potential, that individual learning abilities can be strengthened and that social, educational and cultural barriers to language acquisition and use must be removed.

### About IDA Florida

- Over 400+ members in FL, PR, VI
- Over 4K Subscribers on social media
- Active on FB, Instagram, YouTube
- Over 21 million people live in Florida
- 1 in 5 people have Dyslexia

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**Celebrating 41 Years of Advocacy for Floridians and those who love them**
IDA-Florida’s 2024 Conference

We are eager to customize our sponsorship partnerships to meet your needs! All sponsor names and logos will be prominently displayed on signage, printed materials, social media, email blasts, and the IDA-FL website. All sponsors will register on our IDA-FL website Conference page.
Benefits:
- Vendor Table (1) with Two (2) Vendor Badges
- Recognition in the digital conference program
- Opportunity to include promotional materials in conference bags
- Logo included in event’s signage
- Social media advertisement

Sea Turtle Level
$500

Benefits:
- All Sea Turtle Level benefits plus:
- Logo inclusion on the IDA-Florida website
- One-quarter page ad in the digital conference program

Manta Ray Level
$1,000

Benefits:
- All Manta Ray Level benefits plus:
- Vendor Table (2) with Four (4) Vendor Badges
- Upgrade to Half-page ad in the digital conference program

Octopus Level
$2,500
**Shark Level**

$5,000

Benefits:
- All Octopus Level benefits plus:
- Logo on conference signage and banners
- Prime logo display on all event promotional materials and the IDA-Florida website
- Upgrade to Full-page ad in the conference program

**Orca Level**

$7,500

Benefits:
- All Shark Level benefits plus:
- Reserved seating at keynote sessions
- Highlight in press releases and targeted social media campaigns
- Verbal acknowledgment during keynote addresses
- Opportunity to include marketing collateral in event goody bags and on tables

**Blue Whale Level**

$10,000+

Benefits:
- All Orca Level benefits plus:
- Vendor Table (3) with Six (6) Vendor Badges
- Title sponsorship of a conference session or event
- Special recognition in all press releases and media coverage
- Exclusive opportunities to interact with attendees, showcasing your commitment to literacy and education
Custom Sponsor Packages

We are committed to tailoring sponsorship opportunities that align precisely with your marketing objectives and budget. These options include:

- Registration Desk
- 360° Photo Booth
- Friday Night Cash Bar
- Friday Keynote Speaker
- Saturday Keynote Speaker
- Saturday Breakfast
- Saturday Lunch Sponsor
- Snack Sponsor
- Hotel Welcome Swag Bag

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Sponsorship Contract

Please have this information available when you make your donation as a Sponsor and/or Exhibitor.

**Sponsor Name** (as it will appear in printed materials):
_________________________________________________________________

**Sponsorship Amount** (Write-In or Check One):

Write in the amount being donated: $___________

OR Check the category below:

- [ ] Blue Whale $10,000.
- [ ] Orca $7,500.
- [ ] Shark $5,000.
- [ ] Octopus $2,500.
- [ ] Manta Ray $1,000.
- [ ] Sea Turtle $500.

Note: If made in honor of someone, please specify so we may recognize the honoree.

Honoree’s Name:
Sponsor Address: ____________________________________________________________
City: ____________________________ State: _________ Zip: ____________________
Contact Person(s): _________________________________________________________
Email: _________________________________________________________________
Website: _________________________________________________________________

Transmit Sponsor Contract with Checklist, and Donation.

Please refer to our website for our Policies and Procedures: https://FL.DyslexiaIDA.org

Deadline to be included in the Conference Program: **8/30/2024**
Sponsorship Checklist

Please be ready with the following items as they apply to you when you visit our website.
Sponsor Name (as it will appear in printed materials): ___________________________________

___ Check (payable to: **International Dyslexia Association-Florida Branch**)
___ If donating by Check, please mail your Check to:
**Lida Grillo, Treasurer of IDA-FL, 1304 Dexter Drive West, Port Orange, FL 32129**

