



2022 SPONSORSHIP PROSPECTUS

*Connect to Families,
Communities,
and PTA Leaders*

Washington State
PTA[®]
everychild.one voice.[®]

TABLE OF CONTENTS

03	The Value of PTA	10	Individual pricing - Conferences
04	About Washington State PTA	11	Individual Pricing - Website
05	Marketing Opportunities	12	Individual Pricing - Newsletters & Social Media
06	Year-Round Benefits - Virtual & Social Media	13	Discount Provider
07	Event Benefits	14	Contact Us
08	Annual Convention		
09	Autumn Leadership Launch		

THE VALUE OF PTA

PTA is a membership-driven association. People join to support the work done locally to benefit their child and the community and to support the work Washington State PTA does collectively to help children, families and schools in the state.

Join the Washington State PTA team, the largest parent advocacy association in the state. By becoming a WSPTA sponsor, you will be supporting this important work and help ensure that we constantly strive to “make every child’s potential a reality”.

Sponsorship of WSPTA and its events can aid attendees in discovering the value of PTA through products and services showcased at our events. These products and services guide and support our members so that they can be the very best advocates for kids.



ABOUT WASHINGTON STATE PTA

800+
Local PTAs

1M+
Students Served

Founded in 1905, the Washington Congress of Parents and Teachers, now known as the Washington State Parent Teacher Association (WSPTA) is the largest parent advocacy organization in Washington state, with over 800 local PTAs statewide. The association is an innovative, forward-thinking and effective advocate for children.

WSPTA is a vibrant, active association of people from all walks of life and backgrounds, working together toward a common vision to make every child's potential a reality.



MARKETING OPPORTUNITIES

WSPTA offers several marketing opportunities designed to help you achieve your marketing goals. These opportunities have been created to showcase you in all of the places you need to become a valued brand to PTA members; print, digital and as a sponsor and/or exhibitor at the annual WSPTA Autumn Leadership Launch and Convention.

See pages 8 to 12 for further details.



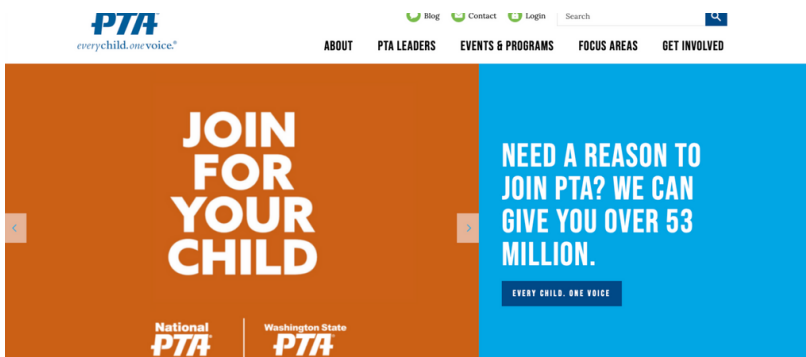
YEAR ROUND BENEFITS- VIRTUAL & SOCIAL MEDIA



Leadership News, the weekly e-newsletter sent to over 4,000 PTA leaders, is designed to relay timely and topical content to be used as leaders go about the daily business of running a successful nonprofit corporation.

Average Open Rate*: 51% | Average Click Rate*: 4.26%

**Industry Average Open Rate: 23%; Industry Average Click-through Rate: 2%*



The WSPTA website, wastatepta.org, offers sponsors a digital venue to reach and engage new audiences. Over 92,000 visitors access our website annually for governance and leadership resources, events, and relevant content on advocacy, safety, health and well-being. Annual traffic to our website breaks out as follows:

Sessions: 88,459 | Average session duration: 2:02 min.

Pageviews: 311,972 | Unique Pageviews: 259,786

EVENT BENEFITS

Sponsoring WSPTA events allows you to connect with PTA leaders, educators and parents to ignite your outreach and impact in your school community—and make a difference for every child.

- **Virtual exhibition opportunities**
 - The “Virtual Exhibitor Booths” can open the door to gathering leads and making connections as easy as in-person events. Exhibitors can feature different promotional offers through their profile, such as raffles, giveaways or coupons, and when attendees choose to enter, they are recorded as leads for the exhibitor.
- **Marketing materials**
- **Virtual presentation to all attendees**
- **Virtual educational opportunities**



ANNUAL CONVENTION

May 20-22, 2022 | Basic Sponsorship Package | \$6,975



The annual WSPTA Convention is our premier event and business meeting. In its virtual format for 2020, it attracted 900+ leaders and members from across the state. Of this group, approximately 50% are first-time attendees.

