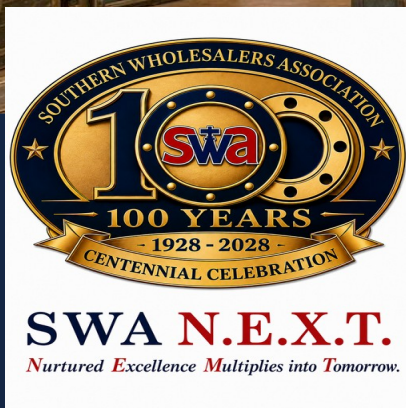
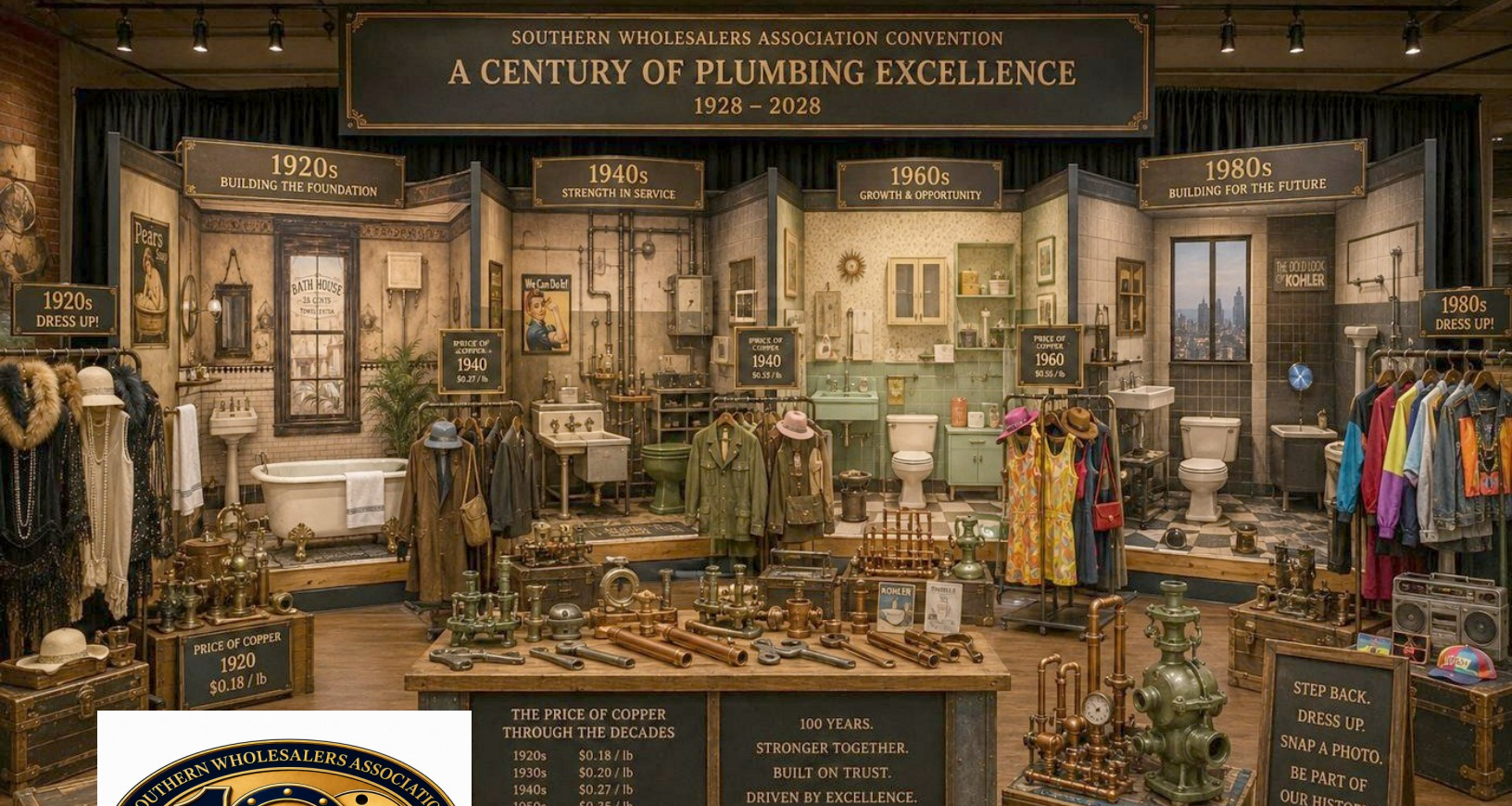