___ Logo submission in PNG or vector formats (AI, PDF, SVG, EPS)
___ Camera-Ready Ad Copy (Please refer to the Sponsor Contract and the attached SPEC SHEET for details)
___ Room(s) Reservation Confirmation
___ Conference Ticket(s) Confirmation
___ Name(s) of Exhibitor's Representative(s) who will be present
___ Contact Information of Exhibitor's Representative(s)
___ Exhibitor's Drayage Information (Please refer to the Drayage page for details)
___ Set Up Information:
___ Set-Up Exhibit Hall: October 4, 2024 from 12pm - 3:30pm*
___ Exhibit Hall Doors Open to Participants: October 4, 2024 from 4pm - 8:15pm*
___ Exhibit Hall Doors Open to Participants: October 4, 2024 from 7:30am - 6pm*
___ Exhibit Hall Vacated: October 5, 2024 before 9:00pm*
___ Number of Table(s) for Exhibit, within the Contract parameters
___ Number of Chair(s) needed for Exhibitor(s), per the Contract parameters
___ Electric Outlet
___ Wifi/Internet Access
___ Other: (Please specify)

Donation of Items for:
___ IDA-FL Raffle
___ IDA-FL Participant Bags
___ Please refer to the Hotel Drayage Instructions in this Sponsor/Exhibitor Booklet on page 15-16.
___ Accommodations Requested?
Questions? Please Email: info.fl@dyslexiaida.org

*Hours subject to change.

Shipping Address:
Please refer to the attached FedEx Renaissance Sea World Orlando Shipping Instructions (two-page document).

Please scan QR code for our Eventbrite link with all relevant information and linkage.
https://shorturl.at/prq8y
Accessibility and Accommodation Policy
We welcome people who are characterized by diversity, including disabilities. For questions about accessibility or to request accommodation(s), please email: treasurer.fl@dyslexiaida.org. Requests should be made before August 30th, 2024, which is at least four weeks prior to the beginning of the IDA-FL 2024 Annual Conference.

Badges/Posted Names on Webinars
For security reasons, IDA-FL requires attendees to wear badges at all times during the conference.

Continuing Education Credit
Continuing Education credit will be offered at this event. IDA-FL will verify all attendance for Continuing Education sessions. Participants are expected to sign-in on designated sign-in sheets. Attendance for the duration of each session is expected. Attendance Certificates will be distributed at the end of each session following completion of post-test. Participants who do not satisfy the requirements of completion will be notified by email.

Complaints
The International Dyslexia Association – Florida Branch (IDA-FL) is committed to ensuring that any person using services provided by IDA-FL has the right to lodge a complaint and to have their concerns addressed in ways that ensure access and equity, fairness, accountability, and transparency. IDA-FL is dedicated to seeking and receiving feedback and complaints about our services, systems, practices, procedures, and complaint handling. IDA will protect the identity of people making complaints where this is practical and appropriate. Questions, concerns, and complaints should be directed via email to: Info.FL@dyslexiaida.org

Consent to Photograph and Record
Registration and attendance or participation at the IDA-FL Webinar and Book Study Series and its affiliated meetings and events constitutes an agreement by the registrant for IDA-FL and its affiliates to use and distribute (both now and in the future) the registrant or attendee’s image or voice in photographs, videotapes, electronic reproductions, and audiotapes of such events and activities. It is agreed that any photographs, video-recordings, electronic reproductions, or audiotapes that participants take include ONLY other participants who have given the participant with a camera or recording device permission to be included in that participant’s photograph, video, or audio recording, while not including anyone else in the background. IDA-FL recordings of the webinars and book study sessions will be posted on the IDA-FL website.
Policies & Procedures

**Endorsement Disclaimer**
The International Dyslexia Association Florida Branch (IDA-FL) is pleased to present a forum for information to benefit its constituents. It is IDA-FL’s policy to not recommend or endorse any specific program, product, institution, company, or instructional material, noting there are a number of such that present the critical components of instructions as defined by IDA’s Knowledge and Practice Standards for Teachers of Reading. Any program, product, institution, company, or instructional material carrying the IDA Accredited seal meets the IDA Standards. Advertisements or products in this guide, or any other conference-related material, do not necessarily reflect the views of IDA-FL or IDA.

**Non-Discrimination Policy**
The International Dyslexia Association Florida Branch (IDA-FL) does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations.

**Registration**
Registration for the IDA-FL Webinar does not include any pre-conference symposia, school visits, or other ticketed events.

**Solicitation**
IDA-FL does not permit solicitation of any kind during the IDA-FL event except by the paid sponsors as exhibitors within the event. Solicitation by any business or person other than exhibitors is strictly prohibited. Violations will be handled by dismissing the solicitor from the event.

Please refer to our website for our Policies and Procedures:
FL.DyslexiaIDA.org

…until everyone can read.
Location
Book your stay at the beautiful

Renaissance Orlando at Sea World Hotel
6677 Sea Harbor Drive
Orlando, FL 32821

Scan QR code for special conference pricing information
https://shorturl.at/O8Gkv