## Sponsorship and Categories

### Acknowledgments

**PREMIER SPONSOR**

$100,000

- Opportunity to customize sponsorship package to include additional partnering, acknowledgments and communications throughout the year.
- Press release acknowledging support as Premier Sponsor.
- Full-page color, back cover or inside cover recognition in Convention Program Book received by all participants.
- Choice of four free exhibit spaces with certificate and signage in specially-designated sponsors’ area.
- Primary signage in the convention hall.
- Introduction on stage at general session and dedicated time on stage for a presentation.
- Opportunity to host an activity or event at the convention to be negotiated.
- Dedicated pre-convention email to potential and registered participants.
- Featured acknowledgment and link on the capta.org home page for one year.
- Featured, multiple recognitions on CAPTA social media platforms during convention.

**GOLD BENEFACTOR**

$40,000

- Press release acknowledging support at the Gold level.
- Full-page color recognition in Convention Program Book received by all participants.
- Choice of three free exhibit spaces with certificate and signage in specially-designated sponsors’ area.
- Signage in the convention hall.
- Introduction on stage at a general session.
- Opportunity to host an activity at the convention.
- Dedicated pre-convention email to potential and registered participants.
- Acknowledgment and link on the capta.org convention page for six months.
- Multiple recognitions on CAPTA social media platforms during convention.
- Acknowledgment in the Convention Chronicle and/ or Convention Marketing Mailer distributed in advance to PTA leaders (subject to deadlines).
- Opportunity to present to state and district PTA leaders at a meeting.
- Acknowledgment on rotating slides on video screens prior to general sessions.
- Opportunity to have materials distributed at a general session as well as in convention tote bags.*
- Four passes to all convention general sessions.

The following opportunities may be negotiated at an additional cost:

- Sponsor one or more divider tabs inserted in the Convention Program Book.
- Recognition at other California State PTA events.

**SILVER BENEFACTOR**

$25,000

- Three-quarters page recognition in Convention Program Book received by all participants.
- Choice of two free exhibit spaces with signage in specially-designated sponsors’ area.
- Acknowledgment on rotating slides on video screens prior to general sessions.
- Opportunity to have a flier or item distributed in the convention tote bags.*
- Two passes to all convention general sessions.

The following opportunities may be negotiated at an additional cost:

- Sponsor one or more divider tabs inserted in the Convention Program Book.
- Recognition at other California State PTA events.

*All materials are subject to review and approval by the California State PTA president.*
## BRONZE BENEFACCTOR – Convention Only

- Half-page recognition in Convention Program Book received by all participants.
- **Choice of one** free exhibit space with certificate and signage in specially-designated sponsors’ area.
- **Acknowledgment** in pre-convention email.
- **Acknowledgment** and link on the capta.org convention page for three months one month prior and two months after convention.
- Recognition on CAPTA social media platforms during convention.
- **Acknowledgment** on rotating slides on giant video screens prior to general sessions.
- Opportunity to have a flier or item distributed in the convention tote bags.*
- Two passes to all convention general sessions.

### Key Supporter – Convention Only

- Quarter-page recognition in Convention Program Book received by all participants.
- **50 percent discount** on first exhibit space with signage in specially-designated sponsors’ area.
- **Acknowledgment** on rotating slides on video screens prior to general sessions.
- **Acknowledgment** and link on the capta.org convention page for one month prior and one month after convention.
- Opportunity to have a flier or item distributed in the convention tote bags.*
- Two passes to all convention general sessions.

### Sponsor – Convention Only

- Opportunity to have a flier or item distributed in the convention tote bags.*
- Opportunity to reserve exhibit space with signage in the specially-designated sponsors’ area.
- **Acknowledgment** and link on the capta.org convention page for one month prior to convention.
- Listing on the sponsor recognition flier.
- Two passes to all convention general sessions.

### Key Supporter – Other PTA Event

- Recognition in promotional communications for the event received by all participants.
- **Acknowledgment** on rotating slides on video screens prior to general sessions and opportunity to be recognized.
- **Acknowledgment** and link on the capta.org event page for one month prior and one month after the event.
- Opportunity to have a flier or item distributed to the participants.*
- Two passes to the event.

### Sponsor – Other PTA Event

- Recognition in promotional communications for the event received by all participants.
- Opportunity to have a flier or item distributed to the participants.*
- **Acknowledgment** and link on the capta.org event page for one month prior and one month after the event.
- Opportunity to be recognized.
- Two passes to the event.

### Member Perks

- **TWO TIMES PER YEAR** - $2,500
- **FOUR TIMES PER YEAR** - $5,000
- Inclusion of the logo and exclusive PTA member perk offer on flier distributed in English and Spanish.
- Acknowledgement, logo and link on the capta.org Member Perks page for the quarter.
- Acknowledgement, logo and link on the Member Perks email distributed statewide.

All materials are subject to review and approval by the California State PTA president.

## In-Kind Contributions

Can be discussed and are considered by state leadership on a case-by-case basis.