

2010 Sponsorship Opportunities



Dear Friend of PTA:

On behalf of the New York State PTA Board of Managers, I would like to thank you for your past and/or future support of parents, schools, students and our organization through your sponsorship. Over 348,000 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.

The theme for my administration is "*The Power to Shape the Future*", a way of expressing that through collaboration and exploring all possibilities necessary for success, PTA can be a powerful voice in shaping a positive future for all children and youth. Support from the community serves to reinforce those goals and our vision. This flier 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 which will allow you to maximize financial support of the NYS PTA, as well as gain recognition as a sponsor at some of our main events, which hundreds of our members attend. Your sponsorship, support and collaboration with NYS PTA make a real difference to our efforts on behalf of all our children.

I look forward to your participation in this program and feel sure 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 under "Publications" to review our current Annual Report.

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

A handwritten signature in cursive script that reads "Susan Lipman".

Susan Lipman, President



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Sponsorship Opportunities!

NYS PTA continues our sponsorship program and this flier will provide information about sponsorship for some of our major events and the benefits within each particular sponsorship category. Sponsorship of any one of our events can give you recognition at our Annual Convention.

2010 Major Events are:

Legislation/Education Conference
Albany, February 27-28, 2010

Board of Managers Orientation
April 24-25, 2010

Summer Leadership Conference
Utica, July 30-August 1, 2010

114th Annual Convention
Buffalo, November 12-14, 2010

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 resource.development@nyspta.org

www.nyspta.org

2010 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. **
- Friend Sponsor** (\$400 donation per event):
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):
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 November 2010 Convention (the equivalent of one 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 Registration Packet.)
- Event Sponsor** (\$3,500 donation per event):
Maximize your exposure, and give event attendees something they won't soon forget. Sponsor will be recognized as sponsor of a chosen event or part of an event. There can be more than one Event Sponsor. Each Event Sponsor will receive all of the benefits of a Premier Sponsor *plus* have a *prominent* exhibit space at our November 2010 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.
- Elite Sponsor** (\$7,000 donation per year):
This most visible sponsorship receives all the benefits of an Event Sponsor *plus* have the opportunity to select their complimentary exhibitor space at our November 2010 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 2010 and their logo displayed on the NYS PTA website, www.nyspta.org, for one month following each event.
- Please contact me to discuss a custom package to suit my marketing budget or for additional information.**
- Please contact me to discuss becoming a member benefit provider.**

** All items submitted for tote bags or giveaways must be approved by NYS PTA.

Please call the New York State PTA Office toll free at 1-877-569-7782 or email to resource.development@nyspta.org for more information or with further questions.

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

- Legislation/Education Conference**, Albany, February 27-28, 2010
- Board of Managers Orientation**, April 24-25, 2010
- Summer Leadership Conference**, Utica College, July 30-August 1, 2010
- 114th Annual Convention**, Buffalo, November 12-14, 2010

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, Attention: Resource Development Chairman, 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.*