

# Sponsorship Opportunities



Dear Friend of PTA:

The New York State PTA Board of Directors and I would like to thank you for your past and future support of parents, schools, students and our association through your sponsorship. Nearly 300,000 parents, teachers and friends of PTA support our mission through membership at the local level. A strong partnership between parents, school and community contributes to academic success, and allows our voice to be effective in securing adequate laws for the education, health and welfare of children.

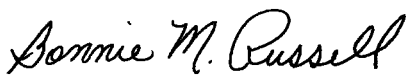
My administration's theme is "*Communicate to Advocate*". We recognize the challenges of a rapidly evolving global society and the need to work together to ensure that every child is prepared for citizenship and success. Support from the community serves to reinforce our vision and goals.

This material explains our sponsorship program and outlines many ways to demonstrate that support, as well as the ability to create your own individualized package. You can also participate by being a member benefit provider.

There are opportunities to participate throughout the year allowing you to maximize financial support of the NYS PTA, as well as gain recognition as a sponsor at our main events attended by hundreds of our members. Your sponsorship, support and collaboration with NYS PTA make a real and valued difference to our efforts on behalf of all our children.

I look forward to your participation in this program, and am confident that it will be mutually beneficial for both PTA and your business as our members learn more about you. For more information, you may check our website at [www.nyspta.org](http://www.nyspta.org) under "Publications" to review our current Annual Report.

On behalf of the children we serve, I would like to thank you again in advance for your generous support.

  
Bonnie M. Russell, President

## Sponsorship Opportunities!

NYS PTA continues our sponsorship program and this material will provide information about sponsorship for some of our major events and the benefits within each particular sponsorship category.

### Upcoming Major Events are:

#### Summer Leadership Conference

Utica, July 22-24, 2016

#### 120<sup>th</sup> Annual Convention

Saratoga Springs, November 11-13, 2016

If you are interested in becoming a sponsor of the NYS PTA, please select a Sponsorship Opportunity that fits your needs or call to design your own. You can also complete and return the sponsorship application (on page 2) and we will contact you regarding the next step. Questions can be sent to [pta.office@nyspta.org](mailto:pta.office@nyspta.org).



One Wembley Court  
Albany, NY 12205-3830  
(518) 452-8808 / toll free number 1-(877) 5NYSPTA  
(518) 452-8105 Fax  
[www.nyspta.org](http://www.nyspta.org)  
[pta.office@nyspta.org](mailto:pta.office@nyspta.org)

# Sponsorship Application

Sponsorships offer an outstanding marketing opportunity to reach hundreds of PTA leaders. Our members appreciate our sponsors and are loyal to those companies that support NYS PTA.

**YES, I would like to be a sponsor of NYS PTA at the following level:**

- Promotional Sponsor** (\$250 donation per event):  
Inclusion of one premium item in the convention tote bag distributed at the annual November Convention (all items submitted for tote bags or giveaways must be approved by NYS PTA).
- Friend Sponsor** (\$400 donation per event):  
Friend Sponsor will receive all benefits of a Promotional Sponsor and sponsor name will be cited on the sponsor list of the event materials given to each delegate.
- Premier Sponsor** (\$1,500 donation per event):  
Premier Sponsor will receive all benefits of a Friend Sponsor *plus* your logo will be listed in the event publicity *plus* a complimentary exhibitor space at the annual November Convention (the equivalent of one standard exhibit booth) *plus* recognition in one edition of the *NY Parent Teacher* periodical distributed to over 2300 readers. (The sponsorship application must be received prior to the printing of the registration materials to be included in the event registration packet). There can be more than one Premier Sponsor.
- Event Sponsor** (\$3,500 donation per event):  
Maximize your exposure, and give event attendees something they won't soon forget. Event Sponsor will be recognized as sponsor of a chosen event or part of an event. Each Event Sponsor will receive all of the benefits of a Premier Sponsor *plus* have a prominent exhibit space at the annual November Convention (the equivalent of one exhibit booth) *plus* their name and logo will be prominently displayed on a welcome sign in the chosen event registration area *plus* a 1/4 page recognition space in the chosen event program/delegate packet *plus* six month exposure on the Member Resources page on the NYS PTA website. There can be more than one Event Sponsor.
- Elite Sponsor** (\$7,000 donation per year):  
This visible sponsorship receives all the benefits of an Event Sponsor *plus* have the opportunity to select their complimentary exhibitor space at the annual November Convention (prior to the start of the convention) *plus* two guest passes to attend the NYS PTA Annual Banquet *plus* sponsor name and logo on the sponsor page of each major event conducted by NYS PTA for one year *plus* one year exposure on the Member Resources page on the NYS PTA website. There can be more than one Elite Sponsor.
- Presidential Sponsor** (\$10,000 donation per year):  
This most visible sponsorship receives all the benefits of an Elite Sponsor *plus* have the opportunity to select their complimentary exhibitor space at the annual November Convention (prior to the start of the convention) *plus* two guest passes to attend the NYS PTA Annual Banquet *plus* sponsor name and logo on the sponsor page of each major event conducted by NYS PTA for one year *plus* one year exposure on the Member Resources page on the NYS PTA website. There can only be one exclusive Presidential Sponsor per industry.

**Please contact me for additional information.**

Please call the New York State PTA office toll free at 1-877-569-7782 or email to [pta.office@nyspta.org](mailto:pta.office@nyspta.org) for more information or with further questions.

**If appropriate, check the desired event at which you wish to be recognized:**

- Summer Leadership Conference**, Utica College, July 22-24, 2016
- 120<sup>th</sup> Annual Convention**, Saratoga Springs, November 11-13, 2016

Name of Company \_\_\_\_\_

Company Representative (Name and Title) \_\_\_\_\_

Mailing Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

*The New York State PTA reserves the right of refusal for purposes of following our Mission Statement and the Purposes of the PTA.*

**Please mail to:** New York State PTA, One Wembley Court, Albany, NY 12205. This may also be faxed to: 518-452-8105.

*It is not necessary to mail a check or credit card information at this time. We will contact you upon receipt of this application with further details.*