

Your school/PTA name here

***Instructions to PTA:*** *Customize this flier, print it out, and send it home with students for a fast, successful fundraiser.*

**Calling all businesses that want to support our school!**

The [School Name] PTA is offering exclusive rights to promote your business in our school emails. We’re featuring ONE business per industry — so act fast if you want your real estate business, professional practice, dentist office, etc, featured!

To get started, visit [link to your PTA’s school store in MemberHub] to purchase your sponsor spots, or contact [PTA unit officer name and title] at [insert phone number or email address] **by [date]**. **After that, we’ll open up the sponsor opportunity to the wider business community.**

Your sponsorship helps our school by funding operating costs that are typically not covered by our district. **That is why we need YOU!**

[School Name] PTA is raising money for:

* [Enter specific fundraising needs, such as technology upgrades, playground equipment, etc.]

*Optional:* We are made up of over [insert # of parents], and we send [insert # of emails] a year.

**Benefits of email sponsorship for your business:**

* **School emails are 2.5 times more likely to be read than other types of emails**. Some schools have over 1 million ad impressions (views) a year!
* You’ll get your message **straight to school families**.
* **Spots link directly** **to your site** or landing page.Many businesses design special promotions for PTA members to maximize the opportunity!
* Your business gets **recognized as a proud school supporter,** and you build your brand among families, teachers, and other community members!

*“[Through email sponsorship], our registrations increased by 217% — and we saw 35% overall growth in registrations at the school. We will definitely use [this program] in the future to promote youth soccer!”*

*— Stacy Dally, Director of Marketing, North Carolina FC Youth*