PTO Today Learning Lounge

PTO TODAY'S 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 2027. Sponsoring this partner-level program not only aligns your business with PTO Today, but also provides a guaranteed stream of PTO and PTA leads.

Teacher Appreciation: How to Use a Theme to Plan a Meaningful Week

February 24, 2027
11:00 a.m. and 2:00 p.m. ET
Sponsor asset deadline:
February 3, 2027

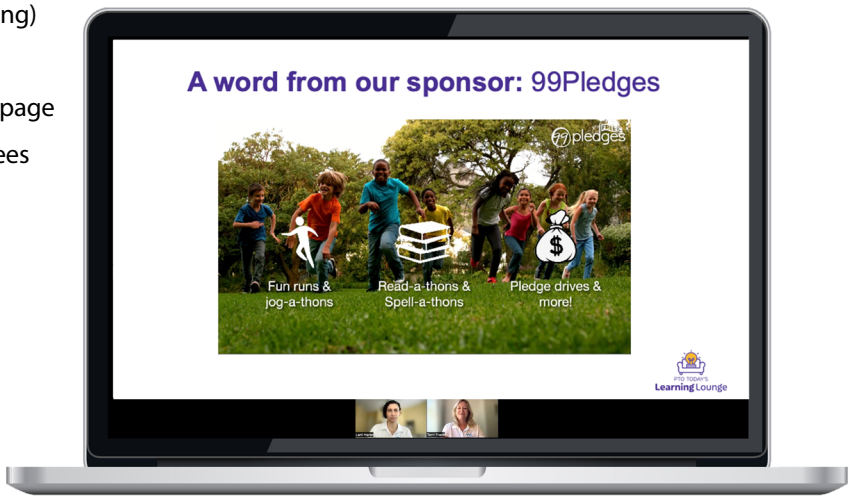
Set Up for Success: Creating PTO/A Systems That Last Beyond This Year

March 31, 2027
11:00 a.m. and 2:00 p.m. ET
Sponsor asset deadline:
March 10, 2027

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

Sponsor assets:

- Logo: Full-color vector RGB EPS file
- 30-second video: .mp4 files encoded with H.264 video and AAC audio; please note the video cannot exceed 30 seconds.

Questions?

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

 © School Family Media, LLC