

# Introducing PTO Today University



## Generate leads through a unique partner-level educational session sponsorship

Through PTO Today's new series of virtual educational sessions, PTO Today experts will share best practices, tactical advice, and resources with active PTO and PTA leaders. Four hands-on session topics will be offered throughout the 2021-22 school year. Sponsoring this partner-level program not only aligns your brand with PTO Today but also provides your business with a stream of active parent group leads who are looking to do great things for their school.



### Effective Event Planning (+ Ideas)

*Wednesday, January 19, 2022*

During this one-hour educational session, PTO Today experts will share how to build a team, make a timeline, and get the most out of virtual events, in-person events, big efforts, and small.

## Educational Session Sponsor Benefits

**Sponsorship is limited to five companies per session. Each sponsor will receive:**

- 700-1,000 leads (preregistrants and session attendees)
- 30 second (max) commercial that will be shown during the session and in the recording
- Raffle giveaway for session attendees
- Logo on PTO Today outreach emails
- Logo and link on PTO Today University confirmation page
- Logo on session completion certificate provided to all attendees

**PTO Today University Session Sponsorship Fee: \$10,000**



### Running Your Group Like a Business

*Wednesday, March 16, 2022*

During this one-hour educational session, PTO Today experts will share the nitty-gritty of getting organized, from creating bylaws to recruiting officers. This session will help leaders become more effective and efficient and provide everything they need to run a successful parent group.



### Leadership and Communication Skills

*Wednesday, April 27, 2022*

The cornerstone of any great school community is an effective parent group. During this one-hour educational session, PTO Today experts will tackle the toughest leadership challenges from delegating to public speaking. Plus, leaders will get PTO Today's top PTO marketing must-dos to start spreading the word about their group's good work.

## Questions?

For information about sponsorships available, contact John Williams at [jwilliams@ptotoday.com](mailto:jwilliams@ptotoday.com) or 800-644-3561, ext. 201.

