

PTO Today University



Generate leads through a unique partner-level webinar sponsorship

PTO and PTA leaders who attend PTO Today University webinars are actively looking to develop the skills and know-how required to successfully lead a school parent group. During each educational webinar, PTO Today experts share best practices, tactical advice, and resources with PTO and PTA leaders. Two hands-on webinars will be offered in Spring 2024. Sponsoring this partner-level program not only aligns your business with PTO Today, but also provides a guaranteed stream of PTO and PTA leads.

Event Planning 2.0

Feb. 7, 2024

End of Year & Back-to-school Prep

April 17, 2024

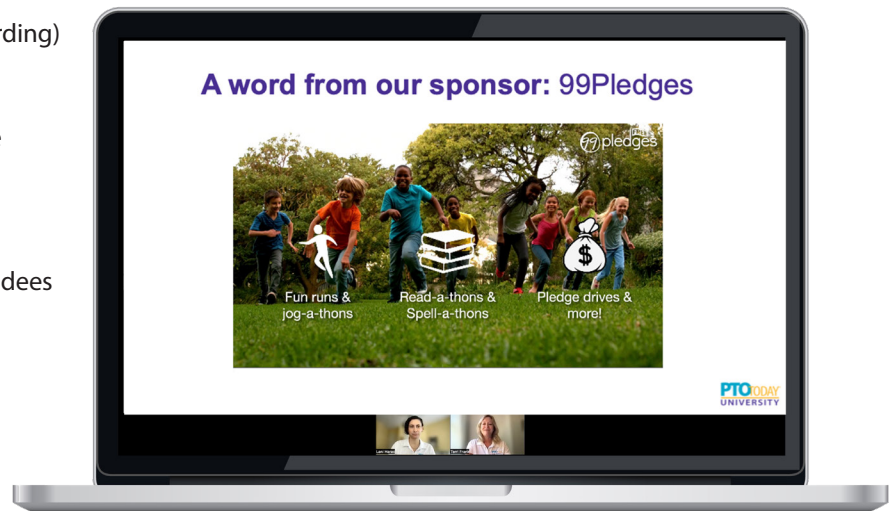
Webinar Sponsorship Benefits

Sponsorship is strictly limited to six companies per webinar and includes:

- Uncapped registration leads with Gold sponsorship (800+); 500 leads with Silver sponsorship; 250 leads with Bronze. Lead report includes attendee first and last name, role on the parent group, email address, school affiliation, and school address.
- Option to include your 30-second commercial (shown during the webinar and in the webinar 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
- Option to provide a raffle giveaway for session attendees

PTO Today University Webinar Sponsorship Fees:

- Gold sponsorship (800+ leads): \$7,000
- Silver sponsorship (500 leads): \$4,500
- Bronze sponsorship (250 leads): \$2,500



Questions?

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

