



Synthetic Turf
COUNCILSM

2017 Meeting & Event Sponsorship Package

Put your company in the spotlight!

STC 2017 Annual Membership Meeting

October 16-18, 2017

Nashville, Tennessee

www.syntheticturf council.org/event/fall2017

FOR MORE INFORMATION, PLEASE CONTACT:

Melanie Taylor

STC Director of Operations

P: (443) 640-1067 x142

F: (443) 640-1031

E: melanie@syntheticturf council.org



www.syntheticturf council.org

Dear Colleagues,

We are pleased to offer you a new opportunity to become a sponsor of the Synthetic Turf Council's (STC) Membership Meetings in 2017 and 2018!

As an STC meeting or event sponsor, you will position your company as a key player in the largest trade association dedicated to the synthetic turf industry and demonstrate your willingness to invest in high-quality member programs and services. Remember, this is your STC; and we want to ensure that your time and involvement at STC meetings are of value.

The upcoming Annual Membership Meeting on October 16-18, 2017 at the Loews Vanderbilt in Nashville is an ideal venue to showcase your products and services to synthetic turf manufacturers, builders, installers, specifiers, and other industry leaders. The meeting will attract over 200 attendees who are interested in learning more about the latest products, services, and innovative solutions to the challenges they face in the niche market of synthetic turf, and feature an Exhibitor Showcase with over 30 tabletop displays.

We offer a wide range of sponsorship opportunities to put your company's brand image in front of over 200 industry executives and decision-makers, 1,200 email and quarterly newsletter subscribers, and more than 2,000 website visitors per month.

For more information, please visit our event webpage at:
www.syntheticturf council.org/event/fall2017.

Sincerely,

The STC Marketing Committee

About the Synthetic Turf Council (STC)

Founded in 2003, the Synthetic Turf Council is a 501(c)6 non-profit trade association dedicated to serving as a resource for trustworthy information about synthetic turf. Our objective is to encourage, promote and facilitate better understanding among all parties involved in the manufacture, selection, delivery and use of today's synthetic turf systems. To that end, we make every attempt to dispense information that is neutral, objective and validated by independent, science-based, current and credible research.

As an action-oriented organization, we promote high standards and high quality in our industry through a respected member certification program and strict code of ethics. Our membership meetings provide a forum for cooperative learning and issue resolution, while outreach initiatives encourage cooperative relationships between industry and end-user organizations.

Website & Newsletter Stats

Overall Website	6,068 avg. monthly users	71.4% new visitors	28.6% returning visitors
Homepage	2,040 avg. monthly pageviews	1,615 avg. monthly uniques	1:31 avg. time on page
Event Webpage	199 avg. monthly pageviews	150 avg. monthly uniques	2:00 avg. time on page
Quarterly e-Newsletter	40.5% avg. open rate	19.25% avg. click through rate	1,200+ email subscribers

Meeting Sponsorships

The STC welcomes the support of meeting sponsorships to help keep registration fees low and provide increased exposure to our sponsors. Please review the opportunities listed below and sign up early to maximize your benefits!

All meeting sponsorships include:

- Two (2) Membership Meetings per sponsorship (Fall 2017 & Spring 2018)
- Your company logo with sponsorship level on the STC event webpage
- Your company logo with sponsorship level on the printed meeting program
- Your company logo with sponsorship level on signage at event
- Verbal recognition during the general session meeting
- Sponsor ribbon on name badge for all company attendees

Gold Sponsorship **\$10,000**

- Company logo in rotational banner on the STC homepage
- One (1) complimentary banner ad in the STC quarterly e-newsletter to over 1,200 subscribers
- Company logo on general session display screens
- Recognition on STC social media
- One (1) complimentary tabletop display with preferred placement of your choice
- Three (3) complimentary meeting registrations

Silver Sponsorship **\$6,500**

- Company logo on general session display screens
- Recognition on STC social media
- One (1) complimentary tabletop display with preferred placement of your choice
- Two (2) complimentary meeting registrations

Bronze Sponsorship **\$3,000**

- One (1) complimentary tabletop display with preferred placement of your choice
- One (1) complimentary meeting registration

Event Sponsorships

We've created new exclusive sponsorship opportunities that are available on a first-come, first-serve basis. The earlier you sign up, the more likely to have the space of your choice!

All event sponsorships include:

- One (1) Membership Meeting per sponsorship
- Your company logo with sponsorship level on the STC event webpage
- Sponsor ribbon on name badge for all company attendees
- Corporate signage prominently displayed, identifying your company as the sponsor

Keynote Sponsorship **\$3,750**

- Opportunity to introduce the keynote speaker, including acknowledgment of your organization as the Keynote Sponsor

Welcome Reception Sponsorship **\$3,000**

- Opportunity to deliver welcome message and toast to all attendees during the event

Lunch Sponsorship **\$3,000**

- Opportunity to deliver welcome message to all attendees during the Lunch & Exhibitor Showcase

Breakfast Sponsorship **\$2,500**

- Opportunity to deliver morning welcome message to all attendees during general session

Lanyard Sponsorship **\$1,500**

- Company logo on at least 200 lanyards which will be distributed onsite during badge pickup
- Any extra lanyards will be given to the sponsor at the end of the conference

Coffee Break Sponsorship **\$1,000**

- Corporate signage at all coffee stations identifying your company as a Break Sponsor

Transportation Sponsorship **\$750**

- Corporate signage prominently displayed at pickup area in front of hotel
- Transportation to offsite event, if any, will be arranged by STC

Member Orientation Sponsorship **\$500**

- Opportunity to deliver welcome message and toast to 50+ attendees
- Attendance to this exclusive one-hour event is by invitation only to the sponsor, STC leadership, member hosts, new members and first timer guests

Golf Sponsorship **\$250**

- Corporate signage at golf venue
- Opportunity to announce the golf event results during the general session



Payment & Authorization

Company Name _____

Your Full Name _____

Professional Title _____

Office Phone Cell _____

Phone Email _____

Address _____

Website _____

Sponsorship Level _____

- ✓ *Don't forget to send a high-resolution image of your company logo to Melanie Taylor, Director of Operations, at melanie@syntheticturfcouncil.org.*

Pay by Credit Card:

Cardholder Name _____

Credit Card Number _____

Exp. Date | Verification Code _____

Billing address _____

Authorized signature _____

Amount to be charged \$ _____

Pay by Check: Please make payable to Synthetic Turf Council and mail to Synthetic Turf Council, 9 Newport Drive, Suite 200, Forest Hill, MD 21050

Wire Transfer: Please contact Melanie Taylor, Member Services Director, at melanie@syntheticturfcouncil.org or +1 (443) 640-1067 x142 for our banking information.

Signature _____ **Date** _____