



ELEVATE

Elevate 2021 Leadership Conference

Orlando, Florida | November 1-4, 2021 | Loews Sapphire Falls Resort

Sponsor Information Guide



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Welcome

As the nation's premier provider of manufactured housing communities and RV resorts, Sun Communities continues to grow and transform as an organization. We are excited to once again host our biennial leadership conference with the opportunity to connect and engage with our preferred vendor partners.

Please join us in Orlando, Florida for our Elevate 2021 conference. We are offering a number of sponsorship opportunities for increased participation and recognition with high visibility opportunities to showcase your organization, solutions, and services.

We hope this informational packet will provide you with the information you need to partner with us, maximize the benefits of your sponsorship, and ultimately provide attendees with an incredible event. To begin the process of working with us, please visit our event website at <https://events.suncommunities.com/elevate>, choose the "Sponsors" tab, select "Sponsorship Opportunities," and complete the initial interest form at the bottom of the page. Once complete, a member of our team will reach out to discuss the partnership in more detail.

If you have any questions, please contact us at (866) 893-4643 option 1, or via email at events@suncommunities.com for assistance. We look forward to partnering with you!

ONLINE SPONSOR PORTAL

Upon confirmation of your sponsorship, an invitation will be sent via email to access our online Sponsor Portal. This portal will serve as a key resource for additional information related to our event, information to maximize the benefits of your partnership, and will serve as the primary avenue for submission of your company's information and logo files.

Visit our Sponsor Portal at <https://portal.suncommunities.events>.

General Event Information

The conference will be held at the Loews Sapphire Falls Resort from Monday, November 1st through Thursday, November 4th, 2021.

Loews Sapphire Falls Resort

6601 Adventure Way
Orlando, FL 32819
(407) 503-5000

AIRPORT

Orlando International Airport (MCO)

GROUND TRANSPORTATION

Our venue is approximately 15 miles from the airport. Complimentary ground transportation is available to pre-registered attendees arriving on Monday and departing on Thursday. Please see our sponsor portal for additional details and to register for this service.

ATTENDEE PROFILE

Representation from Sun's 400+ resorts and communities along with Main Office attendees will be on-site.

- Approximately 70% of attendees represent community and resort managers who play a key role in vendor selection, management, and ongoing vendor partnerships for their locations.
- Approximately 20% of attendees represent senior sales and operations leadership who make ultimate purchasing decisions.
- Approximately 10% of attendees represent Sun's preferred vendors and sponsors.

CONFERENCE REGISTRATIONS

Conference registrations are available for purchase and are included in many sponsorship packages. Registrations include most meals, participation in general and breakout sessions, and conference events per registered day (day passes exclude off-site events).

	REGULAR RATES		DISCOUNTED RATES FOR SILVER+ SPONSORS	
	DAY PASS	CONFERENCE	DAY PASS	CONFERENCE
EARLY REGISTRATION				
Conference	\$350	\$995	\$225	\$625
Conference & Standard Hotel Room*	\$550	\$1,595	\$425	\$1,225
AFTER SEPTEMBER 10th				
Conference	\$375	\$1,075	\$250	\$650
Conference & Standard Hotel Room*	\$575	\$1,675	\$450	\$1,275

*Check-in on Monday, November 1st and check-out on Thursday, November 4th.

Event Schedule

Monday, November 1, 2021

10:00 am - 5:00 pm	Arrivals & On-site Registration
11:00 am - 2:00 pm	Solutions Expo Setup
2:30 pm - 5:00 pm	Solutions Expo
6:30 pm - 8:30 pm	Welcome Dinner Reception

Tuesday, November 2, 2021

6:45 am - 7:45 am	SunFit 5k Run/Walk
7:45 am - 8:30 am	Breakfast & Solutions Expo
8:45 am - 10:45 am	Opening Session
11:00 am - 12:00 pm	Breakout Sessions
12:00 pm - 1:00 pm	Lunch & Solutions Expo
1:00 pm - 5:45 pm	Breakout Sessions
6:30 pm - 8:30 pm	Dinner & Solutions Expo

