Tennessee PTA Convention

Convention Sponsor Prospectus

April 24th – 25th 2020

Cokesbury Center
9908 Kingston Pike
Knoxville, Tennessee 37922

Tennessee Parent Teacher Association
1905 Acklen Avenue
Nashville, Tennessee 37212

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PTA Mission: The overall purpose of PTA
Is to make every child’s potential a reality by engaging and empowering families and communities to advocate for all children.
Dear Friends of Tennessee PTA,

 Founded in 1911, Tennessee PTA is a powerful voice for children, a relevant resource for parents, school staff, and community members and a strong advocate for the education and well-being of every child. PTA's mission is to make every child’s potential a reality by engaging and empowering families and communities to advocate for all children. All Tennessee PTA officers, state board members, and local leaders are volunteers. We are working to accomplish these goals by collaborating with community partners to meet the needs of more than our 35,000 PTA members and almost 1 million students across the state.

 On behalf of the Tennessee PTA Board of Managers, I invite you to become a sponsor of one of the largest all-volunteer nonprofit associations that supports parents, educators, students, and community leaders. This year, our 107th convention will be held in Knoxville, Tennessee April 24th and 25th, 2020. We have vendor and sponsorship opportunities available at all levels that are designed to give your company or organization enhanced visibility with our membership and those who visit our website or follow us on social media, as well as to provide numerous benefits to you throughout the year.

 Your sponsorship, support and collaboration with Tennessee PTA will help sustain our on-going efforts and commitment to the welfare and education of all Tennessee children. We hope you will review and consider the possibilities. Your prompt response will ensure that your company will begin receiving the benefits associated with your chosen level of sponsorship. If this time of year you are unable to be a sponsor, please consider making a donation or sponsoring one of our other events throughout the year. You support makes the difference!

 We look forward to working with you and forging a successful partnership this year.

 Sincerely,
 Kim Henderson
 Tennessee PTA President

**PTA Purposes**

- **To Promote** the welfare of children and youth in home, school, community, and place of worship.
- **To Raise** the standards of home life.
- **To Secure** adequate laws for the care and protection of children and youth.
- **To Bring** into closer relation the home and the school that parents and teachers may cooperate intelligently in the education of children and youth.
- **To Develop** between educators and the general public such united efforts as will secure for all children and youth the highest advantages in physical, mental, social and spiritual education.
Sponsorship Packages

Vendor Recognition - $50

Vendor Recognition receives the following benefits:
- The opportunity to provide one flyer, brochure and sample product to be placed in the convention tote bag received by all Tennessee PTA delegates.

Vendor Table - $100

Vendor Table receives the following benefits:
- The opportunity to provide one flyer, brochure and sample product to be placed in the convention tote bag received by all Tennessee PTA delegates.
- Table in the exhibit area and 2 chairs
  - A door prize donation is required

Workshop Sponsor – $100

Workshop Sponsors receives the following benefits:
- Signage outside of the workshop room.
- Name recognition in the convention program distributed to all attendees.
- The opportunity to provide one flyer, brochure and sample product to be placed in the convention tote bag received by all Tennessee PTA delegates.

Collaborating Sponsor – $150

Collaborating Sponsors receives all the benefits of a Workshop Sponsor plus:
- Name and company logo recognition in the convention program distributed to all attendees.
- Brand recognition when providing a premium item of Convention Memorabilia for each attendee.

Convention Memorabilia: Our delegates receive copies of handbooks and manuals that enable them to be more effective leaders of PTA units and councils in their communities. Attendees greatly appreciate commemorative memorabilia such as pens, PTA logo gifts and other fun items that can be used throughout the year. Your company’s memorabilia will be added to the convention tote bags and given to every delegate who attends the Tennessee PTA Convention.
Friend Sponsor – $250

Friend Sponsors receive all Collaborating Sponsor benefits plus:

- Business Card Ad recognition in the convention program distributed to all attendees.*
- One complimentary exhibit table in a premium sponsor location in the exhibit hall with Friend Sponsor signage.
- A link on the Tennessee PTA website for a one-month period between May 2020 through May 2021*.

Promoter Sponsor– $800

Promoter Sponsors receive all the benefits of a Friend Sponsor, plus:

- One complimentary exhibit table in a premium sponsor location in the exhibit hall with Sponsor signage.
- A link on the Tennessee PTA website for a two-month period between May 2020 through May 2021*.
- One (1-day) VIP Sponsor pass to the annual convention
- One-half page recognition in the convention program distributed to all attendees.
- Tennessee PTA Bulletin newsletter sponsor recognition*

Advocate Sponsor – $1,500

Advocate Sponsors receive all the benefits of a Promoter Sponsor, plus:

- A link on the Tennessee PTA MemberHub Ad sponsor page.
- Full page recognition in the convention program distributed to all attendees.
- One additional exhibit table (two tables) in a premium sponsor location in the exhibit hall with sponsor signage.
- A full-page recognition in the convention program distributed to all attendees
- Two (1-day) VIP Sponsors passes to the annual convention
- The opportunity to address the attendees (time duration to be communicated)
- Two VIP Sponsor Passes to the Awards Banquet.
- Recognition as an Advocate Event Sponsor
- Event sponsorship in the Student Awards booklet

Student Awards: Be part of a very special event when we honor our Student Award Program recipients. Our programs include: Scholarship, Citizenship, Safety, and Reflections. Your company name and logo will proudly be displayed as an Event sponsor of this event.
Benefactor Sponsor – $2,000

Becoming a Tennessee PTA Benefactor Sponsor brings your company to the attention of every attendee during Tennessee PTA special events, ensuring that you are remembered for your strong support of the work of this association.

Benefactor Sponsor receives all the benefits of an Advocate sponsor, plus:
- A link on the Tennessee PTA website for an additional month for a total of four months period between May 2020 through May 2021 *
- Four (1-day) VIP Sponsors passes to the annual convention
- The opportunity to address the attendees (time duration to be communicated)
- Recognition as a Benefactor Sponsor at a general session
- Benefactor sponsorship recognition in the Student Awards booklet

Convention Title Sponsor - $5000 and above

Becoming a Tennessee PTA Convention Title Sponsor brings your company to the attention of every attendee during Tennessee PTA special events, ensuring that you are remembered for your strong support of the work of this association.

Convention Title Sponsor receives all the benefits of a Benefactor sponsor, plus:
- Pre-convention registration communication and Social Media sponsorship recognition
- Special recognition during opening remarks
- Lanyards sponsor. Each attendee receives a lanyard during registration check-in which is worn throughout the duration of the annual meeting (two days)
- Company signage in a premium sponsor location in the exhibit hall with Convention Title Sponsor signage at all of the Expo locations and main events areas.
- 6 months free Ad on our Tennessee MemberHub.
- An opportunity to address the attendees (time duration to be communicated) at Expo events
- Four VIP Sponsor Passes to the Awards Banquet with Convention Title Sponsor program recognition
- Acknowledgement as a Convention Title Sponsor in the Bulletin, the Tennessee PTA newsletter

*Content and placement to be approved by the President. All published links will expire May 31, 2021
** Early commitment and payment is required to be received by March 6, 2020 for inclusion in communications to our membership.