



2017 National Disaster Resilience Conference

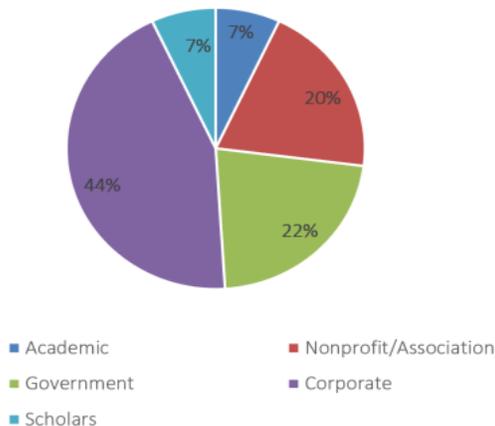
October 25 – 27 ★ Hyatt Regency ★ Atlanta, GA

I. Background Information

The 2017 National Disaster Resilience Conference presented by the Federal Alliance for Safe Homes (FLASH)[®] will bring together the Nation's foremost voices in the disaster safety and resilience movement to share best practices, inspire, collaborate, and create meaningful action. Attendees will include leaders, professionals, and practitioners from a cross-section of organizations who share the FLASH mission of *strengthening homes and safeguarding families* from disasters of all kinds. Topics will focus on the latest in science, policy, and practice to drive more resilient buildings and create disaster-resilient communities in the face of earthquakes, floods, hail, hurricanes, lightning, tornadoes, wildfires, and more.

FLASH is seeking sponsors to help underwrite this dynamic program of keynote speakers and informative panels. Through sponsorship, organizations will be recognized by attendees from all practices and professions from architects and engineers to elected officials and emergency managers. Financial services experts, futurists, insurers, meteorologists, risk communicators, and social psychologists will convene to participate in the innovation incubator of the disaster safety and resilience movement.

Percentage of Conference Attendees



Insights:

- High percentage of Corporate attendees are decision makers within their organizations
- High percentage of Government attendees are in leadership positions within their organizations

II. Top Reasons to Sponsor

- Opportunity to network with like-minded leaders in the disaster safety and resilience movement to include individuals from the *FLASH Legacy Partner* organizations such as:
 - BASF Corporation
 - FEMA
 - The Home Depot
 - International Code Council
 - National Weather Service
 - Portland Cement Association
 - Florida Division of Emergency Management
 - Simpson Strong-Tie
 - State Farm
 - USAA

FEDERAL ALLIANCE FOR SAFE HOMES, INC. (FLASH)

1708 Metropolitan Blvd. ★ Tallahassee, Florida 32308 ★ PHONE: 850.385.7233 ★ FAX: 850.201.1067

www.FLASH.org ★ www.FLASHAnnualConference.org



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- Attend highly interactive learning sessions with our invited featured speakers designed to help define your organization’s role in the disaster safety and resilience movement and come away with the tools needed for your organization to help drive the change.
- Become an active participant in the design and development of the initiatives that are instrumental in advancing the importance of disaster safety and resilience in the areas of:
 - Science
 - Policy
 - Practice
- Work with other leaders in the disaster safety and resilience movement to apply the lessons learned to challenges and opportunities within the movement.

III. Quotes from Past Conference Attendees

“We leave here knowing who the force multipliers are. Who the people are that can amplify these messages and truly have the greatest impact.”

– Roy Wright, Deputy Associate Administrator for Insurance and Mitigation, FEMA

“It’s conferences like this, where you get everyone together to talk about a truly holistic approach to resilience.”

– Arthur Parks, P&C Underwriting Director, State Farm

“Every year we come to the FLASH Conference and I walk away energized.”

– Donn Thompson, Senior Director, Market Development, Portland Cement Association

“I look forward to the FLASH Annual Conference every year.” Dr. Rick Knabb, Director, National Hurricane Center



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IV. Sponsorship Opportunities

Titanium Sponsorship - \$27,500 (Limit 1)

In addition to the following, as a Titanium Sponsor, you will select five items from the “Add-On” list:

- ✓ Branding in the conference program
- ✓ Branding on the conference website
- ✓ Branding on signage at the conference
- ✓ Branding on hotel keycards
- ✓ Recognition as the Titanium Sponsor during the Opening Session
- ✓ Two complimentary conference registrations
- ✓ Tabletop exhibit with preferred location
- ✓ Marketing materials in the conference bags

(Note: All marketing materials must be approved by FLASH in advance.)

Gold Sponsorship - \$20,000

In addition to the following, as a Gold Sponsor, you will select three items from the “Add-On” list:

- ✓ Branding in the conference program
- ✓ Branding on the conference website
- ✓ Branding on signage at the conference
- ✓ Two complimentary conference registrations
- ✓ Tabletop exhibit
- ✓ Marketing materials in the conference bags

(Note: All marketing materials must be approved by FLASH in advance.)

