

2021 Sponsorship Prospectus



Connect to PTAs, Schools and Families

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



The Power of PTA

PTA is a membership-driven association. People join PTA to support the work PTA does locally to benefit their child and the community and to support the work PTA does collectively to help children, families and schools. We call this the “Power of PTA”.

Join the team of Washington state’s largest parent advocacy association. 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 “Power 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

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

The organization 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 nine different packages designed to help you achieve your marketing goals. These packages 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 Convention.

See pages 5 -16 for further details.



Year-round Benefits - Virtual & Social Media

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: 159,453 | Average session duration: 2:15 min.

Pageviews: 353,016 | Unique Pageviews: 290,420

Leadership News, the weekly e-newsletter sent to over 4,600 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*: 43.31% | Average Click Rate*: 11.33%

**(Industry Average Open Rate: 17-23%; Industry Average Click-through Rate: 8.5%)*



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 18-23, 2021
Virtual



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. Your support of this Power of Connection event helps our members and, ultimately, your bottom line!

This is a tremendous opportunity to connect with volunteer leaders, parents, and families.



PLATINUM Level \$25,000

Exclusive – only one available

Year-round Benefits:

- Linked logo on the WSPTA website home page through 2021-2022
- Linked logo in periodic “*Leadership News*” newsletter through 2021-2022
- Monthly social media posting
- Quarterly blog post on WSPTA website and in the “*Leadership News*” newsletter

Event Benefits:

- Logo in pre- and post event newsletter sent to attendees
- Linked logo on the sponsors web page, convention home page, and the registration web page
- Website Vendor Marketplace entry with premium placement

- Linked logo on virtual convention app home page.
- Virtual exhibit booth in convention app
- Recognition in the convention program
- Full page advertisement in the convention program
- Logo included on the “backdrop” slide during the emcee presentations at the general sessions.
- Recognition at a general session
- 10-minute segment in a general session
- Educational session presenter
- Listing as exhibitor the convention program.



GOLD Level \$15,000

Exclusive – only one available

Year-round Benefits:

- Linked logo on the WSPTA website home page through 2021-2022
- Linked logo in periodic “*Leadership News*” newsletter through 2021-2022

Event Benefits:

- Logo in pre- and post event newsletter sent to attendees
- Linked logo on the event sponsors web page, convention home page, and the registration web page
- Website Vendor Marketplace entry with premium placement
- Virtual exhibit booth in convention app

- Recognition in the convention program
- Full-page advertisement in the convention program with premium placement
- Logo included on the “backdrop” slide during the emcee presentations at the general sessions.
- Recognition at a general session
- 10-minute segment in a general session
- Educational session presenter
- Listing as exhibitor in the convention program



SILVER Level \$10,000

Limited – only one available

Year-round Benefits:

- Linked logo in periodic “*Leadership News*” newsletter through 2021-2022

Event Benefits:

- Logo in pre- and post event newsletter sent to attendees
- Linked logo on the event sponsor web page
- Website Vendor Marketplace entry with premium placement
- Virtual exhibit booth in convention app
- Full-page advertisement in the convention program
- Logo included on the “backdrop” slide during the emcee presentations at the general sessions.
- Recognition at a general session
- 10-minute segment in a general session
- Listing as exhibitor in the convention program



BRONZE Level \$5,000

Limited by booth availability

- Logo in pre- and post-event newsletter sent to attendees
- Linked logo on the event sponsor web page
- Website Vendor Marketplace entry with premium placement
- Virtual exhibit booth in convention app
- Half-page advertisement in the convention program
- Logo included in repeating slide deck presentation displayed at general sessions
- Recognition at a general session
- Listing as exhibitor in the convention program



Convention
Exhibitor
\$750

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.
- Exhibitors receive company listing on convention website.
- Listing as exhibitor in the convention program


Marketplace Enhancement: Purchase an exhibit booth and a spot in the Vendor Marketplace for \$1,000



Convention Program Advertising

Advertisement options for the multiple pdf programs that each attendee receives are as follows:

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



Marketing Package \$10,000

Limited – only 5 available

- One-year Vendor Marketplace listing
- Linked logo on the WSPTA website home page
- Linked logo in periodic *“Leadership News”* newsletter
- Monthly social media posts
- Quarterly blog post on WSPTA website and in *“Leadership News”* newsletter



Vendor Marketplace \$500

The Marketplace is a web page 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.



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 web page. As a discount, there will also be periodical listing in the “*Leadership News*” newsletter.



Contact Us!

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Additional resources utilized for this prospectus: National PTA
Media Kit and website, pta.org

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