



# ELEVATE

**Elevate 2023 Leadership Conference**

Orlando, Florida | May 15-18, 2023 | Loews Sapphire Falls Resort

## **Sponsor Information Guide**



**SUN OUTDOORS™**

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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 2023 conference. Several sponsorship opportunities are available 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](mailto: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, May 15th through Thursday, May 18th, 2023.

## Loews Sapphire Falls Resort

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

## LODGING

Hotel reservations for this event are made as part of each participant's online event registration.

- Additional information regarding guest rooms included with sponsorship packages can be found on page 7 of this guide.
- Discounted rates for additional guest rooms can be found on page 5.

For questions related to lodging, please contact Sun's Events and Travel Team at (866) 893-4643, option 1.

## 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 and Park Holidays' 500+ resorts, communities, and holiday parks 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 10% of attendees represent senior sales and operations leadership who make ultimate purchasing decisions.
- Approximately 20% of attendees represent Sun's preferred vendors and sponsors.

# General Event Information

(Continued)

## 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
<b>EARLY REGISTRATION</b>				
Conference	\$375	\$1,050	\$295	\$875
Conference & Standard Hotel Room*	\$625	\$1,875	\$545	\$1,595
<b>AFTER MARCH 17th</b>				
Conference	\$395	\$1,110	\$310	\$920
Conference & Standard Hotel Room*	\$645	\$1,935	\$550	\$1,635

\*Check-in on Monday, May 15th and check-out on Thursday, May 18th.

## DISCOUNTED GUEST ROOMS

Standard guest rooms are available at a discounted rate of \$260 per night, inclusive of taxes and fees, and subject to availability. To book additional guest rooms with this discounted rate, please contact our Sponsor Manager or a member of Sun's Events and Travel Team.

# Event Schedule

## Monday, May 15, 2023

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

## Tuesday, May 16, 2023

7:00 am - 7:30 am	SunFit Relax & Recharge
<b>7:45 am - 8:30 am</b>	<b>Breakfast &amp; Solutions Expo</b>
8:45 am - 10:45 am	Opening Session
11:00 am - 12:00 pm	Breakout Sessions
<b>12:00 pm - 1:00 pm</b>	<b>Lunch &amp; Solutions Expo</b>
1:00 pm - 5:45 pm	Breakout Sessions
<b>6:30 pm - 8:30 pm</b>	<b>Dinner &amp; Solutions Expo</b>

## Wednesday, May 17, 2023

6:45 am - 7:45 am	SunFit 5k Run/Walk
<b>8:15 am - 9:00 am</b>	<b>Breakfast &amp; Solutions Expo</b>
9:15 am - 10:45 am	General Session
11:00 am - 12:00 pm	Breakout Sessions
<b>12:00 pm - 1:00 pm</b>	<b>Lunch &amp; Solutions Expo</b>
<b>1:00 pm - 2:30 pm</b>	<b>Solutions Expo Tear-Down</b>
1:00 pm - 4:30 pm	Breakout Sessions
4:45 pm - 6:15 pm	Sun Unity: Giving Back
7:00 pm	Busses Depart for Universal Studios
7:15 pm - 11:00 pm	Farewell Celebration at Universal Studios

## Thursday, May 18, 2023

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

*\*This schedule is preliminary and is subject to change.*

# Sponsorship Packages At-A-Glance

	Event <i>Exclusive</i>	Diamond \$75,000	Platinum \$40,000	Gold \$25,000	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'	6' Table	
Full Conference Registrations <i>(includes meals &amp; hotel room for up to 3 nights)</i>	7	5	3	2	1	
Day Pass <i>(includes meals)</i>	4*	4*	4*	2	1	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	Preferred Placement	✓	✓	✓
Logo and Company Description Listing in Event Mobile App	✓	✓	✓	✓	✓	✓
Ability to Include Digital Promotional Material 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	✓	✓	✓	✓	✓	✓

\*4 Day Passes may be exchanged for 1 Full Conference Registration

All 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 Solutions Expo. 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

- 7 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 strips.
- Participation in the event's opening general session.
- Named recognition at opening general session.
- Ability to include digital promotional material in event mobile app.
- Ability to reserve private meeting space to host small meetings (A/V equipment not included).
- Access to sponsor hospitality lounge featuring premium snacks and beverages.

### Post-Event

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

All 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

\$75,000

As one of our Diamond sponsors, you will receive high visibility at the event. Our Diamond sponsorship package includes an 8' x 12' exhibit space that's prominently placed in our Solutions Expo. 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

- 5 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 digital promotional material in event mobile app.
- Ability to reserve private meeting space to host small meetings (A/V equipment not included).
- 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 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

\$40,000

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 Solutions Expo. 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 digital promotional material in event mobile app.
- Ability to reserve private meeting space to host small meetings (A/V equipment not included).
- 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 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

\$25,000

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 Solutions Expo. 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 digital promotional material in event mobile app.
- Access to sponsor hospitality lounge featuring premium snacks and beverages.

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

All 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 6 ft. table in our Solutions Expo. 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 tables 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.*
- 1 day pass 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 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.
- 6' table in exhibit space which includes a table cover, 2 chairs, wireless internet access, and power strip. All signage, promotional materials, and/or displays must fit on top of the exhibit table.
- Access to sponsor hospitality lounge featuring premium snacks and beverages.

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

All 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.
- Access to sponsor hospitality lounge featuring premium snacks and beverages.

All 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.

### 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 Silver 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.

### SELFIE STATION

#### \$7,500 (1 available)

- Includes company name recognition at Selfie Station and online photo retrieval site.
- 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)

## **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).

## **WELCOME DINNER**

**\$50,000 (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**

**\$6,500 (2 available)**

- Includes company name and logo recognition near refreshments and on 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).

## **AFTERNOON BREAK**

**\$8,500 (2 available)**

- Includes company name and logo recognition near snack stations and on 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**

**\$75,000 (1 available)**

- Unique company name/logo recognition at entry to farewell event.
- Special banner graphic featuring your company in the event mobile app as the sponsor of the farewell celebration.
- 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).

# 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, March 24, 2023.

### Company Logo Specifications:

- For printed materials & signage: high-resolution .eps or .ai format *required*
- For website & mobile app: minimum 300 pixels x 300 pixels - .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, April 14, 2023.

- Event & Diamond Sponsors - 500 word company description
- Platinum Sponsors - 350 word company description
- Gold Sponsors - 250 word company description
- Silver Sponsors - 150 word company description
- Bronze Sponsors - 100 word company description

## DIGITAL PROMOTIONAL MATERIALS

In an effort to host a more sustainable event, we have moved away from offering the ability to include printed materials in attendee's registration bags. Instead, Gold+ sponsors have the ability to provide digital materials for inclusion in the event mobile app. To provide PDF documents/ brochures or video content, please visit the sponsor portal. Digital materials must be provided no later than Friday, April 14, 2023.

## SUMMARY OF IMPORTANT DEADLINES

Deadline	Task
Friday, March 17, 2023	Early registration deadline
Friday, March 23, 2023	Upload logo to sponsor portal for use on printed materials & signs
Friday, April 14, 2023	Logo, company description, and digital promotional materials must be submitted to be listed on the event website and mobile app.
Monday, May 8, 2023	Ship materials for exhibit space to the Loews Sapphire Falls Resort hotel for delivery no <i>earlier</i> than Thursday, May 11, 2023.



# 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 during Wednesday evening's farewell celebration at 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	6' Table	1 draped table, 2 chairs

Setup is scheduled for Monday, May 15<sup>th</sup> 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, May 11<sup>th</sup>.
- 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.*

