Sponsor Prospectus

Tennessee PTA 110th Convention and Annual Meeting

Our Journey Through PTA

April 21st, 22nd & 23rd 2023
Public Safety Center
304 Beasley Drive
Franklin, TN

Tennessee Parent Teacher Association
1905 Acklen Avenue
Nashville, Tennessee 37212 ptastateoffice@tnpta.org www.tnpta.org
PTA's mission 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 20,000 PTA members and almost 1 million students across the state.

On behalf of the Tennessee PTA Board of Directors, 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 110th convention will be held in Franklin, Tennessee, April 21st – 23rd, 2023. 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 ongoing 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 at 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,
Dwight Hunter
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 benefit:
- One flyer, brochure and/or sample product to be placed in the convention tote bag received by all Tennessee PTA delegates.

**Vendor Table - $70**

Vendor Table receives the following benefits:
- Vendor will have space for one exhibit table during the Exhibitors Hall on Saturday April 22nd. Tables and chairs not provided. Electricity and internet services are available.
- Vendor supplies a door Prize

**Workshop Sponsor – $100**

Workshop Sponsors receives the following benefits:
- Signage posted outside of the workshop room.
- Company name listing in the convention program distributed to all attendees.
- One flyer, brochure and/or sample product to be placed in the convention tote bag received by all Tennessee PTA delegates.
Collaborating Sponsor – $150

Collaborating Sponsors receive the following benefits:

- Signage posted outside of the convention session room.
- Company name and logo listing in the convention program distributed to all attendees.
- One flyer, brochure and/or sample product to be placed in the convention tote bag received by all Tennessee PTA delegates.
- One premium convention memorabilia item to be placed in the convention tote bag received by all Tennessee PTA delegates.

Convention Memorabilia: Our delegates receive materials 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 during the event as well as throughout the year.

Friend Sponsor – $250

Friend Sponsors receive all Collaborating Sponsor benefits plus:

- Business Card ad in the convention program distributed to all attendees. *(Content and placement to be approved by the Tennessee PTA President.)*
- One complimentary exhibit table in a premium location in the Exhibitors Hall on Saturday April 23rd.
- Company link displayed on the Tennessee PTA website for a one-month period between May 2023 and May 2024*.

Promoter Sponsor – $800

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

- One-half page ad in the convention program distributed to all attendees. *(Content and placement to be approved by the Tennessee PTA President.)*
- Company link displayed on the Tennessee PTA website for an additional month for a total of a two-month period between May 2023 and May 2024*.
- Company name listing in the Tennessee PTA Bulletin newsletter distributed to all PTA members.
- One VIP Sponsor pass to one day of the annual convention.
Advocate Sponsor – $1,500
Advocate Sponsors receives all the benefits of a Promoter Sponsor, plus:

- An additional exhibit table (two tables) in a premium location in the Exhibitors Hall on Saturday April 22\textsuperscript{nd}.
- The opportunity to address the attendees (time and duration to be communicated prior to event).
- Full page recognition in the convention program distributed to all attendees.  
  \textit{(Content and placement to be approved by the Tennessee PTA President.)}
- Two VIP Sponsor passes to one day of the annual convention.
- Two VIP Sponsor Passes to the PTA Awards Dinner on Saturday April 22\textsuperscript{nd}.
- Company name and logo listing in the Student Awards booklet distributed to all attendees.

\textbf{Student Awards:} A very special event when we honor our Student Award Program recipients. Tennessee PTA Student award programs include High School Scholarships, Citizenship Essay, Safety Posters, and Reflections Arts.

\textit{*Timing of published links will be determined by Tennessee PTA. All links will be removed by May 30, 2024.}

Benefactor Sponsor – $2,000
Benefactor Sponsors receives all the benefits of an Advocate sponsor, plus:

- A link on the Tennessee PTA website for an additional 2 months for a total of a four month period between May 2023 and May 2024 *.
- Four VIP Sponsors passes to one day of the annual convention.
- The opportunity to address the attendees (time duration to be communicated).
- Recognition of sponsorship at a general session.
Convention and Annual Meeting Title Sponsor $5000 and above

Becoming a Tennessee PTA Convention and Annual Meeting Title Sponsor brings your company to the attention of every Tennessee PTA member, ensuring that you are remembered for your strong support of the work of this association.

Convention Title Sponsors receives the following benefits:

- Pre-event registration communication and Social Media sponsorship recognition. (Early commitment and payment is required to be received by March 30, 2023 for inclusion in communications to our membership.)
- The opportunity to address the attendees with special recognition during opening remarks (time and duration to be communicated prior to event).
- Full page recognition in the convention program distributed to all attendees. (Content and placement to be approved by the Tennessee PTA President.)
- Two complimentary exhibit tables in a premium location in the Exhibitors Hall on Saturday April 22nd.
- Lanyards with company name. Each attendee receives a lanyard during registration check-in which is worn throughout the duration of the event.
- Company signage in a premium location in the Exhibitors Hall and main events areas.
- One flyer, brochure and/or sample product and one premium convention memorabilia item to be placed in the convention tote bag received by all Tennessee PTA delegates.
- Company name and logo listing in the convention program and in the Student Awards booklet distributed to all attendees.
- A link on the Tennessee PTA website for four-month period between May 2023 and May 2024. *
- Acknowledgement as a Convention and Annual Meeting Title Sponsor in the Bulletin, the Tennessee PTA newsletter distributed to all PTA members.
- Four VIP Sponsors passes to one day of the annual convention.
- Two VIP Sponsor Passes to the PTA Awards Dinner on Saturday April 22nd.