

# 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 Q1 2023. 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.

## 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



### Our Best Teacher Appreciation Tips and Ideas

**February 9, 2023**

In a teacher appreciation rut? Don't sweat it—you'll get a year's worth of teacher appreciation ideas and how-tos to help your group handle teacher appreciation like a boss!



### Find the Right Fundraiser

**March 16, 2023**

Running a successful fundraiser takes planning—but you also need to consider how much needs to be raised, the resources available (like volunteers), and what the community will support. We'll show you how to figure out the best fit so you can maximize your profits.

## Questions?

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

