



Sponsor Prospectus 2009-2010

Georgia PTA
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Strengthening Families
Supporting Safer Schools
Promoting Healthy Habits
Encouraging Parent Involvement
Partnering with Educators & Communities
Advocating for ALL Children

Message from the President

Dear Friends and Potential Sponsors of Georgia PTA,

Georgia PTA is rising to the challenge to meet the needs of our 320,000 plus members in 965 PTA units. As a 103 year old grass roots association founded in 1906, our strength is in our ability to empower our members to act swiftly in the best interest of our children and the families we serve. We are a powerful voice for our children, a relevant resource for parents and a strong advocate for the education, health, safety and welfare of all children.

Support from the business community serves to reinforce our vision by bringing together everyone interested in the well being of children, who believe in equal access for all children. On behalf of Georgia PTA Board of Directors, we invite you to become a sponsor of the largest and oldest non-profit child advocacy association of parents, teachers, educators, students, health professionals and community leaders.

New this year is the opportunity to sponsor events and activities so your company's name will reach our 320,000 members in multiple ways throughout the year. Also, new is use of a business service called CAP (Community Alliance Partner). We are excited about the opportunities for a mutually beneficial relationship that will help us accomplish our goals, and meet the needs of our children, members and the community. Please feel free to contact Sheila Cornelius, Georgia PTA President, 404-659-0214, president@georgiapta.org or Susan Olson, Events Coordinator, 404-273-4168, gaptaevents@bellsouth.net.

Welcome to PTA,
Sheila Cornelius, President

Georgia PTA Events and Programs

Georgia PTA Convention Leadership Training (CLT) - June 25-26, 2010 at the Georgia International Convention Center Over 1400 members participate in workshops, general sessions, lunch and learns, network, vote for officers (biannually), shop with exhibitors, and celebrate the accomplishments of PTAs from around Georgia.

Reflections Reception - March 21, 2010 at the High Museum

Attended by 600 members. Offers students the opportunity to create works of art for fun and recognition in six areas: dance and choreography, film/video production, literature, musical composition, photography and the visual arts. An awards reception is held each year to showcase the student's work as well as recognize the winners throughout the state. Last year alone Georgia PTA had over 36,000 entries into our Reflections Program.

PTA Day at the Capitol — February 23, 2010

Attended by 400 members. Provides PTA leaders, members and supporters an opportunity to become more familiar with the legislative process and to actively speak with legislators about education and children's issues.

PTSA Youth Day at the Capitol — March 4, 2010

New this year, students will have an opportunity to become more familiar with the legislative process and to actively speak with legislators about education and children's issues.

Community Collaboration Celebration — November 2010

Attended by 200 business partners and PTA leaders, and education policy makers. A reception to introduce Georgia PTA Sponsorship Prospectus to the community, network with potential sponsors and honor current partners.

Emerging Minority Leadership Conference (EMLC)

This conference is designed to prepare ethnic minority parents and caregivers from across the State to assume leadership roles in their local communities and schools.

PTA University (State Office and On the Road)

Attendance varies based on demographics. This is an ongoing series of two to four hour training seminars on various timely subjects. PTA Universities are held at the Georgia PTA headquarters and other locations around the state. Officers, chairpersons and any interested member of PTA are welcome to attend.

Georgia PTA Student Scholarship Fund

A scholarship is awarded to one or more students who successfully complete high school, are interested in furthering their education in a Georgia college or university and completes volunteer service. The scholarships are funded solely through member contributions and awarded at the Reflections Reception in March.

Benefactor Sponsor Package

\$25,000

This level of recognition provides you with premium branding and recognition throughout the year. Becoming a Georgia PTA Benefactor brings your company to the forefront of every attendee during Georgia PTA special events, ensuring that you are remembered for your strong support of the work of this organization. Your support will sponsor the Georgia PTA Annual Convention and Leadership Training, Reflections Program, PTSA Youth Day at the Capitol, Student Scholarship Fund and PTA Universities.

Benefits:

- Full-page back cover Benefactor recognition in the Convention program distributed to over 1,400 attendees (subject to approval by the Georgia PTA President).
- A 20 x 20 exhibit space in premium sponsor location in the exhibit hall with Benefactor Sponsorship signage.
- Acknowledgement as Benefactor on Georgia PTA website, including link for one (1) year.
- Benefactor recognition, including logo/company name, on signage throughout the special event venues which includes the Annual Convention and Leadership Training (CLT), and all Georgia PTA special events.
- Benefactor recognition, including logo/company name, on walk-in and out slides used for General Sessions.
- Opportunity to provide Welcome Flyer in the Convention Leadership Training delegate registration packet received by over 1,400 delegates.
- Opportunity to provide two flyers, brochures or sample products in the Convention tote bag received by over 1,400 delegates.
- Six (6) VIP Sponsorship Passes to all events to include the Annual Awards Banquet during Convention Leadership Training and the Reflections Reception.
- Acknowledgement as Benefactor in the *Voice*, the Georgia PTA newsletter, and a one (1) year subscription to the *Voice*.
- Opportunity to provide an article in one (1) edition of the *Voice* with approval of content from Georgia PTA.
- Opportunity to bring greetings to the attendees during the annual convention leadership training.
- CAP (Community Alliance Partner) – a new service that provides business owners with an effective community specific marketing program that benefits their business, local schools, and the community.

Promoter Sponsor Package

\$15,000

Your company will receive premium placement of its logo, and branding throughout the Georgia PTA Annual Convention and Leadership Training, Reflections Program, PTSA Youth Day at the Capital, Student Scholarship Fund and PTA Universities.

