

SponsorShare: No-risk fundraising for your PTA

Earn \$5K-\$10K for your school with email sponsorships, while you engage families through MemberHub.

Local businesses want to support your school and build their brands with families! SponsorShare is a program that helps you enable local sponsors to engage in K-12 education and help bridge funding gaps.

When your PTA communicates with school families through MemberHub, you'll have a **valuable new fundraising channel**.

Your PTA has the first right to purchase up to 12 sponsor spots at wholesale rates from MemberHub. You can presell them to local sponsors (at no risk to you!) or buy them from MemberHub and resell them.

You'll get everything you need — sponsor outreach materials and tips, sample emails, fliers, and more!

Offer sponsors a share of the voice and a chance to support your PTA.

"[With SponsorShare], our registrations increased by 217% — and we saw 35% overall growth in registrations at the school. We will definitely use MemberHub in the future to promote youth soccer!"

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



[See how Leesville Elementary used SponsorShare!](#)

How it works:

- 1. Communicate with families** through MemberHub. [Learn how to start.](#)
- 2. Use the Sponsorshare Toolkit** to reach out to potential sponsors.
- 3. Choose what's best for your PTA:** Set your retail price and presell rotating sponsor spots to local businesses. Or, resell the spots after you buy them from MemberHub at wholesale rates (\$100 each). [Buy spots now.](#)

Wholesale price per sponsor spot			Total	PTA sale price - \$500 each	PTA profit
Sponsor spot 1 - \$100	Sponsor spot 2 - \$100	Sponsor spot 3 - \$100	\$300	\$1,500	\$1,200
Sponsor spot 4 - \$100	Sponsor spot 5 - \$100	Sponsor spot 6 - \$100	\$500 - Buy 5, get 1 free!	\$3,000	\$2,500
Sponsor spot 7 - \$100	Sponsor spot 8 - \$100	Sponsor spot 9 - \$100	\$1,000 - Buy 10, get 2 free!	\$6,000	\$5,000
Sponsor spot 10 - \$100	Sponsor spot 11 - \$100	Sponsor spot 12 - \$100			

Spots are good until July 31 of the current school year.

How will sponsors be featured?

There are 3 spots per email, so if you buy and sell all 12 spots to 12 different businesses, each sponsor would feature on 1 out of every 4 emails you send through MemberHub.

How valuable are these spots to businesses?

We recommend selling each spot for \$400-\$500. Keep in mind, the more you use MemberHub for school communication, the more value you and your sponsors get!

Contact your MemberHub rep for an estimate of how many impressions you can generate in a year.

"We're getting higher levels of sponsorship. For example, one business that sponsored last year for \$250 gave us \$1,000 this year — just to get the digital sponsor spot in MemberHub that was part of our corporate sponsor package!"

— Lynn Iannucci,
Leesville Elementary PTA