DREAM WITH US

Centennial Sponsorship • 2027 and 2028

Nurtured Excellence Multiplies Into Tomorrow.

In 1928, a handful of plumbing wholesalers in the South decided they were stronger together.

In June 2028 we will walk through everything that decision built — a hundred years of it, in one room — and your name can be on the walls.

100th Anniversary Convention • June 24-27, 2028 • JW Marriott Marco Island

Only about 25 Centennial sponsorships will exist. Two of our sponsors have already said yes to dreaming with us and secured a top Centennial spot.

THE NEXT 100 STARTS WITH US.

Who You Reach

11

states, plus the Bahamas and the Caribbean

59

wholesaler member companies

950+

member locations

\$50B+

in annual revenue in the room



Owners, presidents, and the next generation of the wholesalers who buy from you — and the manufacturers and reps who sell alongside you — in one hotel for four days.

The Centennial is the one week in a hundred years when anyone who is anyone in the industry will be there — networking, sharing stories, making sales, having fun, and celebrating SWA's history. Make sure you are part of it.

Dreaming with us means exactly that: if you have an idea that isn't on these pages, a concierge sponsorship built around you is welcome — propose it, and let's talk.

The Centennial Sponsorships at a Glance

CENTENNIAL VISIONARY

\$35,000 / yr limited • 2 taken

Presents one of the five experiences: Hall of History, Timeline & Photo Wall, Legacy Theater, Presidents’ Club, or Speakeasy.

LEGACY CHAMPION

\$25,000 / yr about 6

Presents a Road to 100 tour, the Commemorative Book, Registration & Welcome Area, or Golf Tournament.

HERITAGE PATRON

\$15,000 / yr 10 • one per decade

Names one decade bay and its photo-op station inside the Hall of History.

1928 SOCIETY

\$8,000 / yr one per bar

Owens a named bar at the opening reception and the Speakeasy.

The Diamond Perks • Yours for Both Years

- 2 eblasts and 1 video ad each year
- Logo on promotional materials
- 2 delegate registrations and the business-meeting fee
- Top-priority business-meeting scheduling and preferred meeting selection
- Event credit, app and website listing, convention signage, badge ribbon, delegate-bag placement
- Centennial website and sponsor-slide recognition, Road to 100 vehicle wrap, a “Proud Centennial Sponsor” logo, and a seat in the Dream With Us sessions

THE KEY EVENTS

Saturday — honoring dinner, Voices of SWA premiere, and first look • Sunday — opening reception and Charter Night • Monday — keynote breakfast and golf tournament • Tuesday — 1928–2028 Speakeasy closing night.

Two-year commitment (2027 and 2028), billed annually. About 25 Centennial sponsorships. First come, first served.

Five Experiences. Five Centennial Visionary Sponsorships.



01 THE HALL OF HISTORY

A Century of Plumbing Excellence — the museum, presented by you. Ten decade bays line the main ballroom with era fixtures, real member-loaned artifacts, vintage tools, invoices and catalogs, then-and-now comparisons, costumes and photo stations.

Presented by one Centennial Visionary Sponsor



02 THE INDUSTRY TIMELINE & HISTORICAL PHOTO WALL

A hundred years of history the members write themselves. The timeline, pin wall, and historical photo collection start growing in 2027 on the app and live on after 2028.

