BECOME A UTAH PTA SPONSOR

SPONSORSHIP INFORMATION

Utah PTA

everychild. one voice.
WHY BE A UTAH PTA SPONSOR?

By partnering with Utah PTA, you benefit from our 125-year reputation and trusted leadership in speaking up for kids. You will be aligned to the mission and vision of supporting all children and families in the state.

Our easy-to-understand resources are the gold standard for educators, administrators, school communities, parents, and families.

Our reach includes:

- More than 73,000 members across the state.
- 112,000 visitors to our website annually with 1.5 million page views.
- Social networks reaching more than 8000 people.
- Direct access to more than 3,500 local stakeholders who serve as gatekeepers.

The mission of Utah PTA is to make every child’s potential a reality by engaging and empowering families and communities to advocate for all children. Utah PTA connects families, schools, and communities, reaching thousands of families in Utah. PTA is the nation’s largest volunteer child advocacy association working to improve the education, health, and welfare of all children.

Our sponsorship packages reflect the deep value that aligning with the PTA brand delivers. We are looking to strengthen and develop relationships with businesses and associations that align with our mission and goals. We invite you to sit down and discuss one of the many different ways to be a sponsor and partner with Utah PTA. Contact us via email at stacey@utahpta.org or corey@utahpta.org or phone at 801-261-3100.

OTHER SPONSORSHIP OPPORTUNITIES

<table>
<thead>
<tr>
<th></th>
<th>Sponsorship</th>
<th>Amount</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Board Lunch Sponsorship</td>
<td>$400</td>
<td>10 Available each year</td>
<td>5 min to speak to the Utah PTA Board of Directors. May hand out flier. Average attendance 50 Board members. Region Directors pass information from these meetings on to local PTA presidents.</td>
</tr>
<tr>
<td>Newsletter Article</td>
<td>$200</td>
<td>1 per company per year</td>
<td>250 word limit plus a link to website and provided graphic up to 1089px X 1080px</td>
</tr>
</tbody>
</table>
## Sponsorship Opportunities At-A-Glance

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Friend of Utah PTA $500</th>
<th>Bingo Card $1000</th>
<th>Bronze $1500</th>
<th>Silver $2500</th>
<th>Lanyard $3500</th>
<th>Tech $4000</th>
<th>Gold $5,000</th>
<th>Ruby $7,500</th>
<th>Diamond $10,000</th>
<th>Platinum $20,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo displayed in program and on main screen at Convention</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company link and logo on Utah PTA home page for one year</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Inclusion on the Utah PTA Virtual Marketplace</td>
<td>✓ 3 mo</td>
<td>✓ 3 mo</td>
<td>✓ 3 mo</td>
<td>✓ 3 mo</td>
<td>✓ 3 mo</td>
<td>✓ 6 mo</td>
<td>✓ 6 mo</td>
<td>✓ 1 yr</td>
<td>✓ 1 yr</td>
<td></td>
</tr>
<tr>
<td>Participant tote bag insert (brochure provided by company)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company ad in program</td>
<td>✓ quarter</td>
<td>✓ quarter</td>
<td>✓ quarter</td>
<td>✓ half</td>
<td>✓ half</td>
<td>✓ half</td>
<td>✓ full</td>
<td>✓ full</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary booth*</td>
<td>✓ 1</td>
<td>✓ 1</td>
<td>✓ 1</td>
<td>✓ 1</td>
<td>✓ 1</td>
<td>✓ 2</td>
<td>✓ 2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition that can be displayed by business</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Display of company literature or business cards at other Utah PTA events</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition on Utah PTA social media platforms during convention</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Featured acknowledgment in the Convention Preview Flier distributed in advance to PTA leaders (subject to deadlines)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Dedicated pre-convention email to registered attendees</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>One workshop presentation at convention</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo on attendee tote</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Three-minute video shown in a general membership meeting</td>
<td>✓ convention</td>
<td>✓ convention &amp; advocacy</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brochure incentive (handed out at the door of one general meeting)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>One social media post specific to company at time of choosing</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
## Sponsorship Opportunities Year Round

### Friend of Utah PTA $500
- Logo displayed in Program and on Main Screen at Convention
- Company Link and Logo on Utah PTA Website for 1 year

### Bingo Card Sponsor $1,000
- Logo displayed in Program and on Main Screen at Convention
- Company Link and Logo on Utah PTA Website for 1 year
- Inclusion on the Utah PTA Virtual Marketplace for 3 months
- Logo and 50 word message on bingo cards for 1 day

