

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.
- **Featured acknowledgment** in the *Convention Chronicle* and/or *Convention Marketing Mailer* distributed in advance to PTA leaders (*subject to deadlines*).
- **Featured acknowledgment** in a PTA newsletter.
- 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:

- Lead a special workshop at our annual convention.*
- Sponsor one or more divider tabs inserted in the *Convention Program Book*.
- Recognition at other California State PTA events.



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*).
- **Acknowledgment** in a PTA newsletter.
- 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.
- **Acknowledgment** in pre-convention email.
- **Acknowledgment** and link on the *capta.org* convention page for one month prior and three months after convention.
- **Recognition** on CAPTA social media platforms during convention.

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 BENEFACTOR – *Convention Only*

\$15,000

- **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*

\$10,000

- **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*

\$5,000

- 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*

\$10,000

- 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*

\$5,000

- 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

VARIES

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.