APRIL 16
2026
5:00pm - 7:30pm

SFMA
SOUTH FLORIDA MANUFACTURERS ASSOCIATION

WOMEN IN MANUFACTURING SPEAKER SERIES

A+ Rating
BBB ACCREDITED BUSINESS

- Cocktail reception
- Speaker meet & greet
- Artisanal pop-up shops
- Cash bar available

TARA LORDI

CEO, WEEDOO GREENBOAT, INC.
2025 MANUFACTURER OF THE YEAR WINNER
2024 GROWFL FLORIDA COMPANIES TO WATCH

$49 per person

Amerant Bank Arena
Chairman's Club

1 Panther Pkwy, Sunrise, FL 33323

Women in Manufacturing

SFMA WOMEN IN MANUFACTURING

FIRESIDE CHAT WITH **TARA LORDI**

DATE

Thursday, April 16, 2026

TIME

5:00pm to 6:00pm - Networking & Cocktail Reception
6:00pm to 7:00pm – Fireside Chat
7:00pm to 7:30pm – Meet & Greet

LOCATION

Amerant Bank Arena, Chairman's Club
1 Panther Pkwy, Sunrise, FL 33323

The South Florida Manufacturers Association (SFMA) invites you to join an audience of changemakers for a fireside conversation with Tara Lordi and her powerful story of strength and resilience. A manufacturing leader whose work reflects the real momentum building across all of South Florida and beyond, Tara exemplifies what it looks like when innovative manufacturers invest locally and push the industry forward.

Her story highlights the impact of women leading in manufacturing, and why visibility matters now more than ever in a region defined by strong manufacturers and even stronger leadership.

SFMA
SOUTH FLORIDA MANUFACTURERS ASSOCIATION
Women in Manufacturing Committee

2025 WIM SPEAKER SERIES
WITH LISA LUTOFF PERLO

ABOUT THE SPEAKER

TARA LORDI

Tara Lordi is the CEO of Weedoo Greenboat, Inc., a South Florida-based manufacturer transforming how waterways are protected. Through bold vision and hands-on leadership, she built Weedoo into a direct-to-consumer brand serving municipalities, contractors, and industries across the U.S. and internationally.

A widow and entrepreneur with unmatched grit, Tara leads the development of chemical-free aquatic solutions and rugged amphibious equipment built to last. Her work protects aquatic life while showcasing the strength, resilience, and innovation of American manufacturing.

PRESENTING SPONSOR - $5,000

For organizations that pride themselves on empowering women for success, aligning with this program offers a prime opportunity to showcase commitment and involvement. This event, celebrated in the glamour of a red-carpet affair, presents numerous advantages for the Presenting Sponsor, as outlined below:

Co-Branding Opportunities

- Event Titling: The SFMA Women in Manufacturing Speakers Series, presented by [Your Company Name], ensuring prominent visibility.
- Visual Presence: Your company's name and logo will be displayed throughout the event, ensuring attendees associate your brand with excellence.
- Acknowledgment: Special acknowledgment by the SFMA President from the dais, along with a photo opportunity at the Step and Repeat Screen alongside our speaker, highlighted across social media platforms.

Marketing Benefits

- Digital Campaign: From the moment of sponsorship commitment through the event in September, and continuing with post-event exposure, your brand will be featured in e-blasts, press releases, and on social media.
- Regional Outreach: Targeted marketing efforts reach members and manufacturers across SFMA's eight-county region in South Florida, as well as an extended distribution list.
- Exclusive Marketing Materials: The Presenting Sponsor's name and logo will be prominently displayed on all marketing materials before and after the event, including SFMA's general e-blasts and a comprehensive digital marketing campaign.
- Social Media Spotlight: Enjoy exclusive social media marketing as the Presenting Sponsor, with frequency based on the sponsorship timing.
- Promotional Visibility: The Presenting Sponsor will be featured in the press release distributed to news outlets. The Presenting Sponsor's logo will be displayed on all event materials and correspondence, as well as the program.
- Video Distribution: The Presenting Sponsor can provide a company video to the SFMA to be used for promotion on social media. The video should be supplied by the Presenting Sponsor to the SFMA.

Exclusive Involvements

- Event Participation: Receive 8 tickets to the event, with a privileged role from the dais to introduce your company, its community, and manufacturing contributions, followed by onstage recognition.

Additional Perks

- Appreciation Plaque: A token of appreciation presented during the event, commemorating your support as the Presenting Sponsor.
- Ongoing Recognition: Further acknowledgment from the dais at subsequent SFMA events and prominent media recognition through press releases distributed to major outlets.

GOLD SPONSOR - $3,000

- Company name and logo appear on event digital marketing campaigns, including e-marketing and social media.
- Receive solo social media marketing as a Gold Sponsor before and after the event. This will be a company-specific social media marketing campaign, with frequency determined by how close the sponsorship is secured to the event.
- Company name and logo appear on all marketing collateral before and after the event, including the SFMA's general e-blasts with sponsor logos present.
- Company name and logo appear on marketing materials during the event.
- 6 tickets to the Speakers Series.

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SILVER SPONSOR - $2,000

- Company name and logo appear on event digital marketing campaigns, including e-marketing and social media.
- Company name and logo appear on all marketing collateral before and after the event, including the SFMA's general e-blasts with sponsor logos present.
- Company name and logo appear on marketing materials during the event.
- Receive 4 tickets to the Speaker Series.

2025 WIM SPEAKER SERIES
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BRONZE SPONSOR - $1,250

- Company name and logo appear on event digital marketing campaigns, including e-marketing and social media.
- Company name and logo appear on all marketing collateral before and after the event, including the SFMA's general e-blasts with sponsor logos present.
- Company name and logo appear on marketing materials during the event.
- Receive 2 tickets to the Speaker Series.

ASSOCIATE SPONSOR - $500

- Company name and logo appear on event digital marketing campaigns, including e-marketing and social media.
- Company name and logo appear on all marketing collateral before and after the event, including the SFMA's general e-blasts with sponsor logos present.
- Company name and logo appear on marketing materials during the event.

Secure Your Sponsorship Today!

Matt Rocco
President
mrocco@sfma.org

ABOUT THE SFMA

The South Florida Manufacturers Association (SFMA) is a non-profit trade association founded in 1961 to support and promote manufacturers in South Florida. SFMA represents companies in Miami-Dade, Broward, Palm Beach counties, and the Treasure Coast, fostering collaboration, education, and advocacy within the manufacturing community. Since 2016, the SFMA has provided a $2.8 billion operational impact to manufacturers in South Florida.