Wednesday, November 3, 2021

7:00 am - 7:30 am	SunFit Relax & Recharge
7:45 am - 8:30 am	Breakfast & Solutions Expo
8:45 am - 10:45 am	General Session
11:00 am - 12:00 pm	Breakout Sessions
12:00 pm - 1:00 pm	Lunch & Solutions Expo
1:00 pm - 2:30 pm	Solutions Expo Tear-Down
1:00 pm - 4:30 pm	Breakout Sessions
4:45 pm - 6:15 pm	Sun Unity: Giving Back (in partnership with U.S. Hunger)
7:00 pm - 8:00 pm	Farewell Celebration Cocktail Hour
8:00 pm	Busses Depart for Universal Studios
8:30 pm - 11:00 pm	Farewell Celebration at Universal Studios

Thursday, November 4, 2021

6:45 am - 7:30 am	Room Checkout & Luggage Hold
7:15 am - 8:00 am	Breakfast
8:15 am - 9:15 am	Breakout Sessions
9:30 am - 11:00 am	Team Meetings
11:15 am - 12:00 pm	Boxed Lunch to Go / Departures

Sponsorship Packages At-A-Glance

	Event <i>Exclusive</i>	Diamond \$50,000	Platinum \$30,000	Gold \$20,000	Silver \$6,500	Bronze \$1,000
Exhibit Booth Space	10' x 15' Prominent Placement	8' x 12' Prominent Placement	8' x 8' Preferred Placement	8' x 8'	4' x 6' Pod	
Full Conference Registrations <i>(includes meals & hotel room for up to 3 nights)</i>	6	4	3	2	1	
Day Pass <i>(includes meals)</i>	4	4	4	2		1
Exclusive Recognition as Headline Sponsor	✓					
10-Minute Presentation at Wednesday Evening Dinner	✓					
Named Recognition at Opening General Session	✓	✓				
Company Logo Recognition at General Sessions	✓	✓	✓	✓		
Company Name Recognition at General Sessions					✓	✓
Conference Website Logo Recognition <i>(with link to company website)</i>	Prominent Placement	Prominent Placement	Prominent Placement	✓	✓	✓
Ability to Include Promotional Material in Attendee Registration Bags	✓	✓	✓	✓	1 Page Flyer	½ Page Flyer
Logo and Company Description Listing in Event Mobile App	✓	✓	✓	✓	✓	✓
Conference Area Signage	✓	✓	✓	✓	✓	✓
Inclusion in Pre-Conference Email Announcement to Registered Attendees	✓	✓	✓			
Inclusion in Post-Conference Email Announcement to Registered Attendees	✓	✓	✓			
Discounted Additional Conference Registrations	✓	✓	✓	✓	✓	
Access to Sponsor Hospitality Lounge at Event	✓	✓	✓	✓	✓	✓

All online and print communications, collateral, promotional items, and presentation content are subject to Sun Communities' review and approval. All sponsorship benefits are subject to applicable deadlines and package availability.

Event Sponsorship Package

Exclusive - Only 1 Available

As the Event sponsor, you will receive highest visibility at the event. As the Event sponsor for Elevate, you'll receive a 10' x 15' exhibit space that's prominently placed in our exhibit area. In addition, your company will be designated as the Event sponsor on a number of event materials, throughout the mobile app, and much more.

EVENT SPONSOR BENEFITS INCLUDE

Pre-Event

- 6 full conference registrations which include meals, standard hotel rooms for up to 3 nights per attendee, and access to all general sessions, breakout sessions, and our off-site activity Wednesday evening. *Additional registrations available at discounted rate.*
- 4 day passes which includes access to general sessions, breakout sessions, and meals on the day designated for the attendee during registration.
- Prominent placement recognizing sponsorship level on event website including logo, company description (up to 500 words), and link to company website.
- Inclusion in pre-conference email blast to all registered attendees.
- Recognition on social media as exclusive event sponsor.

