

BECOME A SPONSOR

Diamond
Platinum
Gold
Silver
Bronze





Diamond Sponsor

\$25,000

■ ALL DIAMOND SPONSORS GET:

- ◆ Speaking opportunity
- ◆ Logo and link on LAUNCH emails
- ◆ Premium booth placement
- ◆ Social media posts prior to the event date (2)
- ◆ Logo and link on LAUNCH web page
- ◆ Scanner for lead retrieval service (1)
- ◆ Promotion of your booth activity prior to event
- ◆ Complimentary booths (2)
- ◆ Full-page ad in the event program
- ◆ Inclusion in the sponsor bingo game
- ◆ Tote bag insert service
- ◆ Sponsor signage
- ◆ Recognition in the event program

■ SPOTLIGHTS (CHOOSE ONE):

TALK OF TEXAS LUNCH HOST (1 AVAILABLE)

A great speaking opportunity at our best attended Saturday luncheon honoring our 2019-2020 Outstanding Educator of the Year awardees! You will give the opening welcome – showing support for our state’s exceptional educators and PTA! Your company material may be distributed at the doors as guests arrive.

BACK THE FUTURE BRUNCH HOST (1 AVAILABLE)

Truly inspirational – our signature Sunday event features performances by the top state awardees (PreK – 12th grade students) for the 2019-2020 Reflections arts program. Kick off the event by welcoming guests and introducing your company.

GENERAL SESSION HOST (2 AVAILABLE)

Reach all attendees in one place by welcoming them at the Annual Meeting (Friday) or General Session (Saturday). Recognition of your sponsorship will be visible on signage and decor. Your company material may be distributed at the doors as guests arrive.

CHECK-IN HOST (1 AVAILABLE)

Every attendee passes through the registration line. Your company logo is featured on check-in screens and area signage – talk about first impressions! You can personally welcome attendees during the busiest registration period!



LAUNCH 20/20

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EVENT PROSPECTUS • [TXPTA.ORG/LAUNCH](https://txpta.org/launch) •



Platinum Sponsor

\$15,000

■ ALL PLATINUM SPONSORS GET:

- ◆ Premium booth placement
- ◆ Logo and link on LAUNCH web page
- ◆ Social media post prior to the event date (1)
- ◆ Scanner for lead retrieval service (1)
- ◆ Promotion of your booth activity prior to event
- ◆ Complimentary booths (2)
- ◆ Half-page ad in the event program
- ◆ Inclusion in the sponsor bingo game
- ◆ Tote bag insert service
- ◆ Sponsor signage
- ◆ Recognition in the event program

■ SPOTLIGHTS (CHOOSE ONE):

TOTE BAG SPONSOR (1 AVAILABLE)

Company name or logo displayed on thousands of totes travelling all over LAUNCH 2020.

BADGE AND LANYARD SPONSOR (1 AVAILABLE)

Company name or logo displayed on all attendee badges and neck lanyards that must be worn during the entire weekend – maximum visibility!

T-SHIRT SPONSOR (1 AVAILABLE)

Company name or logo displayed on nearly 900 t-shirts sold – a truly year-round promotion! A partially in-kind sponsorship with donation of t-shirts and \$5,000 sponsor investment!

LAUNCH LIFT OFF! PARTY SPONSOR (1 AVAILABLE)

Free Friday mixer in the Exhibit Hall from 5:30 pm - 7:30 pm! Complimentary eats, entertainment, photo booths, and more! See your company logo on customized signage and photobooth(s). Two hours of dedicated free time for attendees to visit the hall. Prize drawings will be held at 7:30 pm to entice attendees to stay!



LAUNCH 2020

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Gold Sponsor

\$7,500

■ ALL GOLD SPONSORS GET:

- ◆ Scanner for lead retrieval service (1)
- ◆ Promotion of your booth activity prior to event
- ◆ Complimentary booth (1)
- ◆ Quarter-page ad in event program (exception: Publication Sponsor enjoys full-page)
- ◆ Inclusion in the sponsor bingo game
- ◆ Tote bag insert service
- ◆ Sponsor signage
- ◆ Recognition in the event program

■ SPOTLIGHTS (CHOOSE ONE):

WORKSHOP / NOTEPAD SPONSOR (2 AVAILABLE)

You will be noticed with your logo prominently displayed on 3,500 custom notepads that are in every attendee tote bag! Over 150 educational sessions will take place over the 3-day training weekend. Your logo will be featured on the presentation welcome slide and workshop signage. Payment and logo must be received by May 15 to be included on the notepad.

