



**Florida
PTA[®]**

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SPONSOR PACKET

Leadership / Convention

July 11-13, 2014

Innisbrook Resort and Golf Club

Palm Harbor, Florida



Florida PTA

1747 Orlando Central Parkway

Orlando, FL 32809

407-855-7604 / 800-373-5782

www.floridapta.org

exhibit@floridapta.org

PTA Vision
Making Every Child's Potential A Reality

WELCOME FROM THE FLORIDA PTA PRESIDENT

Dear Friends and Sponsors:

Florida PTA collaborates with a variety of community partners to meet the needs of our 315,000 plus members across the great state of Florida. Just as each community has different needs and its own personality, so, too, does each individual school and PTA.

PTA members are strong and vocal advocates for Florida's children. One thing they all have in common is a desire to fulfill the vision of PTA, beginning at the local level. To accomplish that goal, leaders and members are always seeking programs and products of value for their membership, their families and children, and the school as a whole.

Demonstrate your commitment to helping local PTAs by becoming a sponsor. Your company's name, products and services have the potential to reach out to more than 315,000 members of the oldest and largest child advocacy association in the state.

Sponsors have more impact and long lasting exposure. We encourage your support and involvement, and look forward to working with you.

Experience the value and help FPTA's vision become a reality. Please join us. Why? Because our Children Matter!!!

Eileen Segal

Florida PTA President



2014 SPONSORSHIP INFORMATION

CONVENTION DEMOGRAPHICS

Exhibiting during Florida PTA's Leadership/Convention is the most cost effective way to reach PTA members. In 2013, over 1200 PTA leaders, parents, teachers, principals and students attended from throughout the state. Exhibitors offered products and services related to education, environmental issues, fundraising, health and fitness, child development, and much more.

LOCATION

All exhibits, general meetings and events will take place at Innisbrook Resort and Golf Club.

Innisbrook Resort and Golf Club
36750 US Highway 19 N
Palm Harbor, FL 34684
Phone: 727-942-2000
Reservations: 800-456-2000
Fax: 727-942-5576

ADVERTISING OPPORTUNITIES

1. A complete **exhibitor listing** booklet is included in the Leadership/Convention program packet. The listing includes exhibitor contact information and a brief product/service description (provided by the exhibitor).

2. Additional advertisement opportunities available.

A) Bag Sponsorship (FPTA & sponsor logo imprinted)	\$SOLD
B) USB Flash Drives	\$7,500.00
C) Beverage Station Sponsorship	\$1,500.00
D) Full Page advertisement in Exhibitor Brochure (B/W)	\$1,500.00
E) 1/2 page advertisement in Exhibitor Brochure (B/W)	\$1,000.00
F) 1/4 page advertisement in Exhibitor Brochure (B/W)	\$ 750.00
G) 1/8 page advertisement in Exhibitor Brochure (B/W)	\$ 500.00

Additional sponsorships available on Sponsor Benefits Chart.

SPONSORSHIP OPPORTUNITIES

Florida PTA is a professional, non-profit volunteer association committed to the well-being of all children. We offer a full menu of sponsorship opportunities, designed to meet the needs of the Association as well as benefit the Sponsor.

The summary of levels and benefits on the next pages is provided as a partial listing of sponsorship opportunities available for consideration.

Please contact us for more details:
executivedirector@floridapta.org.

See the attached Exhibitor Packet for additional information, including, but not limited to, hotel information and exhibit space information.



2014 SPONSOR BENEFITS CHART

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Benefits of Sponsorship	\$15,000	\$10,000	\$7,500	\$5,000	\$2,500	\$1,500
Link on Florida PTA Website and E-Newsletter	1 year	9 months	7 months	6 months	3 months	1 month
Company Logo name at PTA events	X	X	X	X	X	X
Recognition in Convention Exhibitor Program	Full Page	Two-Thirds Page	Half Page	Quarter Page	Eighth Page	List Only
Exhibit Space	8 x 10 (2)	8 x 10	8 x 10	8 x 10	8 x 10	None
Recognition from podium and Logo on Slides during General Session	X	X	X	X	X	No
One year subscription to Florida PTA E-Newsletter	X	X	X	X	X	X
One Mention on Facebook (pre and post convention)	X	X	X	No	No	No
Post-conference sponsor specific email to FPTA database (60,000+)	2	1	1	No	No	No
Friday Box Lunch	4	3	2	2	1	No
Signage at Beverage Stations	No	No	No	No	No	Yes

PTA Vision

Making every child's potential a reality.

