



125th Anniversary Convention Sponsor Prospectus

June 14-19, 2022

Gaylord National Resort
& Convention Center
National Harbor, MD

Contact Us

Sponsorship@PTA.org

Sponsorship Opportunities

Include but are not limited to:

Wi-Fi - Providing Sponsor RESERVED

Want to be the hero of this Convention? Sponsor the Wi-Fi for all attendees! Your company will decide what word or phrase will be used as the Wi-Fi password, which becomes a fun branding opportunity. Signage in high traffic areas will alert attendees to the availability of Wi-Fi due to your company's generosity and feature the password. PTA will also acknowledge your company's generous support of the Wi-Fi access verbally from the podium during a General Session and on walk-in slides.

Convention T-Shirt RESERVED

The Convention t-shirt is another coveted souvenir for attendees. Sponsor will have the opportunity to brand the back of the t-shirt and your company representatives will have the chance to network with leaders as they come to collect their souvenir.

Convention App RESERVED

The Convention app is a great way for attendees to stay connected and stay on top of the schedule of events, speaker details and other event highlights. Attendees "get" that the app is convenient and easy to use, and it is their main source of information before, during and after Convention. As a sponsor of the app, enjoy pre-Convention email marketing to attendees, your company's branding throughout the app itself, and the opportunity to submit a daily push notification to attendees.

Snack Break, Networking Reception, Boxed Lunch *(Inquire for more information)*

Offer attendees the chance to indulge in local flavors by sponsoring a snack break, networking reception or boxed lunch. Recognition will be provided through sponsor-branded tent cards, signage, napkins and other opportunities. Inquire for more information including details on pricing.

Host State PTA & Volunteers Lounge

(Inquire for more information, pricing begins at \$2,500)

Each year, the National PTA Convention is supported by over 125 tireless, cheerful volunteers from the host state PTA. As a supporting sponsor of the Host State PTA & Volunteers Lounge, your company logo will be featured with others on the back of all volunteers' official shirts as they run all over the Convention venue assisting attendees and doing countless tasks. In addition, table tents and entrance signage indicate your support of their hard work. This is a highly visible sponsorship that engenders much appreciation, as a portion of the sponsor funds cover snacks, beverages and special gifts for the volunteers.

Convention Tote Bags RESERVED

Promote your organization's message and logo on the official Convention tote bag, which is distributed to all attendees. The tote bag is a traditional keepsake that will be used by attendees throughout the Convention



and long after it concludes. If your company produces bags and wants to supply the actual convention bags in quantity, please inquire about an alternative lower rights fee.

Convention Workshop Track Sponsor (\$15,000)

Demonstrate your alignment with education and commitment to professional development as a sponsor of a workshop track. Your organization will be acknowledged on signage, the app, as well as in-script welcome remarks by the moderator at the start of each workshop. As a sponsor, you are welcome to provide additional décor and table amenities, like pens and notepads, at your own cost.

Convention Badge Lanyards RESERVED

This is the ultimate sponsorship for companies that want to raise visibility for their brand. Imprint your logo on the official Convention badge lanyard, which will be worn by attendees and captured in nearly every Convention photo. PTA will produce and distribute the lanyards, upon approval of the lanyard layout by your company.

Convention Lapel Pins RESERVED

PTA members enjoy collecting the annual Convention lapel pin. PTA will design and produce the pin, featuring the official convention theme/design, and will assist you in distribution.

Fitness Break Sponsor (\$10,000) – Multiple Available

Healthy Lifestyles is a priority for all PTAs, and we practice what we preach at Convention by having fun fitness breaks and other health-focused activities throughout the Convention experience.

As the exclusive host of one fitness break, your company representative(s) and/or a designated fitness expert can come on the General Meeting stage to make brief remarks and then lead the assembly in a non-strenuous fitness break.

Lounge Sponsor (\$10,000)

Attendees frequently need a moment to pause and collect their thoughts, get organized and catch a breath within the busy Convention schedule. Sponsorship of a lounge provides a dedicated thematic space for attendees to connect with others interested in like topics, and learn from trailblazers, like your organization, in a low-pressure networking environment and space. Sponsors can provide activities, items and décor in addition to the space buildout provided by National PTA.

Diversity and Inclusion Breakfast (\$7,500)

This includes sponsorship of the Diversity, Inclusion & Outreach Breakfast with the opportunity for brief sponsor remarks during the program.

Sponsored Learning Lab (\$5,000-7,500)

Available in-person or virtual only

Provide high quality content and moderated discussion during a sponsored workshop. Workshops vary in length, allowing you to take a deep dive on a serious topic or to engage attendees with a lighthearted activity reflective of your organizational mission and brand. All content will be reviewed and approved by National PTA prior to acceptance of sponsorship.

State Presidents' Club Convening Honoring Past Presidents (\$5,000)

Honor PTA's legacy by supporting a fun annual tradition at Convention, the State Presidents' Club Convening—an invitation-only ticketed event that brings together past state PTA presidents. As the exclusive sponsor, your company representative will make brief welcoming remarks and enjoy honored guest status. Get to know this special group of long-time PTA leaders. Signage at the entryway and table tents throughout the suite will indicate your company's support of the event.