On-Site

- Company name and logo recognition on signage, event mobile app, and during general sessions.
- Prominently placed 10' x 15' exhibit space. Setup includes 2 draped tables, 4 chairs, wireless internet access, and power strip.
- Participation in the event's opening general session.
- Named recognition at opening general session.
- Ability to include a small promotional item and printed flyer, booklet, or brochure, up to a maximum of 20 bound pages, no larger than 8.5" x 11", in attendee registration bags.
- Access to sponsor hospitality lounge featuring premium snacks and beverages.

Post-Event

- Inclusion in post-event email blast to all registered attendees.

All online and print communications, collateral, promotional items, and presentation content are subject to Sun Communities' review and approval. All sponsorship benefits are subject to applicable deadlines and package availability.

Diamond Sponsorship Package

\$50,000

As one of our Diamond sponsors, you will receive high visibility at the event. Our Diamond sponsorship package includes a 8' x 12' exhibit space that's prominently placed in our exhibit area. In addition, your company will be designated as a Diamond sponsor on a number of event materials, throughout the mobile app, and much more.

DIAMOND SPONSOR BENEFITS INCLUDE

Pre-Event

- 4 full conference registrations which include meals, standard hotel rooms for up to 3 nights per attendee, and access to all general sessions, breakout sessions, and our off-site activity Wednesday evening. *Additional registrations available at discounted rate.*
- 4 day passes which includes access to general sessions, breakout sessions, and meals on the day designated for the attendee during registration.
- Prominent placement recognizing sponsorship level on event website including logo, company description (up to 500 words), and link to company website.
- Inclusion in pre-conference email blast to all registered attendees.

On-Site

- Company name and logo recognition on signage, event mobile app, and during general sessions.
- Prominently placed 8' x 12' exhibit space. Setup includes 2 draped tables, 4 chairs, wireless internet access, and power strip.
- Named recognition at opening general session.
- Ability to include a small promotional item and printed flyer, booklet, or brochure, up to a maximum of 20 bound pages, no larger than 8.5" x 11", in attendee registration bags.
- Access to sponsor hospitality lounge featuring premium snacks and beverages.

Post-Event

- Inclusion in post-event email blast to all registered attendees.

**Additional benefits available as part of high visibility sponsorship offerings, where applicable.*

All online and print communications, collateral, promotional items, and presentation content are subject to Sun Communities' review and approval. All sponsorship benefits are subject to applicable deadlines and package availability.

Platinum Sponsorship Package

\$30,000

As one of our Platinum sponsors, you will receive high visibility at the event. Our Platinum sponsorship package includes an 8' x 8' exhibit space that's placed in a preferred location within our exhibit area. In addition, your company will be designated as a Platinum sponsor on a number of event materials, throughout the mobile app, and much more.

PLATINUM SPONSOR BENEFITS INCLUDE

Pre-Event

- 3 full conference registrations which include meals, standard hotel rooms for up to 3 nights per attendee, and access to all general sessions, breakout sessions, and our off-site activity Wednesday evening. *Additional registrations available at discounted rate.*
- 4 day passes which includes access to general sessions, breakout sessions, and meals on the day designated for the attendee during registration.
- Prominent placement recognizing sponsorship level on event website including logo, company description (up to 350 words), and link to company website.
- Inclusion in pre-conference email blast to all registered attendees.

On-Site

- Company name and logo recognition on signage, event mobile app, and during general sessions.
- Preferably placed 8' x 8' exhibit space. Setup includes 1 draped table, 2 chairs, wireless internet access, and power strip.
- Ability to include a small promotional item and printed flyer, booklet, or brochure, up to a maximum of 20 bound pages, no larger than 8.5" x 11", in attendee registration bags.
- Access to sponsor hospitality lounge featuring premium snacks and beverages.

Post-Event

- Inclusion in post-event email blast to all registered attendees.

