



Convention & Family Expo Sponsorship Opportunities

PTA Mission: To support and speak on behalf of children and youth in schools and before governmental agencies and other organizations that make decisions that affect children; to assist parents in developing the skills they need to raise and protect their children; and to encourage parent and public involvement in the schools of this nation.

North Dakota PTA seeks corporate sponsors for support of our annual convention and family expo. The following convention sponsorship opportunities are available:

Convention - Sponsor

\$5,000 – Name & Logo on all convention promotions & in program
2 tickets to Reflections Banquet and formally recognized at Convention

Convention - Supporter

\$2,000 – Gold Supporter
\$1,000 – Silver Supporter
\$500 - Bronze Supporter

Reflections – Sponsor

\$5,000 – Name & Logo on all Reflections promotions &
2 tickets to Reflections Banquet with recognition at Banquet

Reflections – Supporter

\$1,000 – Gold Supporter
\$500 - Silver Supporter
\$250 - Bronze Supporter

Convention – Advertisement in Event Program

\$50 – 1/4 page ad; \$75 – 1/3 page ad; \$100 1/2 page ad

Convention – Bag Advertisement

\$25 – promotional materials placed in event attendee bag

Convention – Exhibitor

\$50 + giveaway and 6' booth

NDPTA State Office

623 East Main Ave. Suite
#106A
West Fargo, ND 58078
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northdakotapta@gmail.com

Policy on the Promotion of Products, Services, and Information

Whereas, North Dakota Parent Teacher Association (or NDPTA) realizes that local units are eager for products, services, and information that will help them attain their goals and objectives; and

Whereas, NDPTA has the method and means of promoting such products, services and information to local units without violating our members privacy; and

Whereas, NDPTA desires to only promote products, services and information that is consistent and compatible with both National and state PTA mission and purpose; and

Whereas; NDPTA realizes that it is practical and beneficial to charge for the promotion of products, services and information;

Therefore, NDPTA has created the following policy on the promotion of products, services and information.

POLICY

Selection of Products/Services/Information - NDPTA reserves the right to decline or prohibit any exhibitor, sponsor, or partners when determining which products, services and information to promote. This reservation is all-inclusive as to persons, things, printed matter, products, and conduct. To insure this, we request that all exhibitors/sponsors/ partners provide copies of printed material and a list of hand out items to be sent with your application. Any company whose products, services, or materials are in direct opposition to PTA's mission, purpose, programs, or policies will be declined.

Restrictions in Promotions/Exhibitions – NDPTA reserves the right to restrict at its sole discretion, exhibits/promotions which, because of noise, method of operation, materials, or any other reason, become objectionable, and also to prohibit or evict any part of or all of an exhibit which in the opinion of NDPTA may detract from the general character of the exhibit as a whole. This reservation includes persons, things, conduct, printed matter, or anything of a character, which NDPTA determines, is objectionable. In the event of such restriction or eviction, **NDPTA is not liable for any refunds of rentals or other exhibit expenses.**

Membership Lists - NDPTA does not provide membership lists to outside organizations.

Endorsement – Promotion in PTA materials (website, newsletters, listserv, or program) or participation at a PTA event (convention, fundraiser, etc.) does not constitute endorsement of any product, service, or position by NDPTA. No partner, sponsor, or exhibitor may use the PTA name or logo without the prior written approval of NDPTA.

NDPTA reserves the right to **reject any exhibitor or sponsor** if, in its sole judgment, a proposed exhibit/sponsor is not in keeping with NDPTA's mission and purposes.

Lobbying: Companies or organizations may not ask PTA delegates to lobby any government agency or official, nor may they disseminate information that is of a partisan or sectarian nature.

Use of Space @ Events - All demonstrations; signs, promotional materials or other sales activities **must be confined** to the limits of the exhibit booth. Distribution of circulars or promotional material may be made only within the booth assigned to the exhibitor presenting such material. Non-exhibiting firms will not be permitted to canvass, solicit, hold conferences, or distribute literature or other promotional devices during the convention, ***unless they are official convention sponsors.***

Health and Safety - NDPTA will only promote products, services and information that can be promoted in a way that will be safe for children to participate. NDPTA does not support promotions that involve school children conducting door-to-door sales.

CONVENTION SPONSOR/EXHIBITOR APPLICATION

Saturday, October 29, 2011

9 a.m. – 1 p.m.

Registration Deadline: October 1, 2011. Register by September 15th and you may be listed in promotional materials.

Business Name: _____ State Tax ID: _____
Address: _____ City: _____ State: _____ Zip: _____
Business Phone: _____ Contact Name: _____ Contact Phone: _____
Contact Email: _____ Company Website: _____

SPONSOR/EXHIBITOR INFORMATION: Please briefly describe the purpose of your organization.

EXHIBITORS ONLY: Please list all products or services you will be promoting. Please be specific, only those products or services listed on this application and pre-approved will be allowed in the show.

Will you be providing samples of food products? **Please include samples of any promotional materials, give-aways and information.** No Yes, please list food items: _____

Will you be providing non-food give-aways?
 No Yes, please list:
Information/Magazines/Brochures/Handouts:
Products/Other: _____

SPONSOR/EXHIBITOR OPPORTUNITIES

- Convention Sponsor:** \$5,000 (Name & logo on all convention promotions and in program, 2 tickets to Reflections Dinner & formally recognized at Convention)
- Convention Supporter:*** \$2,000-Gold \$1,000-Silver \$500-Bronze
- Reflections Sponsor:** \$5,000 (Name/Logo on all Reflections promotions & 2 tickets and recognized at dinner.)
- Reflections Banquet Supporter:*** \$1,000-Gold \$500-Silver \$250-Bronze
- Exhibit Space** - \$50 Exhibits will be open from 9:00 AM to 1 PM.
- Non-profit Exhibitor Discount:** You can deduct \$25 once you have shown proof of being a registered 501(c)(3).
- Welcome Bag Stuffer** -\$25 Your promotional item placed in convention bags.
- Convention Program Advertisement:** \$50-1/4 page space \$75-1/3 page space \$100- 1/2 page space

**Supporter recognition dependent on level of donation. Gold= 1/2 page advertisement with large newsletter & internet promotion, Silver= 1/3 page advertisement with medium ad in newsletter and internet, Bronze= 1/4 page advertisement with small newsletter and internet ads.*

Enclosed payment to North Dakota PTA

Mail application and payment to: NDPTA, 623 E Main Ave., #106A, West Fargo, ND 58078

I have read the attached guidelines and agree to abide by them. Please sign and date below.

Exhibitor/Sponsor/Promoter Signature: _____ Date: _____

Questions? Contact NDPTA at (701) 297-9168