

Sponsorshare FAQs

What kinds of businesses should our PTA approach for sponsorship?

Excellent options are realtors, dentists, orthodontists, after-school and daycares, tutors, doctors, camps, and any other family-friendly businesses. Check out your [sponsorship toolkit](#) for more info!

How do local businesses purchase a sponsorship?

Just add a sponsor spot listing to your PTA's e-Store, and invite businesses to purchase there.

How do advertisers upload their banner artwork?

Advertisers who purchased banner spots from your PTA can upload their artwork here:

<https://www.cognitofirms.com/MemberHub/SponsorshareBannerUpload>

Do banner spots expire?

Banner spots that your PTA purchases from MemberHub are good until July 31 of the current school year. If you want to renew for the next school year, please contact MemberHub.

If I sell spots halfway through the school year, should I change the price?

It's totally up to you! While we recommend selling spots for \$400-\$500, you have complete flexibility. If your PTA sells spots midway through the school year for a little less, just remember to let your advertisers know that the renewal price for next year will be more.

Will spots run at the top or bottom of emails?

Unless your PTA sells the top banner spot separately, ads will rotate equally among all spots on the top and bottom of emails. A single banner spot will be rotated and will run in 1/4 to 1/2 of PTA emails. If a business purchases four spots, their banner will be displayed in every email, all year long.

What dimensions are acceptable for placement?

Upload-ready artwork should be:

- .png or .jpg format; no animations
- 320px wide by 100px tall

Businesses should also provide the web link for their ad.

Can businesses change their spots during the year?

Yes! Businesses often change their ads for new or seasonal promotions (change fee applies).

What if a business signs up for a sponsorship, but doesn't pay our PTA?

We will only run ads after your PTA has received payment.