



Synthetic TurfSM
COUNCIL

2019 Meeting & Event Sponsorship Package

Put your company in the spotlight!

Join us for the STC 2019 Annual Membership Meeting
October 21-23, 2019

The Westin Riverwalk, San Antonio

www.syntheticurfCouncil.org/event/2019annualmeeting

FOR MORE INFORMATION, PLEASE CONTACT:

Melanie Taylor

STC Associate Director

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COUNCIL

www.syntheticurfCouncil.org

Dear Member Colleagues,

We are pleased to offer you a new opportunity to become a sponsor of the Synthetic Turf Council's (STC) 2019 Annual Membership Meeting!

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 STC Annual Membership Meeting on October 21-23, 2019 at The Westin Riverwalk, San Antonio 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, 1,400 email and quarterly newsletter subscribers, and more than 2,300 website visitors per month.

For more information, please visit our event webpage at:

<https://www.syntheticurfCouncil.org/event/2019annualmeeting>

See you in San Antonio!

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	2,306 avg. monthly users	99.5% new visitors	.5% returning visitors
Homepage	1,466 avg. monthly pageviews	1,140 avg. monthly uniques	1:04 avg. time on page
Event Webpage	552 avg. monthly pageviews	386 avg. monthly uniques	1:47 avg. time on page
Quarterly e-Newsletter	42% avg. open rate	15% avg. click through rate	700+ member 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:

- Recognition in all pre- and post-meeting communications and news releases
- 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

\$7,500

- 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

\$5,625

- 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

\$3,750

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

Event Sponsorships

The STC is pleased to offer the following exclusive sponsorship opportunities that are available on a first-come, first-served basis.

All event sponsorships include:

- Recognition in all pre- and post-meeting communications and news releases
- 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

Welcome Reception Sponsorship **\$3,500**

- 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

Keynote Sponsorship **\$2,000**

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

Wi-Fi Sponsorship **\$2,000**

- Company name as wifi password

~~Lanyard Sponsorship~~ **SOLD** ~~\$2,000~~

- 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

~~Hotel Keycard Sponsorship~~ **SOLD** ~~\$2,000~~

- Corporate logo on hotel keycard for all guests

~~Golf Sponsorship~~ **SOLD**

~~\$1,000~~

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

~~Coffee Break Sponsorship~~ **SOLD**

~~\$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

~~New Member Orientation Sponsorship~~ **SOLD**

~~\$500~~

- Opportunity to deliver welcome message to 50+ attendees, including STC leadership, member hosts, new members, first timers, and non-member guests

Payment and Authorization

To reserve your sponsorship, please complete this form and submit to Maria Donovan at maria@syntheticurfCouncil.org by no later than July 31, 2019.

Company Name	
Your Full Name	
Professional Title	
Office Phone	
Cell Phone	
Email Address	
Sponsorship Level	

SPONSOR LOGO REQUIREMENTS: In order to ensure the highest display quality of your company logo, please include a high-resolution image of your company logo with this form. File type should be vector format (Adobe Illustrator .ai, .eps or .pdf) only.

Pay by Credit Card:

Cardholder Name	
Credit Card Number	
Expiration Date	
CVV Code	
Amount to be charged \$	
Authorized signature	

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

ACH/Wire Transfer: Please contact Maria Donovan, Director of Membership at maria@syntheticurfCouncil.org or +1 (443) 640-1067 x1137 for our banking information.

Signature _____ **Date** _____

STC qualifies as a tax-exempt organization under Section 501 (c) 6 of the Internal Revenue Code. As such, your sponsorship is not deductible as a charitable contribution, but may be deductible as an ordinary and necessary business expense depending upon your individual tax circumstances — please consult your tax advisor.

Thank you for your support and participation in the Synthetic Turf Council!