

# 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 in Fall 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.



### Parent Involvement Workshop

*Sept. 13, 2023*

The struggle is real! In this session, we'll tackle common involvement challenges faced by real PTOs and PTAs and sharing solutions.



### PTO and PTA Success Guide

*Nov. 8, 2023*

We'll cover what every group need to get set up for an awesome, successful school year.

## Educational Session Sponsor Benefits

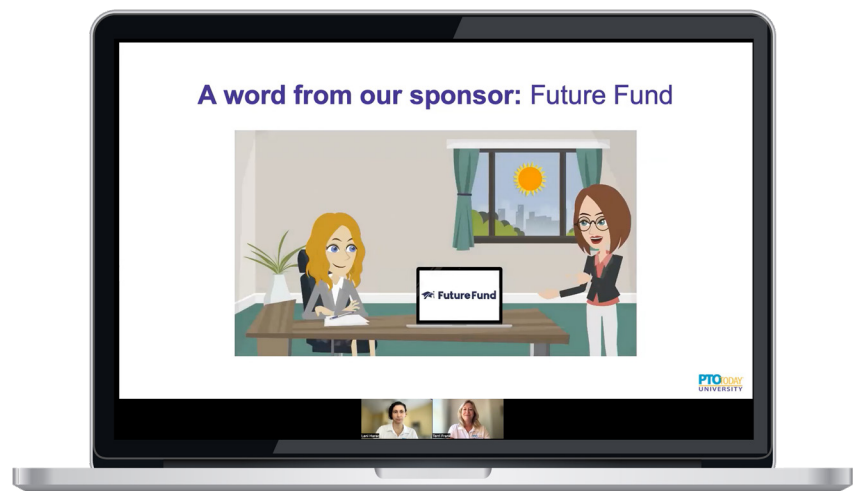
**Sponsorship is strictly limited to six companies per session. Each sponsor will receive:**

- 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



## Questions?

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

