Sponsor Prospectus for

Tennessee PTA Annual Business Meeting and Training Workshops

being held

April 23rd – 24th & May 13th - 15th 2021

PTA Mission

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 and consistent 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. During this pandemic PTA’s voice has been even more important in building relationships between parents, schools, communities, and legislators to find solutions to the challenges around education. 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 all volunteers. We are working to accomplish these goals by collaborating with community partners to meet the needs of 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 108th convention will be held virtually April 23rd and 24th, 2021. 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 of any amount. 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

Content and placement will be approved by the President. All published links will expire July 1, 2021** Early commitment and payment is required to be received by April 15, 2021 for inclusion in communications to our membership.

Friend of PTA - $25
Recognize someone during our annual meeting/workshop.

- Up to four lines text posted on our website through June 30, 2021
- Not to exceed 30 words in well wishes
- One picture may be include

Vendor Newsletter Recognition - $50
Advertise your business to our membership.

One 1/2 page flyer, brochure or picture of sample product to be placed in our special edition newsletter sent out following the annual meeting

Virtual Exhibitors Hall Vendor - $100 (Limited Space Available)
The following will be displayed in the virtual exhibitor hall from April 23rd - May 15th

- Contact information
- A bio
- Business' social media and website links
- Up to 5 pictures
- 60 second video

Workshop Sponsor – $500 or Higher
Workshop Sponsors receives the following benefits:

- Your business information on our website through June 30, 2021.
- We will promote your business as a workshop sponsor.
- The opportunity to provide one piece of material emailed to all attendees
- A 60 second video to be played during our workshops as a commercial
- Listed as a sponsor in our newsletter.
Platinum Sponsor – $2,000 or Higher

Becoming a Tennessee PTA Platinum Sponsor brings your company to the attention of every attendee during Tennessee PTA 2021 special events and our entire membership, ensuring that you are recognized for your strong support of the work of this association.

Platinum Sponsors receives all the following benefits:

- Listed as our Sponsor on all publications and communications pre and post for our annual meeting and training workshops.
- Recognition as a Platinum Sponsor at a general sessions on Friday and Saturday
- 10 minute live or video presentation during our Annual Meeting for all to our attendees to view
- Your company’s material up to one page emailed to all members.
- Half page article in our newsletter
- Your company’s link on Tennessee PTA website through June 30, 2021.