



The 2012 New Jersey PTA Convention will be held Friday, March 23rd and Saturday, March 24th at The Ocean Place Spa and Resort in Long Branch. PTA is the oldest and largest child advocacy organization in the United States and this year's **111th Convention** will draw delegates from over 700 local PTAs.

The Convention will feature many new and exciting activities, events and speakers including:

- Informative Health Fair
- Exciting Leadership Workshops
- New and Improved Exhibit Hall with a reception for all to enjoy
- Awards Banquet attended by local PTA members from throughout New Jersey
- Educational General Sessions with engaging speakers
- Awesome First Timers Orientation,
- Idea- Sharing Luncheon
- Special Emerging Minority Leaders Event
- New Speed-Vending Luncheon so that our delegates can get extra exposure with our Exhibitors. Share lunch and conversation with delegates face to face to discuss your product.

Sponsorship opportunities are limited and offer amazing publicity for your company or organization. Your name and logo will be prominently displayed at the 111th Annual NJPTA Convention and your materials will be available to all attendees. We have several exciting sponsorship packages that provide great visibility for your company or organization.

Some of the Opportunities include:

- Prominent display of your company's banner for all to see
- Proudly display your ad in the awards program book and recognition in the Convention Program
- Distribution of your company's literature/promotional items to all participants

Please review the attached sponsorship package and contact:

Cathy Lindenbaum, Convention Sponsorship Chair at 732-239-3674 or by e-mail at clindenbaum@njpta.org regarding sponsorship availability.

Please note sponsorships are limited and will be accepted on a first come, first serve basis. To insure inclusion of a display ad in the convention program, a commitment would be needed **no later than Wednesday, February 15, 2012.**

Thank you for your consideration. Your support will ensure the success of the 2012 NJPTA Convention, and provide you with increased visibility, potential clients and increased revenue from our audience of energetic parent leaders!

Sincerely,

A handwritten signature in cursive script that reads "Judy Hyde".

Judy Hyde
President

A handwritten signature in cursive script that reads "Rose Acerra".

Rose Acerra
2012 Convention Chair

The New Jersey Congress of Parents and Teachers is a 501(c) (3) non-profit organization. Your contribution is tax-deductible, limited to the excess of any money contributed over the value of goods or services donated.



NEW JERSEY PTA

SPONSORSHIP OPPORTUNITIES

2012 Annual Convention - March 23-24, 2012

***Ocean Place Resort & Spa, Long Branch NJ
(Monmouth County)***

The New Jersey PTA State Convention is the perfect venue for your company to directly reach a unique and targeted audience of PTA decision makers. Our convention sponsorship opportunities will allow you to effectively share your message with attendees and showcase your company's brand, products, and services.

Who Is New Jersey PTA?

New Jersey PTA has been in existence since 1900. The role of advocacy for all children and youth has been and continues to be a grassroots effort. Along with the National PTA (est. 1897), the voice of the PTA is heard from local communities, the state capitol to Washington D.C. PTA was instrumental in the passage of child labor laws, fair wages for teachers, the juvenile justice system, school lunch program, kindergarten, immunizations, V-chips in TV'S, parent involvement in various state and national legislation just to name a few. The voice of 5 million members nationwide is helping every child to reach their potential.

How Can I Support New Jersey PTA?

New Jersey PTA is a 501(c)(3), nonprofit agency, serving all children and youth. Your support is needed to help fund projects and programs that promote the objectives of New Jersey PTA. As a sponsor the funding mechanism can be cash or in-kind contributions to support the mission, programs, special events, a resource or the good work of a non-profit organization. Public acknowledgement is provided all sponsors.