Presented by one Centennial Visionary Sponsor



03 THE LEGACY THEATER • VOICES OF SWA

The theater at the end of the museum walk: seating and popcorn, member movie posters, the ten-minute Voices of SWA film looping through the convention, and the Saturday premiere.

Presented by one Centennial Visionary Sponsor

The Experience Continues



04 • THE PRESIDENTS' CLUB

The room every past president walks into first.

A hospitality lounge in the Calusa Foyer: every past president on the walls, the Saturday-night honoring dinner for our honored guests, drinks and snacks throughout the convention, and Charter Night for new members and first-timers. Open to every attendee.



05 • THE 1928-2028 SPEAKEASY

The final evening — presented by you

Tuesday closing night: the whole ballroom becomes 1928 — jazz to today, swing lessons before dinner, etched SWA 100 glasses, bars carrying the Society sponsors' names, and everyone wearing the decade they love.

Legacy Champion

The Champions join the Road to 100 — collect the memories, build the enthusiasm, host the competition, bring the fun, write your own chapter.

Flowing to the Future

The member tour

The brass key hand-delivered to the oldest member company in every state; your logo on the key and certificate. Your \$50,000 covers a delegate's 2028 registration for every wholesale member company.

Routed in History

The story tour

Members' stories gathered at the 2027 Story Booth and on facility visits; participating companies keep their footage. Feeds the Legacy Theater and Voices of SWA.

Cast in History

The artifacts tour

Physical pieces collected from manufacturers and members, their stories documented and shared; every loan logged, insured, returned. Fills the Hall of History.

The Commemorative Book

The printed record

The convention, the history, the members, the past presidents, the loyalty ads, the agenda, the timeline in hand — and it lives on in the app.

Registration & Welcome Area

The first impression

The escalators, the outhouse door, the founding-fathers stand-ups. The doorway to the Hall of History and Presidents' Club.

The Golf Tournament

A Centennial-scale SWA tradition

Overall tournament sponsorship — your logo on every flag, on the golf balls, and on the golf towels.

With the seat: "Presented by" credit on your piece in the app, website, every Road to 100 update, campaign feature, Centennial Leadership Council recognition, your logo on the vehicle, and the Dream With Us sessions.

Heritage Patrons & the 1928 Society



HERITAGE PATRON • \$15,000 A YEAR • TEN SEATS, ONE PER DECADE

Pick a landmark decade for your company — and use your favorite decade-appropriate historical logo. The Patron names the bay and its photo-op station, with the logo worked into the era backdrop so it travels with every attendee photo, plus a featured artifact exhibit, a Commemorative Book profile, and the donor wall.

1928 SOCIETY • \$8,000 A YEAR • ONE SEAT PER BAR

The Societies own the bars — at the opening reception and at the Speakeasy. Your bar carries your name at the opening reception; on Speakeasy night you are the Society.

BOOTLEGGER SOCIETY

RUM RUNNERS SOCIETY

PROHIBITION SOCIETY

MOONSHINERS SOCIETY

GIN JOINT SOCIETY

Program and app logo • quarter-page Commemorative Book ad • 1928 Society recognition • Dream With Us sessions

The Road to 100



One wrapped Road to 100 vehicle carries a hundred years of history across eleven states. Every sponsor who commits to both years rides on the wrap.

THE THREE TOURS

Flowing to the Future carries the brass key to the oldest member in every state. Routed in History gathers members' stories. Cast in History documents the artifacts. One vehicle, three purposes, your logo on all of it.

THE 2027 FIRST-LOOK PREVIEW

A fully built decade bay, the Legacy Wall in preview, the first Voices of SWA movie posters, and a Speakeasy corner in the registration area — built to 2028 spec, with every two-year sponsor credited on it.

THE SWA 365 APP

The digital home of the Road to 100 from 2027 on: member stories, the growing timeline, tour updates, the photo feed from every decade bay — and the place your recognition lives permanently.

THE STORY-GATHERING

Two years of interviews, archives, and artifacts feeding the film, museum, book, and wall. One effort, every output — and the Dream With Us sessions where sponsors help shape it.

