

Connecticut
PTA[®]
everychild.onevoice[®]

Become a

SPONSOR!



PTA Mission:

*To Make Every Child's Potential a Reality by
Engaging and Empowering Families and
Communities to Advocate for All Children*



The Connecticut PTA holds multiple events throughout the year where your company name could be seen by PTA leaders from across the state. These leaders engage with their communities, connect with their school boards, and are active members who work with other parents and teachers on behalf of all your children. Sponsorship of CT PTA identifies that company is a respected source and recognized supporter of the PTA mission.

The CT PTA website, www.ctpta.org, has nearly 20,000 visitors every year who stay on the site more than 10 minutes average. Parents and leaders on www.ctpta.org are an engaged audience, actively seeking information on PTA's advocacy, arts programs, health and wellness initiatives, and much more. With a presence on www.ctpta.org, you reach an incredible number of current and prospective PTA members.



What are social media opportunities? Social Media opportunities for Title Sponsors are monthly mention on CT PTA Twitter and Facebook accounts. *Content of mention to be determined by Sponsor and CT PTA.* Leadership Sponsors receive quarterly mentions, while Participating Sponsors receive biannual mentions.

How can sponsor use the approved CT PTA logo? For Title and Leadership Sponsors only: The Sponsor will submit potential items to CT PTA for approval by the CT PTA Executive Committee.

What Size are the Sponsorship Banners? Size of banner is determined by your level of Sponsorship. The higher the level, the larger the banner.

What events does CT PTA host? CT PTA hosts the following events yearly Symposium/Expo, Awards Dinner, Annual Meeting, Reflection Ceremony and other events as determined.

How long is the Sponsorship for? Sponsorship opportunities last for one (1) year.

Will Sponsors be provided a list of PTA contacts in Connecticut? No, as a membership organization, our contact lists are private. The best ways to reach our membership is via the social media opportunities offered to all sponsors. Additionally, our sponsors are encouraged to attend any of our events and meet our members.

CT PTA OFFERS THREE LEVELS of Sponsorship

Title Leadership Participating

TITLE SPONSOR \$2,500

- ◆ Logo and link to company on home page of CT PTA website
- ◆ Social media opportunities
- ◆ CT PTA purchases a Sponsorship Banner with your company name and Logo to be hung at all events.
- ◆ Mention in all event programs
- ◆ Promotional materials (if provided) at all events and in give-away bags when used
- ◆ Exhibitor table in high profile location at Expo Showcase
- ◆ Full-page color advertisement in Expo booklet
- ◆ Two complimentary tickets for CT PTA Awards Dinner or Symposium & Expo Luncheon
- ◆ Certificate of appreciation presented at event of choice
- ◆ Banner to appear at the bottom of all communications with your company logo
- ◆ Company logo and primary mention in all CT PTA events programs
- ◆ Rights to use the CT PTA logo on pre-approved sponsor items
- ◆ A pre-approved promotional electronic communication to PTA's
- ◆ Five-minute address to attendees at CT PTA Symposium /Expo or Awards Dinner
- ◆ Promotional table at a CT PTA event of your choice

LEADERSHIP SPONSOR \$1,000

- ◆ Logo and link to company on home page of CT PTA website
- ◆ Social media opportunities
- ◆ CT PTA purchases a Sponsorship Banner with your company name and Logo to be hung at all events.
- ◆ Mention in all event programs
- ◆ Promotional materials (if provided) at all events and in give-away bags when used
- ◆ Exhibitor table at Expo Showcase
- ◆ Half-page color ad in Expo booklet
- ◆ Two complimentary tickets for CT PTA Awards Dinner or Symposium & Expo Luncheon
- ◆ Certificate of appreciation presented at event of choice
- ◆ Banner to appear at the bottom of all communications with your company logo
- ◆ Company logo and mention in all CT PTA events programs
- ◆ Rights to use the CT PTA logo on pre-approved sponsor items
- ◆ Certificate of appreciation presented at event of choice.

PARTICIPATING SPONSOR \$500

- ◆ Logo and link on home page of CT PTA website
- ◆ Social media opportunities
- ◆ CT PTA purchases a Sponsorship Banner with your company name and Logo to be hung at all events.
- ◆ Mention in all event programs
- ◆ Promotional materials (if provided) at all events and in give-away bags when used
- ◆ Exhibitor table at Expo Showcase
- ◆ Quarter-page color ad in Expo booklet
- ◆ One complimentary tickets for CT PTA Awards Dinner or Symposium & Expo Luncheon
- ◆ Certificate of appreciation
- ◆ Banner to appear at the bottom of all Expo related communications
- ◆ Certificate of Appreciation presented at Awards Dinner

About CT PTA and its Members

- ◆ PTA is dedicated to promoting children's health, well-being, and educational success, through strong parent, family, and community involvement.
- ◆ PTA works on behalf of every child, with one voice.
- ◆ CT PTA is the largest volunteer parent association in Connecticut.
- ◆ CT PTA is a powerful voice for children, a relevant resource for parents, and a strong advocate for public education.
- ◆ CT PTA has over 23,000 members in more than 200 local units throughout the state.
- ◆ CT PTA has active delegates that assemble each year at different events. At all events, as a CT PTA Sponsor, your banner will be displayed.

