
The Annual Partners Sponsorship Program is a unique, value-packed sponsorship opportunity extended to just four companies per year. The program offers the highest return on sponsorship possible by leveraging the very high visibility of the blood center in the community every day throughout the year. These category-exclusive sponsorships are created as a partnership that helps increase brand awareness and loyalty for your company while affiliating with a highly regarded community health organization, the community's blood center.

Courier Vehicle Signage for 12 Months

Delivery of blood products that have completed testing in the Florida Blood Services labs takes place all around the clock. Your logo on two courier vehicles becomes synonymous with care and commitment as the priceless donor gift is delivered to patients in need; accident and trauma victims, children who need lifesaving platelets and red cells while they endure chemotherapy, burn victims, mothers and babies, and many more of our friends and family.

Supply Truck Signage for 3 Months of the Year

Our 24' supply truck travels daily throughout our service area to help us manage multiple fixed donor sites and the transportation needs of our blood drives. This large and highly visible vehicle is the perfect location for your logo, visible to the entire Tampa Bay region throughout the year as yet another testimonial to your strong community support.

Banner Ad on FBS Website with Live Link

Each year there are more than 2 million visits to the FBS website to find donation centers or facts about giving blood, information on lifesaving marrow donation, or to be inspired by the testimonial of patients whose lives have been saved by blood donations. Your company's logo with a live link to your site will be featured as an annual partner for all to see for 3 months of the year.

Radio Promotion, Direct Mail and Collateral Print Material

Florida Blood Services routinely promotes blood drives and special events through radio promotions, direct mail, promotional gifts and collateral print material. Annual Partner Program sponsors consult with the FBS Promotions Coordinator to include recognition of their company through these promotional channels.

Email Blast

Each year we communicate with our subscribed donor base through more than 1.2 million emails. Whether recruiting blood donors or thanking them for saving lives, it effectively reaches hundreds of thousands of blood center supporters. For 3 months of the year, you will be featured as a committed annual partner in these lifesaving communications, further sharing the commitment you have to the communities we both serve.

Golf Tournament

We're guessing golf is a topic of discussion at your office and we'd like to invite you to one of the region's premier charitable golf events. We'll reserve two foursomes for you for our Annual "Golf Gets in Your Blood" Scramble where our players are the celebrities, enjoying premium golf gifts, personal coaching from a PGA Tour Instructor and the opportunity to win exceptional golf outings, vacations and more. You'll also be included on premier event signage.

Spring Newsletter and Monthly E-Newsletters

Your company featured as an Annual Partner in the FBS Foundation Spring Newsletter mailed to more than 12,000 recipients, along with monthly visibility as an Annual Partner in the FBSF e-communication, Lifeline.

For general information purposes only. This is an overview of the typical benefits that are offered in the FBSF Annual Partner Program. Specific details related to quantity, duration and fulfillment dates are tailored to each sponsor. We invite your inquires to learn more about creating a beneficial partnership for your company and the community's blood center.

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