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Tennessee PTA Convention Sponsor Prospectus

Sheraton Music City Hotel
Nashville, Tennessee
May 3 — 6, 2012

Tennessee Parent Teacher Association
1905 Acklen Avenue
Nashville, Tennessee 37212
615-383-9740 (office) 615-383-9741 (fax)
1-888-782-5712
ptastateoffice@tnpta.org
www.tnpta.org

Join us as we Celebrate the Notes of Success!

PTA Mission: The overall purpose of PTA

- A **powerful** voice for all children,
- A **relevant** resource for families and communities, and
- A **strong** advocate for the education and well-being of every child.



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TENNESSEE PTA SPONSOR PROSPECTUS

Dear Friends of Tennessee PTA,

Tennessee PTA is collaborating with community partners to meet the needs of over 90,000 members across the state. Founded in 1911, Tennessee PTA continues to be a powerful voice for children, a relevant resource for parents and a strong advocate for the education and well-being of every child. Support from the business community serves to carry on our association's rich legacy of engaging parents, schools, legislators, and community leaders in improving children's health, safety, and educational success by bringing together everyone interested in the well-being of children and all those who believe in equal opportunity for every child.

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. Tennessee PTA has changed our options regarding sponsorship opportunities for our annual convention that will be held at the Sheraton Music City Hotel in Nashville, May 3-6, 2012. Sponsors may take advantage of various opportunities associated with this convention event and they are designed to give your firm or organization enhanced visibility with our leadership, as well as to provide numerous benefits for you during the year.

We hope you will review and consider the possibilities. Your sponsorship, support, and collaboration with Tennessee PTA will, in turn, support our efforts and commitment to our children and their welfare and education. We encourage you to respond promptly so that you will receive all benefits associated with the level of sponsorship you choose.

Sincerely,

A handwritten signature in cursive script that reads "Karen N. Davis".

Karen N. Davis, President

PTA Purposes: Historical goals of PTA

- **Promote** the welfare of children and youth in home, school, community, and place of worship.
- **Raise** the standards of home life.
- **Secure** adequate laws for the care and protection of children and youth.
- **Bring** into closer relation the home and the school that parents and teachers may cooperate intelligently in the education of children and youth.
- **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.



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Workshop Sponsor Package \$200

Your company will receive recognition for its support during the Tennessee PTA Convention. Show your company's strengths through these targeted sponsorships.

Workshop Sponsor is recognized by signage outside of the workshop room.

Benefits:

- **Workshop Sponsor** recognition in the convention program distributed to all attendees.
- **Workshop Sponsor** has the opportunity to provide one flyer, brochure or sample product to be placed in the convention tote bag received by all Tennessee PTA delegates.

Supporter Sponsor Package \$300

Your company will receive recognition for its support during the Tennessee PTA Convention. Show your company's strengths through these targeted sponsorships.

Benefits:

All benefits of a Workshop Sponsor, plus:

- **Supporter Sponsor** can be recognized by providing a premium item of **Convention Memorabilia** for each attendee.

Convention Memorabilia:

Our delegates receive copies of numerous handbooks and manuals to 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. Have your company's memorabilia added to the convention tote bags and given to every delegate who attends the Tennessee PTA Convention.



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Friend Sponsor Package \$500

Your company will receive recognition for its support during the Tennessee PTA Convention. Show your company's strengths through these targeted sponsorships.

Benefits:

All benefits of a Supporter Sponsor, plus:

- Business Card Ad as **Friend Sponsor** recognition in the convention program distributed to all attendees, content to be approved by the Tennessee PTA President.
- One complimentary exhibit booth in a premium sponsor location in the exhibit hall with **Friend Sponsor** signage.
- **Friend Sponsor** recognition includes a link on the Tennessee PTA website for a one month period, content to be approved by the Tennessee PTA President.
- **Friend Sponsor** recognition, including logo/company name, on signage throughout the Convention Center.
- Opportunity to provide one flyer, brochure or sample product in the convention tote bag received by all Tennessee PTA delegates.

Promoter Sponsor Package \$1,000

Your company will receive recognition for its support during the Tennessee PTA Convention. Show your company's strengths through these targeted sponsorships.

Benefits:

All benefits of a Friend Sponsor, plus:

- Quarter Page **Promoter Sponsor** recognition in the convention program distributed to all attendees, content to be approved by the Tennessee PTA President.
- **Promoter Sponsor** recognition includes a link on the Tennessee PTA website for an additional one month period (two months total) with approval of the Tennessee PTA



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Advocate Sponsor Package \$2,000

Your company will receive recognition for its support during the Tennessee PTA Convention. Show your company's strengths through these targeted sponsorships.

