

# **Knights of Columbus Florida State Council**

## **Advertising and Sponsorships**

**Goal: \$50,000**

- **Convention Sponsor \$15,000**
  - Trade Show Booth
  - Easel Sign and Convention Bag Flyer
  - 2 Full Pages or OBC Program Book B/W Ad
  - Website Ad for One Year
  - Company Ad on all emails sent to the membership for one year
  - Live Announcement at the Convention
- **Convention Program Book ads for Councils, Assemblies, Districts, Regions, Testimonials, Commercial Businesses**
  - \$125 B/W quarter-page
  - \$275 B/W half-page ad
  - \$500 B/W full-page ad
  - \$700 B/W for the inside back cover

### **District Deputies:**

- Solicit Your Councils for Full Page District ads @ \$500 each
- Promote the Advertising/Sponsor Program to Councils, Brother Knights and Businesses
- **Trade Show Booths – goal 10 booths @\$500 each**
  - 10x10 pipe and drape booth with 6 ft. table and 2 chairs
  - State Merchandise, Florida State Council - sponsored programs, Ultrasound Vendor, KofC FSC Affiliate Organizations, KofC Insurance, Florida KofC Charities, Sponsored Charities are no cost
- **Easel Signage and Convention Bag Flyer @\$200**
- **Website ad for one year @ \$400**
- **Appreciation Breakfast Sponsor(s) \$4,000**
  - Could be Multiple Sponsors
  - One Trade Show Booth
  - 1 page in the Convention Program Book
  - Website ad
  - Convention bag flyer
  - Live Announcement at the Breakfast
- **State Dinner Sponsor(s) \$10,000**
  - Could be Multiple Sponsors
  - One Trade Show Booth
  - 2 full pages in the Convention Program Book
  - Easel Signage and Convention bag flyer
  - Website ad
  - Live Announcement at the Dinner

# **Knights of Columbus Florida State Council**

## **Advertising and Sponsorships**

- **State Dinner center pieces \$2000**
  - Testimonial Advertising Tag on Each Centerpiece
  - Live Announcement at the Dinner
- **Hospitality Sponsor(s) \$1,500**
  - ½ page in the Convention Program Book
  - Easel Signage
  - Live Announcement at the Opening of Convention
- **Advertising Package \$1200**
  - Trade Show Booth
  - Easel Sign and Convention Bag Flyer
  - Full Page Program Book B/W Ad
  - Website Ad for One Year
- **Promotional Sponsorships**
  - Convention bags \$2000
  - Badge holder lanyards \$500
  - Bag KofC branded stuffers at will
- **Video Booth Sponsorship \$15,000**
  - Signage on the Interview Booth
  - Easel Sign and Convention Bag Flyer
  - Full Pages Program Book B/W Ad
  - Website Ad for One Year
  - Company Ad on all emails sent to the membership for one year
  - Live Announcement at the Convention
  - YouTube donut type commercial

A sponsor or advertiser can be:

- Brother Knight
- Especially Brother Knight business owners
- Commercial Businesses with an affinity to our principles
- Non-Profit corporations that do similar work
- Service Providers in other fields of endeavor aligned with KofC

Sponsor vetting process done by the Advertising/Marketing committee and State Advocate