











Let's celebrate teachers across the country!

Each May, during Teacher Appreciation month, schools across the country find creative ways to thank their teachers and school staff. PTO and PTA leaders celebrate teachers through gift cards, snacks, and more. These **parent leaders have requested over 100,000 gift packs** from School Family Media for these celebratory events, hoping for samples from brands like yours. Be a part of this celebration and show your support and appreciation to educators who are often the unsung heroes of our society.

Demographic Characteristics

	 Educators	 General Population
 Average Household Income	\$142,720	\$99,920
 College Graduate	100%	30%
 Graduate Degree	62%	11%
 Own Their Residence	76%	67%
 Married	66%	53%
 Parent/Guardian	47%	41%
 Female	71%	52%
 Average Age	43.6 years	47.1 years

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Distribution: During Teacher Appreciation Month in May

Deadlines: March 6 for commitment, March 20 for samples delivery to fulfillment center

Geography: National

Quantity: 100,000 and 50,000 options

Category Exclusivity: Yes

Pricing: Efficient pricing based on quantity, sample size and weight.



"Thank you so much to the sponsors! Our teachers work so hard and care so much about our kids that we love being able to surprise them with nice things! Thank you!!!"