**Additional benefits available as part of high visibility sponsorship offerings, where applicable.*

All online and print communications, collateral, promotional items, and presentation content are subject to Sun Communities' review and approval. All sponsorship benefits are subject to applicable deadlines and package availability.

Gold Sponsorship Package

\$20,000

As one of our Gold sponsors, you will receive strong visibility at the event. Our Gold sponsorship package includes an 8' x 8' exhibit space in our exhibit area. In addition, your company will be designated as a Gold sponsor on a number of event materials, throughout the mobile app, and much more. The number of Gold sponsorships is limited, and is available on a first-come, first-served basis.

GOLD SPONSOR BENEFITS INCLUDE

Pre-Event

- 2 full conference registrations which include meals, standard hotel rooms for up to 3 nights per attendee, and access to all general sessions, breakout sessions, and our off-site activity Wednesday evening. *Additional registrations available at discounted rate.*
- 2 day passes which includes access to general sessions, breakout sessions, and meals on the day designated for the attendee during registration.
- Listing on event website and mobile app including logo, company description (up to 250 words), and link to company website.

On-Site

- Company name and logo recognition on signage, event mobile app, and during general sessions.
- 8' x 8' exhibit space. Setup includes 1 draped table, 2 chairs, wireless internet access, and power strip.
- Ability to include a small promotional item and printed flyer, booklet, or brochure, up to a maximum of 20 bound pages, no larger than 8.5" x 11", in attendee registration bags.
- Access to sponsor hospitality lounge featuring premium snacks and beverages.

**Additional benefits available as part of high visibility sponsorship offerings, where applicable.*

All online and print communications, collateral, promotional items, and presentation content are subject to Sun Communities' review and approval. All sponsorship benefits are subject to applicable deadlines and package availability.

Silver Sponsorship Package

\$6,500

Our Silver sponsorship package includes a pod in our exhibit area. In addition, your company will be designated as a Silver sponsor on a number of event materials, throughout the mobile app, and much more. The number of Silver-level exhibit pods is limited, and is available on a first-come, first-served basis - so don't delay in securing your sponsorship!

SILVER SPONSOR BENEFITS INCLUDE

Pre-Event

- 1 full conference registration which includes meals, standard hotel room for up to 3 nights, and access to all general sessions, breakout sessions, and our off-site activity Wednesday evening. *Additional full and day pass registrations available at discounted rate.*
- Listing on event website and mobile app including logo, company description (up to 150 words), and link to company website.

On-Site

- Company name and logo recognition on signage and event mobile app.
- Company name recognition during general sessions.
- Pod setup in exhibit space which includes a 6 ft. draped table, 2 chairs, wireless internet access, and power strip. All signage, promotional materials, and/or displays must fit on top of the exhibit table.
- Ability to include a small promotional item and 1-page flyer, no larger than 8.5" x 11", in attendee registration bags.
- Access to sponsor hospitality lounge featuring premium snacks and beverages.

**Additional benefits available as part of high visibility sponsorship offerings, where applicable.*

All online and print communications, collateral, promotional items, and presentation content are subject to Sun Communities' review and approval. All sponsorship benefits are subject to applicable deadlines and package availability.

Bronze Sponsorship Package

\$1,000

The Bronze sponsorship package is a minimal investment offering.

BRONZE SPONSOR BENEFITS INCLUDE

Pre-Event

- 1 day pass registration which includes meals and access to the general session and breakout sessions on the day designated for the attendee during registration.
- Listing on event website and mobile app including logo, company description (up to 100 words), and link to company website.

On-Site

- Company name recognition on signage and during general sessions, and company logo on event website and mobile app.
- Ability to include a small promotional item and ½-page flyer, no larger than 8.5" x 5.5", in attendee registration bags.
- Access to sponsor hospitality lounge featuring premium snacks and beverages.

All online and print communications, collateral, promotional items, and presentation content are subject to Sun Communities' review and approval. All sponsorship benefits are subject to applicable deadlines and package availability.