Benefits:

- Half-page Promoter recognition in the Convention program distributed to over 1,400 attendees (subject to approval by the Georgia PTA President).
- A 20 x 20 exhibit space in premium sponsor location in the exhibit hall with Promoter Sponsorship signage.
- Acknowledgement as Promoter on Georgia PTA website, including link for one (1) year.
- Promoter recognition, including logo/company name, on signage throughout the special event venues which includes the Annual Convention and Leadership Training (CLT), and Georgia PTA special events.
- Promoter recognition, including logo/company name, on walk-in and out slides used for General Session.
- Opportunity to provide one flyer, brochure or sample product in the Convention tote bag received by over 1,400 delegates.
- Four (4) VIP Sponsorship Passes to all events to include the Annual Awards Banquet during Convention Leadership Training and the Reflections Reception.
- One (1) year subscription to the *Voice* – the Georgia PTA newsletter.
- CAP (Community Alliance Partner) – a new online service that provides business owners with an effective community specific marketing program that benefits their business, local schools, and the community.

Friend Sponsor Package

\$10,000

Your company will receive premium placement of its logo, and branding throughout the Georgia PTA Annual Convention and Leadership Training, Reflections Reception, PTSA Youth Day at the Capitol, Student Scholarship Fund and PTA Universities.

Benefits:

- Quarter-page Friend recognition in the Convention program distributed to over 1,400 attendees (subject to approval by the Georgia PTA President).
- A 20 x 20 exhibit space within the exhibit hall with Friend Sponsorship signage.
- Friend recognition, including link, on the Georgia PTA website for three (3) months.
- Friend recognition, including logo/company name, on signage throughout the Convention Center and Georgia PTA special events
- Friend recognition, including logo/company name, on walk-in and out slides used for General Session.
- Opportunity to provide one flyer, brochure or sample product in the Convention tote bag received by over 1,400 delegates.
- Two (2) VIP Sponsorship Passes to all events to include the Annual Awards Banquet during Convention Leadership Training and the Reflections Reception.
- One (1) year subscription to the *Voice* – the Georgia PTA newsletter.
- CAP (Community Alliance Partner) – a new online service that provides business owners with an effective community specific marketing program that benefits their business, local schools, and the community.

Supporter Sponsor Package

\$5,000

Your company will receive premium placement of its logo, and branding throughout the Georgia PTA Annual Convention and Leadership Training, Reflections Reception, PTSA Youth Day at the Capitol, Student Scholarship Fund and PTA University.

Benefits:

- Supporter recognition in the Convention program distributed to over 1,400 attendees.
- A 10 x 10 exhibit space within the exhibit hall with Supporter Sponsorship signage.
- Supporter recognition, including link, on the Georgia PTA website for two (2) months.
- Supporter recognition, including logo/company name, on signage throughout the Convention Center and Georgia PTA special events.
- Supporter recognition, including logo/company name, on walk-in and out slides used for General Session.
- Opportunity to provide one flyer, brochure or sample product in the Convention tote bag received by over 1,400 delegates.
- One (1) year subscription to the *Voice* – the Georgia PTA newsletter.
- CAP (Community Alliance Partner) – a new online service that provides business owners with an effective community specific marketing program that benefits your business, local schools, and the community.

Advocate Sponsor Package

\$3,000

Your company will receive premium placement of its logo, and branding throughout Georgia PTA Annual Convention and Leadership Training, Reflections Reception, PTSA Youth Day at the Capitol, Student Scholarship Fund and PTA University.

Benefits:

- Advocate Sponsor recognition in the Convention program distributed to over 1,400 attendees.
- A 10 x 10 exhibit space within the exhibit hall with Advocate Sponsorship signage.
- Advocate Sponsor recognition, including link, on the Georgia PTA website for one (1) month.
- Advocate Sponsor recognition, including logo/company name, on signage throughout the Convention Center and Georgia PTA special events.
- Advocate Sponsor recognition, including logo/company name, on walk-in and out slides used for General Session.
- Opportunity to provide one flyer, brochure or sample product in the Convention tote bag received by over 1,400 delegates.
- One (1) year subscription to the *Voice* – the Georgia PTA newsletter.
- CAP (Community Alliance Partner) – a new online service that provides business owners with an effective community specific marketing program that benefits your business, local schools, and the community.

Sponsor Benefits Chart

Benefits of Sponsorship	Benefactor \$25,000	Promoter \$15,000	Friend \$10,000	Supporter \$5,000	Advocate \$3,000
Recognition in Convention Program	Full page	Half page	Quarter page	List	List
Exhibit Space	20 x 20	20 x 20	20 x 20	10 x 10	10 x 10
Recognition on walk in and walk out slides during General Session	X	X	X	X	X
Recognition throughout all Georgia PTA events	X	X	X	X	X
Flyer, Brochure or Samples in Convention Tote Bag	X	X	X	X	X
One Year Subscription to the <i>Voice</i> , Georgia PTA Newsletter	X	X	X	X	X
Link on Website	1 year	1 year	1 year	1 year	1 year
VIP Passes to all events to includes the Annual Banquet and the Reflections Reception	6	4	2		
Acknowledgement in the <i>Voice</i> , Georgia PTA Newsletter	X	X			
Welcome Flyer	X				
One Article in the <i>Voice</i> , Georgia PTA Newsletter	X				
One year enrollment in CAP online marketing service	X	X	X	X	X