



**Synthetic Turf**<sup>SM</sup>  
COUNCIL

# 2018 Meeting & Event Sponsorship Package

*Put your company in the spotlight!*

Join us for the STC 2018 Annual Membership Meeting  
October 22-24, 2018  
The Westin Cleveland Downtown - Cleveland, Ohio  
[www.syntheticurfCouncil.org/event/fall2018](http://www.syntheticurfCouncil.org/event/fall2018)

FOR MORE INFORMATION, PLEASE CONTACT:

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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 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 22-24, 2018 at The Westin Cleveland Downtown in Cleveland, Ohio 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.syntheticurfCouncil.org/event/fall2018](http://www.syntheticurfCouncil.org/event/fall2018).

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

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

- One (1) Membership Meeting per sponsorship
- 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

We've created new exclusive sponsorship opportunities that are available on a first-come, first-served 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

## ~~Welcome Reception Sponsorship~~

~~\$5,000~~

- ~~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

## ~~Meeting App Sponsorship~~

~~\$3,000~~

- ~~Opportunity to show company logo as sponsor on splash page of event app~~
- ~~Available for the fall 2018 STC Annual Membership Meeting in Cleveland, OH~~

## ~~Awards Breakfast Sponsorship~~

~~\$2,500~~

- ~~Opportunity to deliver morning welcome message to all attendees during general session on Wednesday preceding the new STC Awards Ceremony~~

## Keynote Sponsorship

\$2,000

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

## Wifi Sponsorship

\$2,000

- Company name as wifi password

## ~~Keycard Sponsorship~~

~~\$2,000~~

- ~~Corporate logo on hotel key card for all guests~~

~~**Lanyard Sponsorship**~~

~~**\$2,000**~~

- ~~• Company logo on more than 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~~

**New Member Orientation Sponsorship**

**\$500**

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

~~**Golf Sponsorship**~~

~~**\$350**~~

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



## Payment & Authorization

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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](mailto: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 Maria Donovan, Member Services Coordinator at [maria@syntheticturfCouncil.org](mailto:maria@syntheticturfCouncil.org) or +1 (443) 640-1067 x137 for our banking information.

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_