Endowment Lunch – Host Sponsor RESERVED

The PTA Endowment Fund ensures that the association can continue to carry out education, advocacy, programs and initiatives that advance our mission. This year's lunch will recognize donors who have made a significant contribution to that effort. As the exclusive host sponsor, your company will receive verbal recognition from the podium, up to five minutes to make remarks and the opportunity to disseminate one item at the lunch.

Don't see what you're looking for?

Contact us for additional opportunities and custom packages to fit your needs!

2022 National PTA® Convention Sponsorships

Benefits At-a-Glance

	Diamond	Platinum	Gold	Silver	Bronze
Included Benefit	(\$25,000+)	(\$20,000+)	(\$15,000+)	(\$10,000+)	(\$5,000+)
Category recognition onsite, in event app, within virtual event platform and on Convention website	✓	✓	✓	✓	✓
Verbal recognition by National PTA president during opening ceremony	✓	✓	✓	✓	
Complimentary Registrations	Up to 5 in-person and unlimited access to virtual content	Up to 5 in-person and unlimited access to virtual content	Up to 5 in-person and unlimited access to virtual content	Up to 5 in-person and unlimited access to virtual content	Up to 2 in-person or unlimited access to virtual content
Complimentary National Supporting Memberships	✓	✓	✓	✓	✓
Supporting Memberships	✓	✓	✓		
Blurb in (1) Convention daily digest email	✓	✓	✓		
Dedicated blast email to convention registrants	✓				
Convention app push notification	✓	✓			
Blurb in a pre- or post-Convention follow-up email	✓	✓	✓	✓	✓



National PTA Sponsorship Acknowledgement Form

Read and check all boxes prior to signing. Any Organization wishing to advertise with National PTA (“Sponsor”) is required to complete this Agreement. Any Sponsor whose products, services or materials are in direct opposition to National PTA’s position statements or resolutions will not be approved. Questions about this form should be submitted via email to Sponsorship@PTA.org.

Sponsor acknowledges that:

- The name “National PTA” or use of PTA’s logo is not permitted unless permission has been specifically granted under separate contract. Any Sponsor using PTA’s logo without permission will be asked to remove it from its materials.
- The acronyms “PTA” or “PTSA” cannot be utilized in any sponsor’s materials without approval from National PTA’s Director of Resource Development for specific use as purchased. National PTA copyrights both of these names. No other use is authorized.
- Sponsor cannot promote lobbying of any government agency or official.
- Sponsor cannot disseminate information that is of a partisan or religious nature.
- Sponsor’s materials must be in accordance with National PTA’s position statements and resolutions, and any sponsor whose products, services or materials are in direct opposition to National PTA’s position statements or resolutions will not be approved.
- Advertised fundraisers must refrain from exploiting children.
- A sponsor cannot have a primary commercial interest in any of the following, regardless of the educational nature of the proposed product or program: • Tobacco • Firearms • Alcohol • Adult Content • Gambling
- Sponsor agrees to indemnify and hold harmless National PTA, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of any content, including, without limitation, claims or suits for libel, violation of privacy, or copyright infringement.
- National PTA may reject any sponsored commercial content at any time, for any reason even after acceptance of this form.
- Acceptance of sponsorship does not indicate an endorsement by National PTA of the products or services promoted, the company, or the claims made, and no sponsor may make such a claim, direct or inferred.

Sponsor acknowledges and agrees to the policies above. Sponsor acknowledges that completion of this form is a required element of my company’s application/ contract for sponsorship or otherwise engaging with National PTA.

Signature: _____
An authorized representative

Date: _____

Company: _____

Representative Name, Title (please print): _____



National PTA Sponsorship Commitment Form

CONTACT INFORMATION	
Company Name	
Contact Person Name & Title	
Office Address	
Contact Phone	
Contact Email	
Sponsorship Type	
Add On:	

Next steps:

1. Contact National PTA at Sponsorship@PTA.org to verbally secure sponsorship.
2. Fill out this form and return it to Sponsorship@PTA.org.
3. The National PTA Finance team will send an invoice to the Contact Email listed above.
4. Upon payment, deliverables can be fulfilled (see payments options).

Payment Options

Check/Money Order: Please make payable to National PTA and mail it with your invoice to:

Resource Development, National PTA, 1250 North Pitt Street, Alexandria, VA 22314

Credit Card: Please call the National PTA Accounting Department at (703) 518-1233 and reference your invoice number.

This Agreement does not constitute a partnership or joint venture or principal-agent relationship between National PTA and sponsor. All sponsor content is subject to approval by National PTA officers and staff and may be rejected for any reason even after acceptance of this Commitment Form. A refund of deposits will be made if Sponsor is rejected without violation of the acknowledgment on the Acknowledgement Form by Sponsor. Signing below, you confirm that your company fully understands and agrees to abide by PTA's policies governing sponsorship. Any violation of the terms and conditions may result in forfeiture of advertising and sponsorship rights without any refund of fees, at the sole discretion of National PTA. No cancelation of this commitment is allowed once signed and submitted but deferment is permitted within PTA's fiscal year.

Signature: _____
An authorized representative

Date: _____

Company: _____

Representative Name, Title (please print): _____