

WISCONSIN PTA SPONSORSHIP PROGRAM



Wisconsin PTA

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PTA[®]

everychild.one voice.[®]

Wisconsin PTA Corporate Sponsorship

Who Is Wisconsin PTA?

Wisconsin PTA has been in existence since 1910. The role of advocacy for all children and youth has been and continues to be a grassroots effort. Along with the National PTA (est. 1897), the voice of the PTA is heard from local communities, the state capitol to Washington D.C. PTA was instrumental in the passage of child labor laws, fair wages for teacher, the juvenile justice system, school lunch program, kindergarten, immunizations, V-chips in TV'S, parent involvement in various state and national legislation just to name a few. The voice of 5 million members nationwide is helping every child to reach their potential.

How Can I Support Wisconsin PTA?

Wisconsin PTA is a 501 (c)(3), nonprofit agency, serving all children and youth. Your support is needed to help fund projects and programs that promote the objectives of Wisconsin PTA. As a sponsor the funding mechanism can be cash or in-kind contributions to support the mission, programs, special events, a resource or the good work of a non-profit organization. Public acknowledgement is provided all sponsors.

Membership Benefits Providers

This program enables corporations to align with PTA to provide exclusive benefits (discounts) to 23,000 members statewide

As a proud member benefits provider you provide special discounts on your products or services to Wisconsin PTA. Wisconsin PTA doesn't endorse the company or products, however, your company receives negotiated rights to market the discount program to members of Wisconsin PTA.

Companies must offer exclusive discounts or benefits to PTA members and PTA will receive a minimum guaranteed annual royalty.

Sponsorship Levels and Benefits

All sponsors receive:

- Recognition connected to the event or program sponsored. Recognition benefits will vary according to level of sponsorship and the opportunities presented with each event or program sponsored.
- Recognition in the convention program
- Recognition and a link on the Sponsors page of the WI PTA website
- Sponsors' logos will also be displayed on the web page of the sponsored event or program if it has a dedicated page on the WI PTA website.

Additional benefits for sponsorship levels:



Platinum \$10,000:

- Recognition in 4 issues of the WI Parent Teacher
- Placement of one premium in each conference tote bag – all materials to be supplied by sponsor
- A table throughout convention and at all conferences
- 2 complimentary convention registrations
- Free booth at convention with premium placement during Exhibitors Showcase
- 1 full page ad in the convention program
- The ability to submit up to 6 preapproved educational article of up to 350 words, for the *WI Parent Teacher*
- Premium placement on all signage at convention
- The opportunity to speak for no more than 5 minutes at one General Session during the annual convention





Gold \$5,000 - \$9,999

- Recognition in 3 issues of the *WI Parent Teacher*
- Placement of one premium in each conference tote bag – all materials to be supplied by sponsor
- A table at any non-convention PTA sponsored event
- 1 complimentary convention registrations
- Free booth at convention in a well placed location during Exhibition Showcase
- 1 half page ad in the convention program
- The ability to submit up to 4 preapproved educational article of up to 250 words for the *WI Parent Teacher*
- Logo on all signage at convention
- Introduction at one General Session during the annual convention



Silver \$2,000 - \$4,999

- Recognition in 2 issues of the *WI Parent Teacher*
- Discounted booth at convention in a well placed location
- 1 quarter page ad in the convention program
- The ability to submit up to 2 preapproved educational article of up to 200 words for the *WI Parent Teacher*
- Logo on Sponsor Board outside of General Session



Bronze \$500 - \$1,999

- Recognition in 1 issue of the *WI Parent Teacher*
- Logo on Sponsor Board outside of General Session

Program Underwriting Opportunities

❖ Reflections Program – Multiple Sponsors \$500-\$10,000

PTA believes all children deserve a quality arts education and encourages students to pursue artistic expression through participation in its annual arts **Reflections Program**. The program offers students the opportunity to create works of art for fun and recognition. Recognition, including sponsor's logo will appear on the Reflections program and be included in the program during the Arts in Education luncheon at the annual convention

❖ Leadership Conferences – Multiple Sponsors \$500 – \$8,000

Attendees at Leadership Conference are eager to hear new ideas, which make it a perfect opportunity to introduce your company. Sponsor will have the opportunity for a distribution table and signage at the conference.

❖ Legislative Conference \$1,000 – \$5,000

The Legislative Conference will bring together attendees to become educated on educational, health and welfare issues that affect all children, youth and families in the state of Wisconsin. Sponsor's logo will appear on the cover of a portfolio given to each attendee.





❖ **The Wisconsin Parent Teacher – One Sponsor \$3,000 - \$5,000**

This bulletin is published 9 times a year. The newsletter informs and educates our members and the public about the PTA and issues affecting children, families and schools and celebrates local unit accomplishments. The sponsor's logo will appear on the outer mailing side cover of the bulletin.

❖ **Local Unit Mailings**

Wisconsin PTA mails 3 informative mailings to all local units and councils. The packets contain information pertinent to all PTAs, awards and convention and other events. Sponsor's logo will appear on the envelope of the sponsored packet

- Wisconsin Summer Packet – One Sponsor \$4,000
- Wisconsin October Mailing – One Sponsor \$1,500
- Wisconsin Convention Mailing – One Sponsor \$1,000

❖ **Wisconsin Visit Program – One Sponsor \$1,500**

Wisconsin PTA supports its local units and councils. Part of the support includes visits to local units to further the PTA mission and provide leadership support.

