

Utah
Become a **PTA[®]**
SPONSOR



SPONSORSHIP INFORMATION

why 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

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 corey@utahpta.org or juliec@utahpta.org or phone at 801-261-3100.

77,000+
members across the state

112,000
visitors to our website annually

1.5 million
page views

8000
followers on social networks

3,500
local stakeholders who serve as gatekeepers.



UTAH PTA MISSION

**To make every child's potential a reality
by engaging & empowering families
& communities to advocate for all children.**

SPONSOR OPPORTUNITIES AT-A-GLANCE

	Friend of Utah PTA \$500	Bronze \$1500	Silver \$2500	Ruby \$3500	Gold \$5,000	Diamond \$7,500	Sapphire \$10,000	Platinum \$20,000
		Sponsor a Breakfast, Lunch or Day of Bingo Card	Pen in attendee tote provided by company	provide lanyard or be the wifi sponsor				
Logo displayed in program and on main screen at Convention	✓	✓	✓	✓	✓	✓	✓	✓
					Recognition from podium during General meetings			
Company link and logo on Utah PTA home page for one year	✓	✓	✓	✓	✓	✓	✓	✓
Inclusion on the Utah PTA Virtual Marketplace		✓ 3 mo	✓ 3 mo	✓ 3 mo	✓ 6 mo	✓ 6 mo	✓ 1 yr	✓ 1 yr
Participant tote bag insert (brochure provided by company)			✓	✓	✓	✓	✓	✓
Company ad in program			✓ 1/4 page	✓ 1/4 page	✓ 1/2 page	✓ 1/2 page	✓ full page	✓ full page
Complimentary booth* *Personalized options available			✓ 1	✓ 1	✓ 1	✓ 1	✓ 2	✓ 2
Inclusion on Bingo Card			✓ 1 day	✓ 1 day	✓ 1 day	✓ 1 day	✓ 2 days	✓ 2 days
150 word newsletter article with link and picture					1 per year	1 per year	2 per year	2 per year
Display of company literature or business cards at other Utah PTA events					✓	✓	✓	✓
Recognition on Utah PTA social media platforms during convention						✓	✓	✓
Featured acknowledgment in the Convention Preview Flier distributed in advance to PTA leaders (subject to deadlines)						✓	✓	✓
Dedicated pre-convention email to registered attendees							✓	✓
Logo on attendee tote							✓	✓
Three-minute video shown in a general membership meeting							✓ Convention	✓ Convention & Advocacy
Brochure incentive (handed out at the door of one general meeting)								✓
One social media post specific to company at time of choosing								✓

\$200

Newsletter Article

- ♦ 1 per company per year
- ♦ 250 word limit plus a link to website and provided graphic up to 1089px X 1080px

\$400

Board Lunch Sponsor

- ♦ 10 Available each year
- ♦ 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.

\$500

Friend of Utah PTA

- ♦ Logo displayed in Program and on Main Screen at Convention
- ♦ Company Link and Logo on Utah PTA Website for 1 year

\$1,500

Bronze Sponsor

- ♦ 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
- ♦ Company will choose to be a breakfast, lunch or 1 day bingo card sponsorship. Breakfast and Lunch sponsorship include a poster display with event. Bingo Card will include a 50 word message on Bingo Card for 1 day.

\$2,500

Silver Sponsor

- ♦ 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

\$3,500

Ruby Sponsor

- ♦ 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
- ♦ Company choose between being the lanyard or wifi sponsor. Company to provide lanyards.

\$5,000

Gold Sponsor

- ♦ 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
- ♦ 150 word newsletter article with link and picture 1 per year
- ♦ Display of Company Literature or Business cards at other Utah Events

\$7500

Diamond Sponsor

- ♦ 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
- ♦ 150 word newsletter article with link and picture 1 per year
- ♦ 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



\$10,000

Sapphire Sponsor

- ♦ 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
- ♦ 150 word newsletter article with link and picture 2 per year
- ♦ 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
- ♦ Logo on Attendee Tote
- ♦ Three-minute video shown in a general membership meeting at Convention

\$20,000

Platinum Sponsor

- ♦ 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
- ♦ 150 word newsletter article with link and picture 2 per year
- ♦ 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
- ♦ Logo on Attendee Tote
- ♦ Three-minute video shown in a general membership meeting at Convention
- ♦ 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

Choose one of these options to apply.

We will contact you about the details of your sponsorship.

1. Apply and submit payment online:

[Utah PTA Sponsorship Program](#)

2. Fill in this PDF application and email to kids@utahpta.org

*An invoice will be emailed back

3. Print this PDF and mail to the Utah PTA office

*Please include check for payment

Utah PTA

5192 South Greenpine Drive

Murray, Utah 84123



SPONSORSHIP APPLICATION

Name of Organization		
Address		
City	State	Zip
Phone	Website	
Email		
Representative's Name		
Phone 1	Phone 2	Fax
Email		
Description of exhibits, programs or services offered		
Sponsor level		
<ul style="list-style-type: none">\$200 Newsletter Article\$400 Board Lunch Sponsor\$500 Friend of Utah PTA\$1,500 Bronze Sponsor<ul style="list-style-type: none">Awards breakfast WednesdayCommissioners Breakfast ThursdayLunch WednesdayLunch ThursdayBingo Card WednesdayBingo Card Wednesday		<ul style="list-style-type: none">\$2,500 Silver Sponsor\$3,500 Ruby Sponsor<ul style="list-style-type: none">LanyardWifi\$5,000 Gold Sponsor\$7,500 Diamond Sponsor\$10,000 Sapphire Sponsor\$20,000 Platinum Sponsor

THANK YOU FOR YOUR SUPPORT OF UTAH PTA!