

DELAWARE PTA

111TH ANNUAL CONVENTION

RESILIENCE




EXHIBITOR AND SPONSOR PROSPECTUS

**2021 DELAWARE PTA LEADERSHIP CONVENTION
NOVEMBER 4-6**

DELAWAREPTA.ORG | connect@delawarepta.org
3434 Old Capitol Trail Road, PO Box 5490, Wilmington, DE 19808

Seeking Sponsors and Exhibitors for our 2021 Virtual Convention



The Delaware PTA is seeking sponsors for our 2021 Annual State Convention, November 4-6, 2021. The virtual convention will have online workshops, keynote and panel speakers and a virtual business meeting.

These events will bring together some of the most active parents, educators and community leaders from across the state. We will be providing relevant workshops, resources, advocacy and family engagement strategies, and an abundance of support to assist families and schools. Please consider becoming a part of our exciting endeavor by directly contributing to the event's success.

We have a variety of sponsor levels to meet the needs of all prospective community partners like you. Attached is an overview of our sponsor levels. All sponsorships are tax deductible.

Thank you for your consideration. We hope this opportunity fosters a long-term relationship for the mutual support of students and teachers across Delaware. If you are interested please contact Purnima Montagne or Carey Corbin of Delaware PTA at purnima.montagne@delawarepta.org or carey.corbin@delawarepta.org. We look forward to hearing from you soon.

Carey L. Corbin

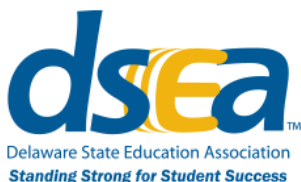
President
Delaware PTA

Purnima Montagne

President-Elect, Convention Chair
Delaware PTA

Delaware PTA recognizes the sponsors who have supported through donations and/or support for previous Delaware PTA State Conventions.

2020 Virtual Convention Donors



About Delaware PTA

Established in 1911, the Delaware PTA is a non-profit organization serving more than 138,00 students and 4,000 educators in Delaware. Delaware PTA has 3000 members statewide with units in New Castle, Kent, and Sussex counties.

As of the nation's largest child advocacy group, PTA is a powerful voice for all children; a relevant resource for families and communities; and a strong advocate for the education and well-being of every child. When you work with PTA, your company demonstrates its commitment to improving the lives, welfare, and education of every child. As a proud sponsor of Delaware PTA, your company aligns itself with a trusted organization with more than 110 years of proven advocacy and action on behalf of all children. Delaware PTA continues to remain a trusted partner and valued resource for input on education policy and initiatives at the local, state and national level.

PTA has successfully collaborated with multiple agencies, organizations, and legislators, to address key subjects such as education funding, mental health awareness, school safety, trauma informed care, standards & assessments, special education, health and environmental issues, and family engagement in education. We will continue to develop relationships and collaborate with various members of our community to ensure Delaware PTA's distinction as the premier child advocacy resource for families, schools and communities.

Sponsorship Opportunities

(please contact DPTA for details or for information on custom packages)

Patron -\$3000

**Keynote Speaker or Sponsor a workshop
(during or after the convention)**

Patrons receive:

- Business/Organization name & logo displayed in virtual waiting rooms during Convention
- Recognition of your sponsorship on all of our Convention marketing.
- Free 1 Year Delaware VIP membership for two members of your organization
- 12 Monthly targeted opportunities to advertise your business to PTA leadership via Website, Social, Email, or in Leadership Newsletter

Friend-\$500

Friends receive:

- Recognition of your sponsorship on all of our Convention marketing.
- 1 targeted opportunity to advertise your business to PTA leadership via Website, Social, Email, or in Leadership Newsletter

Partner-\$1500

Address convention delegates for 15 minutes

Partners receive:

- Business/Organization name & logo displayed in 3 virtual waiting rooms during Convention
- Recognition of your sponsorship on all of our Convention marketing.
- Free 1 Year Delaware VIP membership for two members of your organization
- 4 Quarterly targeted opportunities to advertise your business to PTA leadership via Website, Social, Email, or in Leadership Newsletter

Ally-\$100

Allies receive:

- Recognition of your sponsorship on all of our Convention marketing.
- 1 Opportunity to message PTA followers on Social Media

Tentative Convention Agenda

The 111th DPTA convention theme is “Resilience” with special guests:

- Anna King, National PTA President
- Yvonne Johnson, National PTA President Elect
- Rep Sherry Dorsey Walker
- Karyl Rattay MD, MS, FAAP, FACPM, Director, Delaware DPH
- North Star Elementary PTA PTA School of Excellence designee

This year’s convention will be held virtually the evenings of November 4th and 5th and the morning of November 6th. Don’t miss this opportunity to learn the latest from experts.

Thursday, November 4th, 6pm - 8pm

- Call to Order and Business Meeting
- Yvonne Johnson, National PTA President Elect - PTA Programs Workshop
- Sarah Bucic, DPTA VP of Advocacy - Advocacy workshop

Friday, November 5th, 6pm - 8pm

- Effective meetings with Robert's Rules Workshop
- National PTA President Anna King workshop
- Screenagers preview and discussion – When school time includes screen time

**Convention Registration includes exclusive online access to watch both “Screenagers” and “Screenagers the next chapter” to decide if you want to host a screening for your school community.

Saturday, November 6th, 9am-1pm

- DPTA Awards
 - o Champion for Children Award presentation to Rep. Sherry Dorsey Walker
 - o 2020-2021 Reflections State Winners Recognition
 - o Awards to Top 10 PTAs and School of Excellence winner Recognition
- Keynote: DPH Director Dr. Karyl Rattay - Reopened and Resilient – Testing as a strategy for keeping schools open.
- NSE PTA Membership, Engagement and Fundraising workshop
- Kelly Coffey Member Hub Workshop (workshop attendance fulfills DPTA training requirements)
- Jenn Wootten DPTA Treasurer Preparing your Financials Workshop (workshop attendance fulfills DPTA training requirements)

Workshops may be added. Schedule subject to change