High Visibility Offerings

Limited Availability

We are pleased to offer an array of additional branding elements and marketing opportunities to help boost your visibility among event attendees. These offerings are available on a first-come, first-served basis.

REGISTRATION BAGS

Available to Diamond Sponsors (1 available)

- Feature your company's logo on bags provided to all attendees during on-site registration.

LANYARDS

Available to Platinum & Diamond Sponsors (1 available)

- Make a great first impression when attendees pickup their conference materials, and make it last all week in a highly visible manner when attendees sport your company's logo on their name badge lanyard.

REGISTRATION REFRESHMENTS

\$6,500 (1 available)

- Includes company name and logo recognition near refreshments, on beverage sleeves, and beverage napkins during on-site registration.
- Recognition on conference signage, website, mobile app, and other materials as a Bronze sponsor (and all benefits associated with the Silver-level sponsorship package).

REGISTRATION SNACK BOXES

\$8,500 (1 available)

- Includes company name and logo recognition near registration, and the inside lid of snack boxes will be uniquely branded with an advertisement featuring your company.
- Recognition on conference signage, website, mobile app, and other materials as a Silver sponsor (and all benefits associated with the Silver-level sponsorship package).

ON-SITE WIFI

Available to Platinum/Diamond Sponsors (1 available)

- Feature your company's name and logo on the login page for our event's wifi service.

SUNFIT 5K CHALLENGE & RELAX/RECHARGE EVENTS

\$10,000 (1 available)

- Feature your company's name and logo on participant t-shirts and gain recognition as the sponsor for our SunFit 5k Challenge & Relax/Recharge events.
- Recognition on conference signage, website, mobile app, and other materials as a Silver sponsor (and all benefits associated with the Silver-level sponsorship package).

High Visibility Offerings

(Continued)

WELCOME DINNER

\$40,000 (1 available)

- Unique company name/logo recognition at welcome dinner.
- Special banner graphic featuring your company in the event mobile app as the sponsor of the welcome dinner.
- Recognition on conference signage, website, mobile app, and other materials as a Platinum sponsor (and all benefits associated with the Platinum-level sponsorship package).

MORNING REFRESHMENTS

\$5,000 (3 available)

- Includes company name and logo recognition near refreshments, on beverage sleeves, and beverage napkins.
- Recognition on conference signage, website, mobile app, and other materials as a Bronze sponsor (and all benefits associated with the Bronze-level sponsorship package).

AFTERNOON BREAK

\$6,500 (3 available)

- Includes company name and logo recognition near snack stations, on beverage sleeves, and beverage napkins.
- Recognition on conference signage, website, mobile app, and other materials as a Silver sponsor (and all benefits associated with the Silver-level sponsorship package).

FAREWELL CELEBRATION AT UNIVERSAL STUDIOS

\$50,000 (1 available)

- Unique company name/logo recognition at entry to farewell event.
- Unique company name/logo recognition at pre-celebration cocktail hour.
- Brief group address/closing remarks with Sun leadership.
- Recognition on conference signage, website, mobile app, and other materials as a Diamond sponsor (and all benefits associated with the Diamond-level sponsorship package).

All online and print communications, collateral, promotional items, and presentation content are subject to Sun Communities' review and approval. All sponsorship benefits are subject to applicable deadlines and package availability.

Company Material Specifications & Deadlines

COMPANY LOGO

Please upload your company's logo to your sponsor portal account ASAP.

To be included in printed materials and signage on-site, logos must be uploaded to the sponsor portal no later than Friday, October 1, 2021.

Company Logo Specifications:

- For printed materials & signage: high-resolution .eps or .ai format *required*
- For website & mobile app: minimum 300 px x 300 px - .png or .gif format, transparent background

COMPANY DESCRIPTION

Your company's description will be listed on our event website and mobile app with your company logo. Please send your company description (text format) via the sponsor portal ASAP, keeping in mind the cutoff for posting to our site and mobile app is Friday, October 22, 2021.

