

PTO Today Learning Lounge



Generate leads through a unique partner-level webinar sponsorship

PTO and PTA leaders who attend PTO Today's Learning Lounge webinars are actively looking to develop the skills and know-how required to successfully lead their school parent group. During each educational webinar, PTO Today experts share best practices, tips, ideas, tactical advice and resources with PTO and PTA leaders. Two hands-on webinars will be offered in Spring 2025. Sponsoring this partner-level program not only aligns your business with PTO Today, but also provides a guaranteed stream of PTO and PTA leads.

Effective Leadership Tips for Parent Groups

February 11, 2025

11am and 2pm ET

Sponsor assets due January 24, 2025

20+ Creative Teacher Appreciation Ideas

March 26, 2025

11am and 2pm ET

Sponsor assets due March 7, 2025

Webinar Sponsorship Benefits

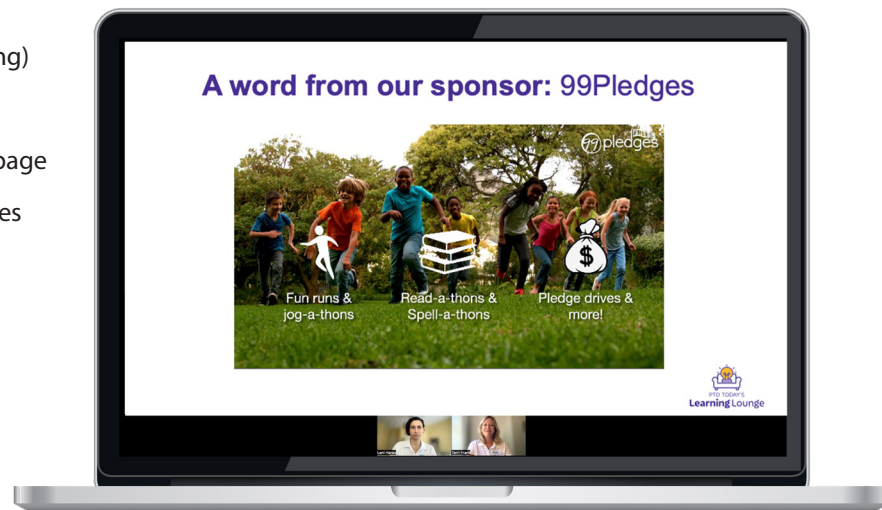
Sponsorship is strictly limited to six companies per webinar and includes:

- 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 Learning Lounge landing page
- Option to provide a raffle giveaway for session attendees

PTO Today Learning Lounge Webinar Sponsorship

Investment:

- 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.