Bring your ideas to the Dream With Us table — the best pieces of this program will be the ones we build together.

How the Two Years Work

Every tier — Visionary, Champion, Patron, Society — starts from the full 2026 Diamond package. Nobody gives anything up to step into the Centennial.

HOW YOUR 2027 PAYMENT IS APPLIED

The amount equal to your own 2026 sponsorship level supports the 2027 convention. Everything above it, and all of your 2028 payment, goes to building the Centennial.

EXAMPLE

A 2026 Diamond sponsor (\$7,500) takes a Centennial Visionary seat at \$35,000 a year. In 2027, \$7,500 supports the convention and \$27,500 goes to the Centennial. In 2028, all \$35,000 goes to the Centennial.

Why Now • The NEXT Level First Look

Before the Centennial packages go to the broader industry, current 2026 Diamond, Platinum, Gold, and Silver sponsors get a time-limited chance to lock a Centennial seat for both years.

- “Centennial Founding Partner” in every 2027–2028 promotion
- Quarterly Inner Circle briefings as the experiences are built
- Priority selection on à la carte pieces
- Custom payment terms across the 2026–2028 budget cycle

COMMITMENTS NEEDED BY DECEMBER 30, 2026 • First come, first served.

APPENDIX • THE ANNUAL PROGRAM CONTINUES

Annual Sponsor Levels

Not ready for two years? Every 2026 annual level is open for 2027 at the same price.

DIAMOND**\$7,500**

2 eblasts, 1 video ad, 2 registrations, business-meeting fee, top-priority scheduling

PLATINUM**\$5,500**

2 eblasts, 1 video ad, 1 registration, business-meeting fee

GOLD**\$3,500**

1 eblast, 1 video ad, 1 registration, Keynote Breakfast recognition

SILVER**\$2,500**

Annual recognition plus an available event sponsorship

BRONZE**\$1,500**

Annual recognition plus an available event sponsorship

INCLUDED WITH ALL ANNUAL LEVELS

Event credit, app and website listing, convention signage, badge ribbon, delegate-bag placement, and scheduling priority by level.

APPENDIX • ANNUAL EVENT AND ATHLETIC OPPORTUNITIES

Choose a Level, Then Request an Available Event

Availability is confirmed when SWA accepts the sponsorship.

CONVENTION + PROGRAM OPTIONS

BRONZE

- Prayer Breakfast
- Children's Sunday Program
- Hand Sanitizer Sponsor
- Girls Who Connect Event
- Industry Forum
- Continental Breakfast
- Beach Fest sponsor seminars
- Teen Plumbing Is Going Places

SILVER AND ABOVE

- Keynote Breakfast - Gold
- Opening Reception - Silver
- Convention All - Silver
- Business Meeting Program - Silver
- Closing Party and Dinner - Silver
- Golf Tournament and Winners' Prizes - Silver
- Golf Drink Cart - Silver, two available
- Pickleball Tournament - Silver

ATHLETIC SPECIALTY OPPORTUNITIES • \$400 TO \$700

Box Lunches — \$700

Longest Drive (four) — \$700

Driving Range — \$500

Golf Tournament Hole (ten) — \$400

Golf Ball Sponsor (two) — \$700

Closest to the Pin (four) — \$700

Putting Green — \$500



PICK THE PIECE YOU WANT YOUR NAME ON

1

Tell us the experience, tour, decade, or bar you want — or the idea you'd like to propose

2

We confirm it's still open and put the benefits in writing

3

Sign the two-year agreement — and take your seat at the Dream With Us table

Linda Wilbourn • Director of Membership and Event Planning

Southern Wholesalers Association

linda@southernwholesalers.org • 615-371-5004 • southernwholesalers.org

THE NEXT 100 STARTS WITH US.

Sponsor placements are recognition, not advertising: no sales copy, product pricing, or booth messaging on Centennial surfaces. Inventory and benefits are confirmed in writing when SWA accepts your sponsorship.