



The Annual Sterling Conference brings together all elements of a variety of business, government, industry, healthcare, education, not-for-profit, and community organizations to share, learn, and discuss best practices for improving performance excellence affecting future operations and workforces. With general sessions, workshops, networking opportunities, and engagement, this conference allows attendees to learn and use proven processes to improve operations and outcomes.

Typical Attendance: 450

Attendee Demographics: C-Level Executives, Business Owners, Elected Officials, Community Stakeholders, Higher Education Professionals, Nonprofit Directors, Major Employers

Hyatt Regency Orlando, May 27-30, 2025



PRESENTING SPONSOR - \$10,000

- Top billing in all promotional collateral, including company logo (conference agenda flyers, advertisements, etc.).
- Company logo on the conference event page.
- Sponsorship announcement via social media, the company tagged across all Sterling platforms - Facebook, Twitter, and LinkedIn.
- Full-page advertisement in the conference brochure
- Opportunity for a sponsor highlight on the company posted to the Sterling Facebook page.
- Opportunity to have company representative in conference promotional video.
- Promotional item in attendee welcome bags (company provides the item).
- Exported list of attendees following the event.
- Two complimentary conference registrations
- Company logo placement throughout the entire conference, including screens in general sessions, digital boards, and printed signage.
- One reserved table (seating for a total of 8 – table only) at the Governor's Award Banquet (Friday evening).
- One complimentary exhibit table to display products and services in the Expo Hall.
- Company Logo is displayed on the opening page of the conference mobile application.
- Listed as a sponsor within the mobile conference app, including company description, contact information, and links to the company website and social sites.



OPENING GENERAL SESSION SPONSOR - \$5,000

CLOSING GENERAL SESSION SPONSOR - \$5,000

FRIDAY NIGHT GSA BANQUET SPONSOR - \$5,000

- Sponsorship announcement via social media, the organization tagged across all Sterling platforms -Facebook, Twitter, and LinkedIn.
- Company logo placed in online conference agenda.
- Full-page advertisement in the conference book.
- Promotional item in attendee welcome bags (company provides the item).
- Exported list of attendees following the event.
- One complimentary conference registration.
- Company logo placement throughout the entire conference, including screens in general sessions, digital boards, and printed signage.
- One reserved table (seating for 8 – table only) at Governor's Sterling Award Banquet
- One complimentary exhibit table to display products and services in the Expo.
- Listed as a sponsor within the conference mobile app, including company description, contact information and links to the company website and social sites.

TEAM SHOWCASE SPONSOR (TH) - \$2,500

EXPO SPONSOR (TH) - \$2,500

- Sponsor logo on specific Team Showcase signage.
- Sponsor introduction and highlight at the Team Showcase.
- Sponsorship announcement via social media, the organization tagged across all Sterling platforms - Facebook, Twitter, and LinkedIn.
- Company logo placed in online conference agenda
- Half-page advertisement in the conference book..
- Logo inside back cover advertisement in the conference book.
- Promotional item in attendee welcome bags (company provides the item).
- Exported list of attendees following the event.
- Company logo placement throughout the entire conference, including screens in general sessions, digital boards, and printed signage.
- One complimentary exhibit table to display products and services in the Expo.
- Listed as a sponsor within the conference mobile app, including company description, contact information and links to the company website and social sites.
- Opportunity to create a company advertisement (16:9 slide) or video (no audio) to be played while sponsor slides rotate at the start of each session.

LEADERSHIP WORKSHOP TRACK SESSIONS SPONSORS (W - F) - \$2,000
MANAGING FOR EXCELLENCE TRACK SESSIONS SPONSORS (W – F) - \$2,000
OPERATIONAL IMPROVEMENT TRACK SPONSOR (W - F) - \$2,000
DAILY LUNCHEONS SPONSORS (W & TH) - \$2,000

- Sponsor logo on specific opening session screen.
- Sponsorship announcement via social media, the organization tagged across all Sterling platforms - Facebook, Twitter, and LinkedIn.
- Company logo placed in online conference agenda.
- Logo advertisement in the conference brochure.
- Promotional item in attendee welcome bags (company provides the item).
- Exported list of attendees following the event.
- Company logo placement throughout the entire conference, including screens in general sessions, digital boards, and printed signage.
- One complimentary exhibit table to display products and services in the Expo.
- Listed as a sponsor within the conference mobile app, including company description, contact information and links to the company website and social sites.