Whether attendees are first-timers or seasoned convention veterans, they attend primarily to find those connections that help them be better leaders, parents/guardians, and community members.

This is a tremendous opportunity to connect with volunteer leaders, parents, and families. Your support of this event helps our members and, ultimately, your bottom line!

For details and information on other options, contact Andrew Estep, execdir@wastatepta.org or 253-235-4473.

BENEFIT	VALUE
Convention exhibit booth with premium placement; listing as exhibitor in Convention program	\$1,750
Logo included on backdrop slide during the emcee presentations at Convention general sessions	\$500
Recognition at Convention general session	\$500
Sponsorship recognition in the Convention program	\$250
Linked logo on the Convention sponsor webpage	\$2,000
Promoted as sponsor in Convention online platform & door signage	\$2,000
Logo in pre- and post-Convention newsletters sent to attendees	\$500
TOTAL VALUE	\$7,750

AUTUMN LEADERSHIP LAUNCH

August 26-27, 2022 | Basic Sponsorship Package | \$2,925



WSPTA has created this online statewide leadership development conference to help leaders get off to a great start in the fall.

It is always the goal to ensure all PTAs around our state have access to high-quality training helping leaders succeed in running their nonprofits and advocating for our kids. Attendees can take advantage of classes for both returning PTA leaders and those who are new to PTA leadership.

For details and information on other options, contact Andrew Estep, execdir@wastatepta.org or 253-235-4473.

BENEFIT	VALUE
Virtual exhibit booth	\$500
Recognition at a general session	\$500
Promoted as sponsor in online platform	\$1,000
Linked logo on the sponsor webpage	\$1,000
Logo in pre- and post-Autumn Leadership Launch newsletters sent to attendees	\$250
TOTAL VALUE	\$3,250

INDIVIDUAL PRICING

Conferences

The individual items on this page may be added to the WSPTA Convention and Autumn Leadership Launch packages on pages 8 and 9.

1

EXHIBITS

- Virtual exhibit booth at Autumn Leadership Launch - **\$500**
- Convention exhibit booth & listing as exhibitor in the Convention program - **\$1,000**

2

CONVENTION PROGRAM ADVERTISING

- Premium placement, full page, 4-color. **Limited availability \$1,000**
 - Inside front cover (second page) or outside back cover (last page) - first sold, first served on placement
- Premium placement, half page, 4-color. **Limited availability \$750**
 - Inside front cover (second page) or outside back cover (last page) - first sold, first served on placement
- Full page, 4-color. **5 available - \$750** | Inside pages. Placement at the discretion of WSPTA.
- Half page, 4-color. **5 available - \$400** | Inside pages. Placement at the discretion of WSPTA
- Quarter page, 4-color. **10 available - \$250** | Inside pages. Placement at the discretion of WSPTA

INDIVIDUAL PRICING

Website

The individual items on this page may be added to the WSPTA Convention and Autumn Leadership Launch packages on pages 8 and 9.

1

VENDOR MARKETPLACE - \$500

The Marketplace is a webpage devoted to Washington State PTA vendors. Vendors provide a logo with a short description of the services that they provide to our members with links to the vendor's website. Placement on the Marketplace is for one year.

2

BLOG ARTICLE - \$1,000

The blog on our website is a place for articles from individuals, timely updates for members, and articles submitted by sponsors and other guest writers. Blog entries are typically 300-500 words. We promote them in an issue of our Leadership News electronic newsletter.

INDIVIDUAL PRICING

Newsletter and Social Media

The individual items on this page may be added to the WSPTA Convention and Autumn Leadership Launch packages on pages 8 and 9.

1

NEWSLETTER ADVERTISING - \$100 PER PLACEMENT

The Leadership News electronic newsletter is periodically sent to over 4,000 leaders of over 830 local and council PTA leaders throughout the state. Advertising is available with a limit of one ad per issue. Over 40 issues are sent every year.

2

FACEBOOK POSTS - \$500 EACH

Washington State PTA has a very active Facebook presence. You prepare the content and we will post it to our page.

DISCOUNT PROVIDER

Vendors that wish to provide discounts to Washington State PTA members and complete the application process may be listed on our members-only discount webpage.

As a discount provider, there will also be periodical listing in the weekly “Leadership News” newsletter.

CONTACT US!

Washington State PTA | 15 Oregon Avenue,
Suite 202, Tacoma, WA 98409-7463

Andrew Estep, Executive Director | execdir@wastatepta.org |
wastatepta.org

©2019-2022 Washington Congress of
Parents and Teachers

All rights reserved.