MOBILE APP SPONSOR (2 AVAILABLE)

A very popular tool to guide attendees through their busy weekend of training! Over 2,200 attendees downloaded the app last year to view workshop schedules and event happenings. A rotating banner with your ad and logo will be the first thing they see plus a live link to your website. It's a fantastic way to let members know you support PTA.

PUBLICATION SPONSOR (1 AVAILABLE)

You will shine with your full-page advertisement on the back cover of the event program. This publication provides the full agenda for the weekend – workshops, schedules, exhibitor listings, floor plan, EVERYTHING!





Silver Sponsor

\$5,000

■ ALL SILVER SPONSORS GET:

- ◆ Eighth-page ad in event program
- ◆ Complimentary booth (1)
- ◆ Inclusion in the sponsor bingo game
- ◆ Tote bag insert service
- ◆ Sponsor signage
- ◆ Recognition in the event program

■ SPOTLIGHTS (CHOOSE ONE):

LEADERSHIP SPONSOR (2 AVAILABLE)

Make a lasting impression at our two MOST popular workshops – BASICS: Presidents and BASICS: Treasurers! Make a brief announcement or welcome attendees to the session, and invite them to visit your booth in the exhibit hall. You will also be recognized by the facilitator at the beginning of the workshops.

LAUNCH LUNCH HOSTS (2 AVAILABLE)

Attendees get a head start on their weekend by attending several 90-minute sessions on Friday afternoon. Lunch is offered in these sessions and your company representatives are invited to welcome attendees at the lunch stations. All host companies will be recognized at the beginning of all LAUNCH Lunch sessions.



Bronze Sponsor

\$1,500

■ ALL BRONZE SPONSORS GET:

- ◆ Inclusion in the sponsor bingo game
- ◆ Tote bag insert service
- ◆ Sponsor signage
- ◆ Recognition in the event program

■ SPOTLIGHT

BRONZE SPONSORSHIP (10 AVAILABLE)

Attendees are driven to your booth to obtain a coveted sticker to help complete their bingo card. A completed card entitles them to enter a prize drawing at the close of the exhibit hall on Saturday. Sticker labels are provided by Texas PTA. Your paper flyer, tri-fold, or advertising item is included in every attendee tote bag, and you are recognized in the event program as a supporter of PTA!



LAUNCH 20/20

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Sponsor Benefits At-A-Glance

	Diamond \$25,000	Platinum \$15,000	Gold \$7,500	Silver \$5,000	Bronze \$1,500
SPEAKING OPPORTUNITY	✓				
LOGO AND LINK ON LAUNCH EMAILS	✓	✓			
PREMIUM BOOTH PLACEMENT	✓	✓			
LOGO & LINK ON LAUNCH WEB PAGE	✓	✓			
SOCIAL MEDIA POSTS	✓ TWO	✓ ONE			
SCANNER FOR LEAD RETRIEVAL SERVICE (1)	✓	✓	✓		
BOOTH ACTIVITY PROMOTED PRIOR TO EVENT	✓	✓	✓		
COMPLIMENTARY BOOTH	✓ TWO	✓ TWO	✓ ONE	✓ ONE	
AD IN EVENT PROGRAM (8.5" X 11")	✓ FULL	✓ HALF	✓ QUARTER ☀️	✓ EIGHTH	
BANNER AD IN MOBILE APP (MOBILE APP SPONSORS ONLY)			✓		
SPONSOR BINGO	✓	✓	✓	✓	✓
TOTE BAG INSERTS	✓	✓	✓	✓	✓
SPONSOR SIGNAGE AND RECOGNITION	✓	✓	✓	✓	✓

☀️ **GOLD LEVEL PUBLICATION SPONSOR RECEIVES FULL-PAGE ON EVENT PROGRAM BACK COVER.**



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