Benefits:

All benefits of a Promoter sponsor, plus:

- One additional exhibit booth (two booths) in a premium sponsor location in the exhibit hall with **Advocate Sponsor** signage.
- Half-page **Advocate Sponsor** recognition in the convention program distributed to all attendees, content to be approved by the Tennessee PTA President.
- **Advocate Sponsor** recognition includes a link on the Tennessee PTA website for an additional 2 months (four months total), content to be approved by the Tennessee PTA President.
- Two VIP Sponsor Passes to the Annual Convention.
- **Advocate Sponsor** will be recognized by your choice as an **Advocates Event Sponsor** or **Convention Event Sponsor**.

Student Awards Sponsor:

Be part of a very special event when we honor our student award program recipients. This includes Citizenship, Safety, Reflections and more. Your company name and logo will proudly be displayed as Advocate Sponsor at the entrance of this event.



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Benefactor Sponsor Package \$3,000

This level of recognition provides you with premium branding and recognition throughout the year. 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 organization. Your support will sponsor the Tennessee PTA Annual Convention, Summer Leadership Training, and other Tennessee PTA programs.

Benefits:

All benefits of a Advocate sponsor, plus:

- Full page **Benefactor Sponsor** recognition in the Convention program distributed to all attendees, content to be approved by the Tennessee PTA President.
- **Benefactor Sponsor** recognition includes a link on the Tennessee PTA website for an additional four months for a total period of eight months, content to be approved by the Tennessee PTA President.
- **Benefactor Sponsor** recognition, including logo/company name, on signage throughout the special event venues which includes the Annual Convention, Summer Leadership Training (SLT), and Tennessee PTA special events. Your business name and logo on the Annual Convention and Summer Leadership Training welcome flyer.
- Four VIP Sponsor Passes to our Annual Convention.
- Acknowledgement as **Benefactor Sponsor** in the *Bulletin*, the Tennessee PTA newsletter, and a one year subscription to the *Bulletin* distributed electronically. Opportunity to provide an article in the *Bulletin* with approval of content, timing and length by the Tennessee PTA President.
- **Benefactor Sponsor** will be recognized at all Tennessee PTA events.



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2012 Tennessee PTA Convention Sponsor Application

Sponsorships offer an outstanding marketing opportunity to reach thousands of Tennessee Parent Teacher Association (PTA) leaders.

Join us as we Celebrate the Notes of Success. Sponsors are important to the success of our Convention at the Sheraton Music City Hotel, Nashville, May 3 - 6.

Sponsorship Opportunities

_____ \$3,000 Benefactor
_____ \$2,000 Advocate
_____ \$1,000 Promoter

_____ \$500 Friend
_____ \$300 Supporter
_____ \$200 Workshop

_____ Charitable Contribution, please indicate the amount of your tax-deductible contribution:\$ _____

Company Name: _____

Primary Contact Person: _____ Title: _____

Mailing Address: _____

City, State & Zip: _____

Telephone: () _____ Fax: () _____

E-mail Address: _____

Website: _____

Total Amount Enclosed \$ _____

Deadline to be included in the Convention Program is March 6, 2012

In order for Tennessee PTA to provide the full range of benefits to you as a sponsor, please complete this sponsor application at your earliest convenience. **Signing this contract confirms acceptance of the terms and conditions for being a 2012 Tennessee PTA Convention Sponsor.**

Agreed to and accepted by Sponsor.

Agreed to and accepted by Tennessee PTA.

Print Name: _____

Name: _____

Title: _____

Title: _____

Signature: _____

Signature: _____

Company: _____

Date: _____

Date: _____

All sponsorships are subject to the approval of the Tennessee PTA Board of Managers.

Please make checks payable to Tennessee PTA. Mail your check and completed application to:

Tennessee PTA
Attention: Convention Sponsorship
1905 Acklen Avenue
Nashville, Tennessee 37212

- Please print your company name below exactly as it should appear in all marketing and promotional materials or submit your camera-ready artwork to ptastateoffice@tnpta.org.

OTHER SPONSORSHIP OPPORTUNITIES:

Summer Leadership Training

For more information regarding Sponsorships contact David Hampton, Resource Development Chairman, through our State Office at ptastateoffice@tnpta.org or (615)383-9740 or 1(888)782-5712.

Tennessee PTA thanks you for your generous support!



Companies or organizations may not ask Tennessee PTA delegates to lobby any governmental agency or official, nor may they disseminate information that is of a partisan or sectarian nature. Any company whose products, services or materials are in direct opposition to Tennessee PTA's position statements or resolutions will not be allowed to sponsor events.

To execute the agreement, sign and return this original with your payment for the selected sponsorship(s). Each party represents and warrants that it is free to enter into this agreement without violating the rights of any person, that its trademarks do not infringe the trademarks or trade names of any person, and that it will comply with all laws and regulations pertinent to its business. Should the event not take place due to any cause beyond the reasonable control of the parties, Tennessee PTA's only obligation shall be to return to the sponsor any fees paid (less any direct out-of-pocket expenses incurred by Tennessee PTA prior to the date of termination). This agreement does not constitute a partnership or joint venture or principal-agent relationship between Tennessee PTA and sponsor. Upon completion, this application represents the entire agreement between parties.



