The Connecticut PTA holds multiple events throughout the year where your company name could be seen by PTA leaders from across the state. These leaders engage with their communities, connect with their school boards, and are active members who work with other parents and teachers on behalf of all your children. Sponsorship of CT PTA identifies that company is a respected source and recognized supporter of the PTA mission.

The CT PTA website, www.ctpta.org, has nearly 20,000 visitors every year who stay on the site more than 10 minutes average. Parents and leaders on www.ctpta.org are an engaged audience, actively seeking information on PTA’s advocacy, arts programs, health and wellness initiatives, and much more. With a presence on www.ctpta.org, you reach an incredible number of current and prospective PTA members.

**TITLE SPONSOR $2,500**
- Logo and link to company on home page of CT PTA website
- Social media opportunities
- A pre-approved promotional electronic communication to PTA’s
- Rights to use the CT PTA logo on pre-approved sponsor items
- Company Name on Sponsorship Banner hung at all events
- Company logo and primary mention in all CT PTA event programs
- Promotional materials (if provided) at all events and in give-away bags when used
- Exhibitor table in high profile location at Expo Showcase
- Full-page color advertisement in Expo booklet
- Five-minute address to attendees at CT PTA Awards Dinner
- Two complimentary tickets for CT PTA Awards Dinner
- Certificate of appreciation presented at CT PTA Awards Dinner
- Promotional table at a CT PTA event of your choice
- Banner to appear at the bottom of all communications with your company logo

**LEADERSHIP SPONSOR $1,000**
- Logo and link to company on home page of CT PTA website
- Social media opportunities
- Rights to use the CT PTA logo on pre-approved sponsor items
- Company Name on Sponsorship Banner hung at all events
- Company logo and mention in all CT PTA events programs
- Promotional materials (if provided) at all events and in give-away bags when used
- Exhibitor table at Expo Showcase
- Half-page color ad in Expo booklet
- Certificate of appreciation presented at CT PTA Awards Dinner
- Two complimentary tickets for CT PTA Awards Dinner
- Banner to appear at the bottom of all communications with your company logo

**PARTICIPATING SPONSOR $500**
- Logo and link on home page of CT PTA website
- Social media opportunities
- Company Name on Sponsorship Banner hung at all events
- Mention in all event programs
- Promotional materials (if provided) at all events and in give-away bags when used
- Exhibitor table at Expo Showcase
- Quarter-page color ad in Expo booklet
- Certificate of appreciation
- Banner to appear at the bottom of all Expo related communications
- Certificate of Appreciation presented at Awards Dinner

**What are social media opportunities?** Social Media opportunities for Title Sponsors are monthly mention on CT PTA Twitter and Facebook accounts. Content of mention to be determined by Sponsor and CT PTA. Leadership Sponsors receive quarterly mentions, while Participating Sponsors receive biannual mentions.

**How can sponsor items can use the approved CT PTA logo?** For Title and Leadership Sponsors only: The Sponsor will submit potential items to CT PTA for approval by the CT PTA Executive Committee.

**What Size are the Sponsorship Banners?** Size of banner is determined by your level of Sponsorship. The higher the level, the larger the banner.

**What events does CT PTA host?** CT PTA hosts the following events yearly Expo, Awards Dinner, Annual Meeting, PTA Reflections Arts Awards Ceremony, Statewide Leadership Training and other events as determined.

**How long is the Sponsorship for?** Sponsorship opportunities last for one (1) year from the date registration is complete.

**Will Sponsors be provided a list of PTA contacts in Connecticut?** No, as a membership organization, our contact lists are private. The best ways to reach our membership is via the social media opportunities offered to all sponsors. Additionally, our sponsors are encouraged to attend any of our events and meet our members.
About CT PTA and its Members

- PTA is dedicated to promoting children’s health, well-being, and educational success, through strong parent, family, and community involvement.
- PTA works on behalf of every child, with one voice.
- CT PTA is the largest volunteer parent association in Connecticut.
- CT PTA is a powerful voice for children, a relevant resource for parents, and a strong advocate for public education.
- CT PTA has over 37,000 members in more than 220 local units throughout the state.
- CT PTA has active delegates that assemble each year at different events to discuss issues, exchange ideas, who hear your message.

The Connecticut Parent Teacher Association, founded in 1900, is the state’s oldest and largest child advocacy organization.

CT PTA
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203-691-9585 (o)
203-891-6462 (f)
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office@ctpta.org
www.ctpta.org

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Become a sponsor today!