New Jersey PTA Sponsorship Levels

<u>PLATINUM LEVEL SPONSORSHIP- \$10,000</u>
<ul style="list-style-type: none"> • Sponsor of Awards Banquet Event • Full page acknowledgement with logo in the Convention Program • Full page acknowledgement with logo, inside back cover, in the post-convention issue, and convention issue of the NJP-T magazine, • Four tickets to the Awards Banquet Event • Premium table space in the Exhibitor Hall, if applicable • Logo and link on the NJPTA website for a year • Sponsor identification on Convention Sponsor signage and in "Ad Book" • One Sponsor-provided Tote Bag insert • One "slot" at Speed Vending Luncheon
<u>DIAMOND LEVEL SPONSORSHIP- \$7,500</u>
<ul style="list-style-type: none"> • Sponsor of Ask PTA Event • Full page acknowledgement with logo in the Convention Program • Full page acknowledgement with logo in the Post-Convention issue of the NJP-T magazine • Two tickets to the Awards Banquet Event • One Exhibit Hall table space, if applicable • Logo and link on the NJPTA website for six months • Sponsor identification Convention Sponsor signage and "Ad Book" • One Sponsor-provided Tote Bag insert • One "slot" at Speed Vending Luncheon
<u>GOLD LEVEL SPONSORSHIP- \$5,000</u>
<ul style="list-style-type: none"> • Half-page acknowledgement with logo in the Convention Program • Half-page acknowledgement with logo in the post-convention issue of the NJP-T magazine • Two tickets to a convention event • One Exhibit Hall table space, if applicable • Logo and link on the NJPTA website for 3 months • Sponsor identification on Convention Sponsor signage and "Ad Book" • One Sponsor-provided Tote Bag insert • One "slot" at Speed Vending Luncheon
<u>SILVER LEVEL SPONSORSHIP- \$2,500</u>
<ul style="list-style-type: none"> • Quarter-page acknowledgement with logo in the Convention Program • Acknowledgement with logo in the post-convention issue of the NJP-T magazine • Acknowledgement on the NJPTA website for 2 months • One Exhibitor Hall table space, if applicable • Sponsor identification on Convention Sponsor signage and "Ad Book" • One Sponsor-provided Tote Bag insert • One "slot" at Speed Vending Luncheon
<u>BRONZE LEVEL SPONSORSHIP- \$1,000</u>
<ul style="list-style-type: none"> • Acknowledgement in Convention Program, as applicable* • Sponsor identification on Convention Sponsor signage and "Ad Book" • One Sponsor-provided Tote Bag insert
<u>COPPER LEVEL SPONSORSHIP- \$500</u>
<ul style="list-style-type: none"> • Listed in "Ad Book" on Sponsor page • One Sponsor-provided Tote Bag insert

New Jersey PTA 111th Annual Convention
March 22-24, 2012
Ocean Place Resort & Spa
One Ocean Boulevard | Long Branch, NJ 07740

Sponsor and Advertiser Agreement

Deadline: Wednesday, February 15, 2012

Organization: _____

Contact Name/Title: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____ E-Mail: _____

Please select level of sponsorship:

- | | | |
|--------------------------|----------------|----------|
| <input type="checkbox"/> | Platinum Level | \$10,000 |
| <input type="checkbox"/> | Diamond Level | \$7,000 |
| <input type="checkbox"/> | Gold Level | \$5000 |
| <input type="checkbox"/> | Silver Level | \$2500 |
| <input type="checkbox"/> | Bronze Level | \$1000 |
| <input type="checkbox"/> | Copper Level | \$500 |

Convention Awards Banquet Ad Book:

- | | | |
|--------------------------|----------------------------|-------|
| <input type="checkbox"/> | Outside Back Cover | \$350 |
| <input type="checkbox"/> | Inside Front or Back Cover | \$300 |
| <input type="checkbox"/> | Full Page | \$200 |
| <input type="checkbox"/> | Half Page | \$100 |
| <input type="checkbox"/> | Quarter Page | \$50 |
| <input type="checkbox"/> | Name Only | \$25 |

All ads will be in black and white. Please submit CAMERA-READY AD COPY IN GRAYSCALE

Ads must be submitted in the following formats:

Adobe, jpeg, pdf, or Publisher via email to: njptaoffice@njpta.org or on a CD-ROM.

Amount Enclosed: \$_____ **FULL PAYMENT MUST ACCOMPANY AGREEMENT**

I am the signing authority for this agreement and agree to the pricing agreed upon in the attached prospectus:

Name _____

Title _____

Date: _____

Accepted on behalf of New Jersey PTA

_____ Date _____

Judy Hyde, President

Make Checks Payable to *New Jersey PTA* and return to:

New Jersey PTA
8 Quakerbridge Plaza, Suite F
Mercerville, NJ 08619

For all Sponsorship questions contact:

Cathy Lindenbaum
clindenbaum@njpta.org
732-239-3674

The New Jersey Congress of Parents and Teachers is a 501(c)(3) non-profit organization. Your contribution is tax-deductible, limited to the excess of any money contributed over the value of goods or services donated.