❖ **Board of Directors Support – Multiple Sponsors \$1,000 – \$15,000**

Each year, Wisconsin PTA's board of directors gathers for board meetings four times a year. Sponsoring these events will provide your company recognition among the board as a proud supporter of Wisconsin PTA. The sponsoring companies will also be given an opportunity to distribute materials and/or speak to the Board during the meetings.

❖ **Technology Support \$500 - \$2,000**

Today's ever advancing technology makes it possible to for Wisconsin PTA to continually improve our advocacy for children and our communication with local units and councils. Your sponsorship will allow us to update and increase our technology and open up untapped potential for success.

❖ **Legislative Activity Alerts - One Sponsor \$1,000**

Advocacy is crucial to the mission of Wisconsin PTA and we want to make it easy for busy parents to advocate for the education, health and welfare of children. Sponsorship of Legislative Alerts will enable Wisconsin PTA to educate the public about current issues, ongoing legislation and helps them contact their legislators to express their opinion. Legislative Activity Alerts are an invaluable tool for our legislative efforts.



❖ **Wisconsin PTA Annual Convention – Multiple Sponsors \$500 & up**

❖ **Convention Tote Bags \$2,500**

Why let the opportunity pass to have our attendees display your logo or Web address on durable convention tote bags they'll use during the convention and beyond? This opportunity provides excellent recognition during and long after the convention.

❖ **Convention Program \$2,500**

If you're looking for an effective way to promote your company or brand to convention attendees, consider sponsoring the convention program. Prominently feature information about your company or program on the back cover of the convention program in color and have your company's logo displayed on all pages of PTA copy. The convention program is an essential resource, and is used year-round by attendees and PTA leader.

❖ **Arts in Education Event \$500 - \$8,000**

This special event will bring together our attendees to celebrate the arts in education and the Wisconsin PTA Reflections Program Grand award recipients and a very special arts-related speaker. Link your organization's message with PTA's arts in education efforts for children and schools, and be recognized as a strong supporter of the convention and Wisconsin PTA.

❖ **Celebration Banquet \$500 – \$5,000**

Wisconsin PTA will gather to honor the best PTA has to offer. This banquet recognizes our Wisconsin educators, our scholarship recipients, volunteers and special programs and achievements of PTAs across Wisconsin.



❖ **Keynote Speakers** \$2,000 – \$5,000**

The General Session keynote speakers are the most-attended events during our annual convention—no other conference events are scheduled at the same time.

Affiliate your company with these distinguished speakers and leave a lasting impression on attendees. Each sponsoring company will be recognized on signage in front of general session entrances, and will be able to distribute literature on attendee chairs. Additionally, the Wisconsin PTA president will recognize sponsors during platform remarks.

❖ **Workshops - Multiple Sponsors \$500 - \$10,000**

Workshops are the heart of the educational part of our annual convention. Workshop topics cover pertinent topics such as running an efficient PTA, becoming a more effective leader, children’s health & safety issues and many more. Attendees often report that workshops are the reason they attend convention. Each sponsor will have its company name associated with a workshop in the convention program and on convention and workshop signage. May sponsor multiple workshops

❖ **Wisconsin’s Walk for Healthy Kids \$500 & up**

The Wisconsin PTA Walk for Healthy Kids will take place during the annual convention. Join our leaders, attendees, and the general public for this event. Health and nutrition are a major focus for Wisconsin PTA, and the walk is a featured convention event. By sponsoring this event, you will help PTA fund its Mission of supporting public education, increasing parent involvement in children’s lives, and ensuring safe and nurturing communities for our nation’s families. Sponsors will receive benefits according to their levels of sponsorship. \$1,000 Sponsors will have their logos displayed on the Walk T-Shirts.



❖ **Attendee Badge Lanyards \$500**

Have your company name and logo imprinted on these highly visible items that are worn by attendees during convention and collected as souvenirs. This sponsorship allows you to provide the lanyards that our convention attendees really love!

❖ **Attendee Note Pads \$500**

Note pads including the sponsor logo will be placed in every attendee's tote bag for use during and after the convention. What a great way to get recognition before and after the convention!

❖ **Attendee Pens \$500**

Pens with the sponsor logo will be placed in every attendee's tote bag for use during and after the convention. As attendees snatch these up, you'll see what great recognition you'll gain all throughout the year. Sponsors must provide pens.

Tax Deductible

All Sponsorships are tax deductible. As a sponsor the benefits and recognition opportunities vary with the level of sponsorship. All sponsorships are negotiated and specified as terms of your contract with Wisconsin PTA.

Tailor Made Programs

The sponsorship packages outlined in this brochure are designed to allow your company to tailor its marketing message to those who are heavily involved in educational and advocacy efforts that affect the life of every child. Wisconsin PTA provides proven marketing opportunities, as well as new and innovative options in years to come, to market your products and services at our annual convention and exhibition.

Recognition

Recognition in brochures and materials requires submission of sponsorship application by the appropriate deadline. Contact Wisconsin PTA to learn the current deadlines. **For sponsor recognition in the convention program, signed contracts, payment, and logo must be submitted no later than February 15.** All sponsorships are subject to approval by Wisconsin PTA Board of Directors.

Contact Information

For more information or to apply for a Corporate Sponsorship please contact the Wisconsin PTA Office at; (608) 244-1455

* Size limitations do apply to convention tote bag premium insertions.

** Number of speakers is dependent on final published schedule. In-kind relationships will be considered if topical reference is applicable.