### Bronze $1500
- Logo displayed in Program and on Main Screen at Convention
- Company Link and Logo on Utah PTA Website for 1 year
- Inclusion on the Utah PTA Virtual Marketplace
- Participant Tote Bag Insert (Brochure provided by company)
- Company Ad in Program - quarter page

### Silver $2500
- Logo displayed in Program and on Main Screen at Convention
- Company Link and Logo on Utah PTA Website for 1 year
- Inclusion on the Utah PTA Virtual Marketplace
- Participant Tote Bag Insert (Brochure provided by company)
- Company Ad in Program - quarter page
- Complimentary Booth (1)*
  *Personalized options available
- Inclusion on Bingo Card - 1 day
- Pen in attendee tote provided by company

### Lanyard Sponsor $3,500
- Logo displayed in Program and on Main Screen at Convention
- Company Link and Logo on Utah PTA Website for 1 year
- Inclusion on the Utah PTA Virtual Marketplace
- Participant Tote Bag Insert (Brochure provided by company)
- Company Ad in Program - quarter page
- Complimentary Booth (1)*
  *Personalized options available
- Inclusion on Bingo Card - 1 day
- Lanyard for each attendee provided by company
SPONSOR OPPORTUNITIES YEAR ROUND

Tech Sponsor $4,000

- Logo displayed in Program and on Main Screen at Convention
- Company Link and Logo on Utah PTA Website for 1 year
- Inclusion on the Utah PTA Virtual Marketplace
- Participant Tote Bag Insert (Brochure provided by company)
- Company Ad in Program - half page
- Complimentary Booth (1)*
  *Personalized options available
- Inclusion on Bingo Card - 1 day
- Wifi or Event App Sponsor plus extra mention

Gold $5,000

- Logo displayed in Program and on Main Screen at Convention
- Company Link and Logo on Utah PTA Website for 1 year
- Inclusion on the Utah PTA Virtual Marketplace
- Participant Tote Bag Insert (Brochure provided by company)
- Company Ad in Program - half page
- Complimentary Booth (1)*
  *Personalized options available
- Inclusion on Bingo Card - 1 day
- Recognition that can be displayed by business
- Display of Company Literature or Business cards at other Utah Events

Ruby $7,500

- Logo displayed in Program and on Main Screen at Convention
- Company Link and Logo on Utah PTA Website for 1 year
- Inclusion on the Utah PTA Virtual Marketplace
- Participant Tote Bag Insert (Brochure provided by company)
- Company Ad in Program - half page
- Complimentary Booth (1)*
  *Personalized options available
- Inclusion on Bingo Card - 1 day
- Recognition that can be displayed by business
- Display of Company Literature or Business cards at other Utah Events
- Recognition on Utah PTA social media platforms during convention
- Featured acknowledgement in the Convention Preview Flier distributed in advance to PTA leaders (subject to deadlines)
- Dedicated pre-convention email to registered attendees
**SPONSOR OPPORTUNITIES YEAR ROUND**

### Diamond $10,000
- Logo displayed in Program and on Main Screen at Convention
- Company Link and Logo on Utah PTA Website for 1 year
- Inclusion on the Utah PTA Virtual Marketplace
- Participant Tote Bag Insert (Brochure provided by company)
- Company Ad in Program - full page
- Complimentary Booth (2)*
  *Personalized options available
- Inclusion on Bingo Card - 2 days
- Recognition that can be displayed by business
- Display of Company Literature or Business cards at other Utah Events
- Recognition on Utah PTA social media platforms during convention
- Featured acknowledgement in the Convention Preview Flier distributed in advance to PTA leaders (subject to deadlines)
- Dedicated pre-convention email to registered attendees
- One Workshop presentation at convention
- Logo on Attendee Tote
- Three-minute video shown in a general membership meeting at Convention

### Platinum $20,000
- Logo displayed in Program and on Main Screen at Convention
- Company Link and Logo on Utah PTA Website for 1 year
- Inclusion on the Utah PTA Virtual Marketplace
- Participant Tote Bag Insert (Brochure provided by company)
- Company Ad in Program - full page
- Complimentary Booth (2)*
  *Personalized options available
- Inclusion on Bingo Card - 2 days
- Recognition that can be displayed by business
- Display of Company Literature or Business cards at other Utah Events
- Recognition on Utah PTA social media platforms during convention
- Featured acknowledgement in the Convention Preview Flier distributed in advance to PTA leaders (subject to deadlines)
- Dedicated pre-convention email to registered attendees
- One Workshop presentation at convention
- Logo on Attendee Tote
- Three-minute video shown in a general membership meeting at Convention and Advocacy Conference
- Brochure incentive (handed out at the door of one general meeting and provided by company)
- One social media post specific to company at time of choosing