Silver Sponsorship - \$10,000

In addition to the following, as a Silver Sponsor, you will select two items from the “Add-On” list:

- ✓ Branding in the conference program
- ✓ Branding on the conference website
- ✓ Branding on signage at the conference
- ✓ One complimentary conference registration
- ✓ Marketing materials in the conference bags

(Note: All marketing materials must be approved by FLASH in advance.)

Bronze Sponsorship - \$5,000

In addition to the following, as a Bronze Sponsor, you will select one item from the “Add-On” list:

- ✓ Branding in the conference program
- ✓ Branding on the conference website
- ✓ Branding on signage at the conference
- ✓ Marketing materials in the conference bags

(Note: All marketing materials must be approved by FLASH in advance.)



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Add-On List

- One additional complimentary conference registration
- Logo on conference bag (multiple sponsors) and co-branding with FLASH (Titanium and Gold only)
- Conference attendee list including emails and phone numbers (Titanium and Gold only)
- Company provided keynote speaker and/or panel member (Titanium and Gold only)
- Opportunity to sponsor a breakout session (Based on availability and must be approved by FLASH)
- Full page ad in the conference program (Titanium only)
- Half page ad in the conference program (Titanium and Gold only)
- Quarter page ad in the conference program
- Exclusive sponsorship of headshot lounge
- Tabletop exhibit in exhibit area (Silver and Bronze only)

Mobile App - \$5,500 (Limit 1)

- You'll have prime exposure on this essential tool! Attendees will use it to stay in the know about all conference activities. The mobile app is a key attendee resource before, during, and after the conference.

General Sponsor - \$2,000

- As a General Sponsor, you will receive branding on the conference website, in the conference program and on signage at the conference, plus the opportunity to provide marketing materials for the attendee bags
(Note: All marketing materials must be approved by FLASH in advance.)

Lanyards - \$2,000 (Limit 1)

- This is an excellent promotional opportunity to showcase your company's website, product name and brand. Lanyards will be provided to all conference attendees at check-in.

Table Top Exhibits - \$1,500 (Limit 10)

- Show off your products and services to conference attendees with a table top exhibit!

Bag Inserts - \$1,000

- Have a story to tell? Great way to communicate your message to all conference attendees. Your organization can provide a one-page document or small brochure that will be placed in each registration bag! (Note: All bag inserts must be approved by FLASH in advance.)

Pads/Pens - \$750 (Limit 1)

- Everyone needs to take notes during the conference. Attendees will use your organization's pads and pens with your logo and we will put them out at registration and in the breakouts.



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Hydration Stations - \$500 for Branded Water Stations/\$1,500 for Branded Water Stations and Cups

- Help keep attendees hydrated throughout the conference with this great branding opportunity.

Food and Beverage for Events:

- Wednesday Night Networking Reception - \$20,000
 - Help kick off the conference by sponsoring the opening night networking reception. You'll enjoy exclusive and prominent exposure in front of conference attendees. Signage will be provided mentioning your company as the sponsor and napkins with your logo will be provided.
- Thursday Morning & Friday Morning Breakfast - \$12,500 (each)
 - Support the breakfast and be part of each attendee's morning ritual. Signage will be provided with your company name and logo.
- Thursday Box Lunch - \$18,000
 - The box lunch will give you prominent exposure for your company. Signage will be provided with your company name and logo.
- Thursday and Friday Morning Coffee Break - \$3,500 (each)
 - Help keep the crowd energized and ready to learn! These breaks give you the opportunity to "amp-up" your visibility of conference attendees. Signage will be provided with your company name and logo.



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Sponsorship Agreement

Company Name _____

Address _____

City _____ State _____ Zip _____

Contact Person _____

Telephone _____; E-mail Address _____

Website URL _____

Sponsorship _____ Fee \$ _____

Sponsorship _____ Fee \$ _____

Sponsorship _____ Fee \$ _____

TOTAL \$ _____

PAYMENT – *Payment must accompany agreement.*

Enclosed is a check payable to FLASH

Charge my Credit Card – *American Express, MasterCard, and Visa are Accepted.*

Card # _____

Exp. Date _____ CSV Code _____

Billing Address _____

Signature _____

Print Name _____

EMAIL TO:

Barbara Harrison (barbara@flash.org)

OR MAIL TO:

Federal Alliance for Safe Homes (FLASH)

1708 Metropolitan Blvd.

Tallahassee, FL 32308

To sponsor, advertise or exhibit, contact Barbara Harrison (barbara@flash.org) or (850) 385-7233.

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