



floridalimousine.com

reina@floridalimousine.com

253-314-7568

Media Kit: Branding & Advertising Opportunities



Representing the Professional Ground Transportation Industry



Sara Eastwood-Richardson

Executive Director

Interested? Contact us!
katie@ras-int.org



Place Your Brand in Front of FLA Membership and **TURN ON** the Leads!

The FLA is arguably the most dynamic ground transportation trade organization in the world. The FLA represents almost 3,000 owners and independent operators of ground transportation companies in Florida alone.

**We are the trusted voice for
Florida's luxury transportation marketplace.**

Our Market Reach

COMPREHENSIVE REACH ACROSS FLORIDA

When you sponsor and advertise using our media assets, your brand is elevated to a new level of credibility. We don't do business with just anyone. We select our partners carefully. Join our community and become part of our ever-growing family and let us help each other.



Interested? Contact us!
katie@ras-int.org



Here's Our Stats.

OUR FLA EXCLUSIVE DATABASE INCLUDES:

All licensed Luxury Transportation Operators in Florida

All Independant Contractors in Florida

All Bus Operators Nationally and Regionally

All Courier & cargo Independent Contractors in Florida

All Courtesy Transportation Contractors in Florida

Total Market Reach: +3,000

Why Sponsor?

THINK BIG - REACH FAR

If you have anything of value to offer the transportation marketplace, partner with us and we will work with you to achieve your sales goals. If you desire to grow your business throughout the southern states – in particular in Florida, there is simply no better way than relationship marketing through the FLA. We offer a unique opportunity to promote your brand to a captive audience of FINAL DECISION MAKERS while financially supporting one of the industry's premier trade associations.



Benefits of Advertising



- 1) Get your company brand in front of our [elite group of final decision-makers](#) in ground transportation.
- 2) [Enhance your image](#). Be seen in an environment of exceptional credibility. Partnering with GCLA is worth bragging about. The positive buzz created by your connection to us will [enhance sales over the long term](#).
- 3) [Generate revenue](#) by using our assets to ring up the cash register. Sponsors have an opportunity to actually [demonstrate and sell merchandise](#) during our proprietary digital Pitch-fest events.
- 4) Chose to include co-branded SWAG with any of our programs as LEAVE BEHINDS or REFERRAL gifts and [turn your brand into a memorable feel good keepsake](#) AND conversation piece to last a lifetime.
- 5) Gain [exclusive access to an exceptional group](#) who will enjoy taking advantage of special promotions that will have social media buzzing for months to come.
- 6) [Our biggest supporters are front and center](#) when it comes to recognition. And, we do this in many ways including news spotlights, video testimonials, published letters to the membership as well as on stage at all of our live events.





The Opportunities

There are so many ways that your company can market to the FLA members and get involved with our movement. You choose from a set list of sponsorships and advertising options or ask us to customize a package exclusively for you.

leadership summit
PLATINUM LEVEL

MTE
VIBI
ON
SunClad
DrugTest.com
EBizCh

BOARD Meeting
SPONSORED BY
COMPLETE FLEET
1:00 PM

Delivering Safety & Operational Results
Transportation Advisors

Impact Branding

The FloridaLimousine.com Website

Our website is our living, breathing community center.

We are always changing things and that's what keeps it so robust.

FloridaLimousine.com is our epicenter.

We use social media tools like LinkedIn and Facebook to promote the happenings at the FLA, to spark conversations, make special connections and drive operators back to our Website. By sponsoring and advertising with FLA.org you are also riding alongside our campaigns and getting your brand pushed out throughout social media hangouts...the difference is, you're co-branding with the FLA and that is extra cache!

WEB Exclusives

GROUND TRANSPORTATION DIRECTORY ADVERTISING

LIMITED AD SPACE AVAILABLE FOR INCREDIBLE EXPOSURE! CHECK THE PRICING MODELS OUT [HERE](#):

HOME PAGE ADS

Be an official website sponsor and see your branding on the LEADERBOARD across the top of the page!

PRICE: \$5,000 for 6 Months / \$7,500 for 1 Year

ENEWS ADS

Be an official E-news sponsor and see your branding on the LEADERBOARD across the top of the page!

PRICE: \$5,000 for 24 issues (6 months) / \$7,500 for 48 issues (12 months)



More Opportunities!

REACH FARTHER WITH EVEN MORE EXCLUSIVE OPPORTUNITIES

SPONSORED VIDEO INTERVIEWS

GCLA sponsors can create a video interview (or even a series) as part of a marketing package. As part of our PitchFest program we can record a short interview in which we ask you about your products and services in thoughtful conversation using a smart phone. Simple! Then, we'll publish the video on our website and social media accounts to get it in front of our members.

PRICE: \$500 per month posting fee, not including production.

GUEST BLOGGER

If you are a blogger and love relationship marketing, we invite you to sponsor a guest blog series so you are able to demonstrate thought leadership to our audience. The blog is housed on the GCLA Website.

PRICE: \$500 per month posting fee, not including scripting and editing. You must turn in finished blogs.

SOCIAL MEDIA

Reserve a sponsored week on all of our social media channels and we'll make noise for you that calls attention to, "This week's sponsor is we love how they take care of our members."

PRICE: \$200 PER WEEK LONG PROMOTION.



Fulfillment Benefits



HOW WE PRIORITIZE EXCLUSIVE OFFERINGS

Simple. We factor sponsor logo placements in order of seniority which is based on:

- a. Total spend per year on all sponsorships combined
 - b. Longevity of sponsorship commitments and history
 - c. First come, first served.
- Logo on home page and sponsor of FloridaLimousine.com
 - Special spotlights in our e-news.
 - Signage marketing at all live FLA meetings and events.
 - Custom FLA sponsor logo sent to you for your press kit(s).
 - Logo in the sponsor section of all association promotions.



LET US HELP YOU CUSTOMIZE YOUR EXPERIENCE:

Maybe you've been reading through this menu of sponsor options and something sparked a creative idea that is off the grid.

We love it!

Our team of experts can help bring your dream to life, so please let us in on your concept that you think will set you apart. There is almost nothing we can't do to help you create a one-of-a-kind experiential branding option.

Katie Martinez

katie@ras-int.org

805-208-7668



INTERESTED IN WORKING WITH THE FLA?

Contact Us to Learn More!

Katie Martinez

Sales

katie@ras-int.org

805-208-7668



The Team →



Sara Eastwood-Richardson
Executive Director



Katie Martinez
Sales



Reina Hancock
Membership & Marketing

Thank you for your time!
Reach out to us for questions.



www.floridalimousine.com



katie@ras-int.org



805-208-7668