PTA Mission

To be a powerful voice for all children,
 To be a relevant resource for families and communities, and
 To be a strong advocate for the education and well-being of every child.

Membership

Membership is open to anyone who believes in the Mission and Purposes of National Parent Teacher Association. Individual members may belong to any number of PTAs and must pay dues in each. Every person who joins a local PTA automatically becomes a member of both Florida and National PTA.



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2014 Sponsorship Levels

\$1,500.00

Link on Florida PTA Website and E-Newsletter—(1 month)
Listing in Convention Exhibitor Program
Signage at Beverage Stations
One year subscription to Florida FPTA E-Newsletter

\$2,500.00

Link on Florida PTA Website and E-Newsletter—(3 months)
Listing in Convention Exhibitor Program
One year subscription to Florida FPTA E-Newsletter
Friday Box Lunch (1)
Company Logo on at PTA events through signage
1/8 page description of your organization within the event program
Recognition from podium and logo on slides
1 Complimentary 8 x 10 exhibit space

\$5,000.00

Link on Florida PTA Website and E-Newsletter—(6 months)
Listing in Convention Program
One year subscription to Florida FPTA E-Newsletter
Friday Box Lunch (2)
Company Logo on at PTA events through signage
1/4 page description of your organization within the event program
1 Complimentary 8 x 10 exhibit space
Recognition from podium and logo on slides during convention

\$7,500.00

Link on Florida PTA Website and E-Newsletter—(7 months)
Listing in Convention Program
One year subscription to Florida FPTA E-Newsletter
Friday Box Lunch (2)
Company Logo on at PTA events through signage
1/4 page description of your organization within the event program
1 Complimentary 8 x 10 exhibit space
Recognition from podium and logo on slides during convention
Company logo on USB Drives

\$10,000.00

Link on Florida PTA Website and E-Newsletter—(9 months)
Listing in Convention Program
One year subscription to Florida FPTA E-Newsletter
Friday Box Lunch (2)
Company Logo on at PTA events through signage
1/2 page description of your organization within the event program
One Facebook, message (pre and post convention)
Post-conference sponsor specific email to FPTA database (56,000+)
1 Complimentary 8 x 10 exhibit space
Recognition from podium and logo on slides during convention

\$15,000.00

Link on Florida PTA Website and E-Newsletter— (12 months)
Listing in Convention Program
One year subscription to Florida FPTA E-Newsletter
Friday Box Lunch (4)
Company Logo on at Florida PTA events through signage
Full page description of your organization within the event program
One Facebook message (pre and post convention)
Post-conference sponsor specific email to FPTA database (60,000+) (2 times)
2 Complimentary 8 x 10 exhibit spaces
Recognition from podium and logo on slides during convention

2014 SPONSORSHIP APPLICATION AND AGREEMENT

Florida PTA Leadership/Convention
July 11-13, 2014
Innisbrook Resort and Golf Club
36750 US Highway 19 N
Palm Harbor, FL 34684

Name: _____ Title: _____

Name of Company: _____

Company Address: _____

City: _____ State: _____ ZIP: _____

Type of Company (check one) _____ Commercial _____ Nonprofit

Contact Information (copy to exhibitor's use only) _____

Contact Person (for exhibitor listing): _____

Address: _____

City: _____ State _____ ZIP _____

Phone: _____ E-Mail (required): _____

Does the sponsor plan to stay in the headquarters hotel? _____ Yes _____ No

**INFORMATION PURPOSES
ONLY—MUST COMPLETE
ONLINE**

Description of product or service. (This will be printed on insert listing all exhibitors):

Florida PTA Sponsorships:

For the complete Sponsorship Opportunities with detailed list of benefits, visit www.floridapta.org, or contact Executive Director: executivedirector@floridapta.org, 407-855-7604.

IN WITNESS WHEREOF, the exhibitor applicant has caused this application to be executed individually or by an officer, agent or representative duly authorized to execute same, and agrees that, if granted, exhibitor and all of its representatives will abide by all rules and regulations as stated within this Exhibitor's Packet. Contract is not valid until exhibitor's participation is approved by Florida PTA. Booths are secured when paid application is approved and certificate of liability insurance is received by Florida PTA.

Signature: _____ Title: _____

Date: _____