The Connecticut Parent Teacher Association, founded in 1900, is the state's oldest and largest child advocacy association.

CT PTA
540 Washington Avenue
North Haven, CT 06473

203-691-9585 (o)

203-891-6462 (f)

office@ctpta.org

www.ctpta.org

If for any reason CT PTA for matters out of our control cannot offer our sponsors their full benefit package due to a pandemic or other reason, we have created a contingency plan to provide value to each level of sponsorship. Below, items in red will be provided if this occurs. Where no changes occur, we will be able to provide same benefits as listed.

TITLE SPONSOR

- ◆ Logo and link to company on home page of CT PTA website
- ◆ Social media opportunities,
- ◆ Company Name on Sponsorship Banner hung at all events- . **A message from our leadership sponsor to be sent to all PTAs .**
- ◆ Mention in all event programs & communications
- ◆ Promotional materials (if provided) at all events and in give-away bags when use- **sponsors to provide electronic materials to CT PTA (coupons, special offers, for distribution electronically). (1,200)**
- ◆ Exhibitor table in high profile location at Expo Showcase- **FREE Exhibitor table at CT PTA next in person Expo.**
- ◆ Full-page color advertisement in Expo booklet **Transmitted electronically**
- ◆ Two complimentary tickets for CT PTA Awards Dinner or Symposium & Expo Luncheon- **2 - \$50 Gift Card for dinner of choice**
- ◆ Certificate of appreciation presented at event of choice. - **CT PTA office will present in office photo opportunity for sponsor to be published to all PTAs.**
- ◆ Electronic Banner to appear at the bottom of all communications with your company logo
- ◆ Company logo and primary mention in all CT PTA events programs
- ◆ Rights to use the CT PTA logo on pre-approved sponsor items
- ◆ A pre-approved promotional electronic communication to PTA's
- ◆ Five-minute address to attendees at CT PTA Symposium /Expo or Awards Dinner. **YouTube video to address leaders or personal email to leaders sent from CT PTA on behalf of sponsor, or both.**

LEADERSHIP SPONSOR

- ◆ Logo and link to company on home page of CT PTA website
- ◆ Social media opportunities
- ◆ Company Name on Sponsorship Banner hung at all events . **A message from our leadership sponsor to be sent to all PTAs .**
- ◆ Mention in all event programs
- ◆ Promotional materials (if provided) at all events and in give-away bags when used - **sponsors to provide electronic materials to CT PTA (coupons, special offers, for distribution electronically.) (1,200)**
- ◆ Exhibitor table at Expo Showcase **Receive FREE table at next in person EXPO.**
- ◆ Half-page color ad in Expo booklet
- ◆ Two complimentary tickets for CT PTA Awards Dinner or Symposium & Expo Luncheon- **2 \$50 Gift Cards for dinner of choice**
- ◆ Certificate of appreciation presented at event of choice **Certificate will be mailed.**
- ◆ Banner to appear at the bottom of all communications with your company logo
- ◆ Company logo and mention in all CT PTA events programs
- ◆ Rights to use the CT PTA logo on pre-approved sponsor items

PARTICIPATING SPONSOR

- ◆ Logo and link on home page of CT PTA website
- ◆ Social media opportunities
- ◆ Company Name on Sponsorship Banner hung at all events **A message from our leadership sponsor to be sent to all PTAs .**
- ◆ Mention in all event programs
- ◆ Promotional materials (if provided) at all events and in give-away bags when used **sponsors to provide electronic materials to CT PTA (coupons, special offers, for distribution electronically). (1,200)**
- ◆ Exhibitor table at Expo Showcase- **Receive FREE table at next in person EXPO.**
- ◆ Quarter-page color ad in Expo booklet
- ◆ One complimentary tickets for CT PTA Awards Dinner or Symposium & Expo Luncheon- **one (1) \$50 Gift Cards for dinner of choice**
- ◆ Banner to appear at the bottom of all Expo related communications
- ◆ Certificate of Appreciation presented at Awards Dinner **Certificate will be mailed.**