- Event & Diamond Sponsors - 500 word company description, plus company's website URL and/or phone number
- Platinum Sponsors - 350 word company description, plus company's website URL and/or phone number
- Gold Sponsors - 250 word company description, plus company's website URL and/or phone number
- Silver Sponsors - 150 word company description, plus company's website URL and/or phone number
- Bronze Sponsors - 100 word company description, plus company's website URL and/or phone number

Company Material Specifications & Deadlines

(Continued)

ATTENDEE REGISTRATION BAG INSERTS

Sponsors may include promotional material in attendee conference bags according to the specifications listed below.

Shipping Address:

Sun Communities
Attn: Marc Farrugia
27777 Franklin Road, Suite 200
Southfield, MI 48034

Specifications:

Materials must be shipped to the address above with delivery occurring no later than Friday, October 8, 2021.

- Event, Diamond, Platinum, & Gold Sponsors - small promotional item and printed flyer, booklet, or brochure, up to a maximum of 20 bound pages, no larger than 8.5" x 11"
- Silver Sponsors - small promotional item and 1-page flyer, no larger than 8.5" x 11"
- Bronze Sponsors - small promotional item and ½-page flyer, no larger than 8.5" x 5.5"

We recommend emailing your content/giveaway for review and approval prior to production to events@suncommunities.com.

SUMMARY OF IMPORTANT DEADLINES

Deadline	Task
Friday, October 1, 2021	Upload logo to sponsor portal for use on printed materials & signs
Friday, September 10, 2021	Early registration deadline
Friday, October 8, 2021	Attendee registration bag inserts must be shipped and <i>received</i>
Friday, October 22, 2021	Submit company description for use on website and mobile app
Monday, October 25, 2021	Ship materials for exhibit space to the Loews Sapphire Falls Resort hotel for delivery no <i>earlier</i> than Thursday, October 28th.

Solutions Expo

The Solutions Expo will be setup inside the main dining space where breakfasts, lunches, and Tuesday evening's dinner will take place for maximum exposure to conference attendees. All Silver, Gold, Platinum, and Diamond-level sponsors are entitled to a space in the Solutions Expo area, as space permits, and will be confirmed upon receipt of paid sponsorship.

SOLUTIONS EXPO RAFFLE

Conference attendees will be encouraged to visit partner exhibits by leveraging the event mobile app. Each partner will be given a unique QR code for attendees to scan with their mobile devices. Once an attendee scans all of the participating partner's unique codes, he or she will receive an entry for a chance to win exciting prizes! The drawing will take place at Wednesday evening's cocktail event prior to departure for Universal Orlando.

GENERAL SETUP INFORMATION

All exhibit spaces include draped table(s), chairs, electric, and wireless internet access. Specific space dimensions and table counts are listed on each respective sponsor package page.

Sponsor Level	Exhibit Space Dimensions	Tables/Chairs
Event	10' x 15' (Prominent Placement)	2 draped tables, 4 chairs
Diamond	8' x 12' (Prominent Placement)	2 draped tables, 4 chairs
Platinum	8' x 8' (Preferred Placement)	1 draped table, 2 chairs
Gold	8' x 8'	1 draped table, 2 chairs
Silver	Pod with 6' table	1 draped table, 2 chairs

Setup is scheduled for Monday, November 1st from 11 am - 2 pm.

SHIPPING INSTRUCTIONS

- Sponsors may ship materials for their exhibit space to the Loews Sapphire Falls Resort hotel for delivery no earlier than Thursday, October 28th.
- Materials must be properly labeled with your company name, and may be shipped to:

Hold For Guest: (Contact Name) (Contact Cell Phone #)
c/o Loews Sapphire Falls Resort
Sun Communities' Elevate Conference – (Vendor Company Name Here)
6601 Adventure Way
Orlando, FL 32819

Box ___ of ___

Package handling fees apply. Please see the pricing matrix available in the online sponsor portal for details.