**ANNUAL CONVENTION
EXHIBITOR SPACE AGREEMENT**
Sheraton Music City Hotel, Nashville, May 3 – 6, 2012

Company Name: _____

Contact Name: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

Telephone: (_____) _____ Fax: (_____) _____

E-mail: _____

Each booth will be 6' X 8' and furnished with a 6' skirted table and 2 chairs. Electricity, internet services, and additional furnishings are available if needed and can be requested, with additional fees. Upon receipt of your application and payment you will receive the ordering information.

	<u>Commercial</u>	<u>Non-Profit*</u>		<u>Commercial</u>	<u>Non-Profit*</u>
_____ One Booth	\$ 350.00	\$150.00	After 3/06/11	\$425.00	\$225.00

Total enclosed: Number of Booths X Per Booth Fee = \$ _____

EXHIBIT DATES AND TIMES

FRIDAY, May 4, 2012	
Set-Up	4:00 p.m. – 6:00 p.m.
Exhibit Hall Open	7:00 p.m. – 10:00 p.m.

SATURDAY, May 5, 2012	
Exhibit Hall Open	9:00 a.m. – 12:00 p.m.
Breakdown	1:00 p.m. – 2:00 p.m.

EXHIBITOR DIRECTORY

We are again this year offering an opportunity to place your information in our Exhibitor Directory. This is a separate document that allows attendees to take your contact information home in one document.

_____ \$25.00 Includes company name, booth number, contact name, address, phone, fax, email address, and 25 words or less describing your materials.

_____ \$60.00 Includes all of the above plus: 25 additional words, website address, and company logo** in the Directory.

* Proof of Non-Profit status required

** We request that your company logo be sent to our office via email to ptastateoffice@tnpta.org in high resolution .jpg format as soon as possible.

REGISTRATION and DIRECTORY DEADLINE is March 6, 2012

After March 6, 2012, the cost of each booth is \$425.00 and you may not be listed in the printed program.

Exhibit Description: Please provide a description of the equipment or services to be exhibited. Do you plan to offer items for sale? _____ If so, please include in description:

Please submit a copy of all literature to be distributed.

Cancellation Policy: Cancellations will not be honored unless approved by the President and Executive Committee of the Tennessee PTA.

All Exhibitors must provide proof of insurance by submitting a current Certificate of Insurance to the Tennessee PTA State office by March 6, 2012. If a current Certificate of Insurance is not received by March 6, 2012, the booth rates for applications received after such date will apply.

Security: Reasonable precaution will be exercised to protect the area where exhibit booths will be located. The Tennessee PTA will be held harmless for any damage to exhibits, building, or equipment.

Note: The Tennessee PTA reserves the right to refuse any request for space by exhibitors, which it judges to be inappropriate. Participation in the convention by any organization or company does not constitute Tennessee PTA's endorsement of its products or services.

For more information regarding the exhibit hall contact:
April Holdren, Event Planner, through our State Office at ptastateoffice@tnpta.org or (615) 383-9740 or 1 (888) 782-5712.

Complete and mail the following to the state office listed below:

- Exhibitor Space Agreement
- A copy of all literature to be distributed
- A copy of your Certificate of Insurance
- Payment:

Tennessee PTA
1905 Acklen Avenue
Nashville, TN 37212

Make checks payable to: Tennessee PTA

Signature _____

Date _____

Upon receipt of your signed agreement and check, we will send you a written confirmation.

REGISTRATION DEADLINE is March 6, 2012

After March 6, 2012, the cost of each booth is \$425.00 and you may not be listed in the printed program.



Tennessee PTA Advertising Options

Annual PTA Convention Program*

_____ Business Card Size	\$ 25	_____ ¼ Page	\$ 75
_____ ½ Page	\$ 140	_____ Full Page	\$ 250

*Please submit a copy of your ad with this form and payment.
All ads must be approved by the Tennessee PTA.*

Tennessee PTA *Bulletin**

Business Card	_____ \$ 25 each issue	_____ \$ 160 annually
¼ Page	_____ \$ 75 each issue	_____ \$ 480 annually
½ Page	_____ \$ 140 each issue	_____ \$ 900 annually
Full Page	_____ \$ 250 each issue	_____ \$1,600 annually

A 20% discount is given when you place an ad in each issue of the *Bulletin*.

The Tennessee PTA Bulletin is published and distributed eight times annually to over 15,000 individuals.

Please submit a copy of your ad with this form and your payment.

All ads must be approved by the Tennessee PTA.

Company Name _____

Contact Name(s) _____

Mailing Address _____

City _____ State _____ Zip Code _____

Telephone () _____ Fax () _____

E-mail _____

Signature _____

Total Enclosed _____

Date _____

Office Use Only	
Date Payment Received _____	_____
Check Number _____	Cash _____
Ad Approved _____	Disapproved _____