



**Tennessee PTA Convention
Sponsor Prospectus**

Tennessee PTA Tip to Tip Tour!

April 20 – 21, 2018

Millennium Center
Johnson City, Tennessee

Tennessee PTA
1905 Acklen Avenue
Nashville, Tennessee 37212

615-383-9740 (office)
615-383-9741 (fax)
ptastateoffice@tnpta.org
www.tnpta.org

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,

Tennessee PTA is collaborating with community partners to meet the needs of more than 45,000 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. This year, Tennessee PTA has embarked on a Tennessee Tip to Tip Tour with enhanced sponsorship opportunities beyond convention. Our 105th convention will be held at the Millennium Center in Johnson City, Tennessee April 20th and 21st, 2018. We have opportunities available at all levels that are designed to give your firm or organization enhanced visibility with our membership, as well as to provide numerous benefits to you throughout the year.

Your sponsorship, support and collaboration with Tennessee PTA will support 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.

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

Sincerely,

Cheryl Floyd
Tennessee PTA President

PTA Purposes

- To promote the welfare of children and youth in home, school, places of worship, and throughout the community;
- To raise the standards of home life;
- To advocate for laws that further the education, physical and mental health, welfare, and safety of children and youth;
- To promote the collaboration and engagement of families and educators in the education of children and youth;
- To engage the public in united efforts to secure the physical, mental, emotional, spiritual, and social well-being of all children and youth; and
- To advocate for fiscal responsibility regarding public tax dollars in public education funding.

Sponsorship Packages

Vendor Recognition – \$50

Vendor Recognition receives the following benefits:

- The opportunity to provide one flyer, brochure or sample product to be placed in the convention tote bag received by all Tennessee PTA delegates.
 - Company name included on the back of the convention t-shirt.
-

Vendor Table – \$70

Vendor Table receives all the benefits of Vendor Recognition plus:

- Table in the exhibit area and 2 chairs (A door prize donation is requested).
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Workshop Sponsor – \$100

Workshop Sponsors receives all the benefits of Vendor Recognition plus:

- Signage outside of the workshop room.
 - Recognition in the convention program distributed to all attendees.
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Supporter Sponsor – \$125

Supporter Sponsors receives all the benefits of a Vendor Recognition plus:

- 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 receives all Supporter 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.*

Tennessee Tip to Tip Tour Sponsor (two year benefit available) – \$500

Tennessee Tip to Tip Sponsorship has multiple convention year benefits for 2018 and 2019:

- Business Card Ad recognition in the convention program distributed to all attendees.*
- Inclusion in the flyer communications to our membership concerning convention; early commitment required.**
- Brand recognition, including logo/company name, on signage throughout the Convention Center.
- The opportunity to provide one flyer, brochure or sample product in the convention tote bag received by all Tennessee PTA delegates.
- Company name and logo inclusion on the back of the convention t-shirt as a Tip to Tip Tour Sponsor.

BONUS for \$100 extra:

- One complimentary exhibit table in a premium sponsor location in the exhibit hall with **Tennessee Tip to Tip Tour Sponsor** signage for the 2018 and 2019 convention.
- Your choice of having a link on the Tennessee website or inclusion in Tennessee PTA training forums.

Promoter Sponsor – \$800

Promoter Sponsors receives all benefits of a Friend Sponsor plus:

- Brand recognition, including logo/company name, on signage throughout the Convention Center.
- Upgrade to one-half page recognition in the convention program distributed to all attendees.
- A link on the Tennessee PTA website for an additional two month period (three months total).*
- Tennessee PTA Bulletin newsletter sponsor recognition.*

Advocate Sponsor – \$1,500

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

- One additional exhibit table (two tables) in a premium sponsor location in the exhibit hall with **Advocate Sponsor** signage.
- Upgrade to a full page recognition in the convention program distributed to all attendees.
- A link on the Tennessee PTA website for an additional month (four months total).*
- Two (1-day) VIP Sponsor Passes to the Annual Convention.
- An opportunity to address the attendees at the lunch period (time duration to be communicated).
- Two VIP Sponsor Passes to the Awards Banquet.
- Recognition as an **Advocate Event Sponsor** or **Convention 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 Sponsors receives all benefits of an Advocate sponsor plus:

- **Benefactor Sponsor** signage at exhibit tables.
- A link on the Tennessee PTA website for an additional four months for a **total period of eight months**.*
- Brand recognition, including logo/company name on communications at PTA special events including, but not limited to, Annual Convention, Summer Leadership Training (SLT), and Tennessee PTA regional conference and forums. Your business name and logo will appear in the Annual Convention and on the Summer Leadership Training welcome flyer.
- Two additional VIP (1-day) Sponsor Passes to our Annual Convention (four total).
- 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*.*

*Content and placement to be approved by the Tennessee PTA President.

** Early commitment and payment is required to be received by January 15, 2018 for inclusion in communications to our membership.