

Your school/PTA name here

***Instructions to PTA:*** *Customize this flier and provide it to potential sponsors.*

**Support your local PTA and grow your business’s reach!**

The [School Name] PTA is offering select local businesses exclusive rights to promote your business in our school emails. Sponsors help our school by funding operating costs that are typically not covered by school districts.

**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!

**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].**

*“[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*