

PTO Today University



Generate leads through a unique partner-level educational session sponsorship

Through PTO Today's series of educational sessions, PTO Today experts will share best practices, tactical advice, and resources with active PTO and PTA leaders. Two hands-on session topics will be offered during fall 2022. Sponsoring this partner-level program not only aligns your business with PTO Today, but also provides a stream of PTO and PTA leads who are actively looking to grow more savvy in their parent group roles so that they can do great things for their school.



Starting a PTO

Wednesday, August 24, 2022

One of the most common questions we get is "How do you start a PTO?" Our experts will offer step-by-step tips to help attendees get a new parent group up and running.

Educational Session Sponsor Benefits

Sponsorship is strictly limited to six companies per session. Each sponsor will receive:

- Uncapped registration leads with Gold sponsorship; 500 registration leads with Silver sponsorship
- 30 second commercial to be shown during the session and in the session recording
- Logo on PTO Today outreach emails
- Logo and link on PTO Today University landing page
- Logo on session completion certificate provided to all attendees
- Raffle giveaway for session attendees

PTO Today University Session Sponsorship Fees:

Gold sponsorship: \$10,000

Silver sponsorship: \$5,000



Volunteer Recruitment

Wednesday, October 6, 2022

Attracting (and keeping) volunteers is an issue all parent groups face at one time or another. Attendees will learn best practices, effective strategies, and helpful tips for making the volunteer recruitment process less challenging.

Questions?

For information about sponsorships available, contact John Williams at jwilliams@ptotoday.com or 800-644-3561, ext. 201.

