



College Sponsorship Benefits

Transfer Fair Exhibitor
 (Occurs twice - two-hour duration each)

	Champion	Cultivator	Connector	
	\$15,000	\$10,000	\$5,000	\$800
	Colleges sponsoring at the Champion and Cultivator Level must be subscribed to PTK Connect and/or offer a Phi Theta Kappa Scholarship at the time of Catalyst 2025			
# of 2025 PTK Catalyst registrations plus 25% discount on additional registrations	3	2	2	1
Name recognition and logo as sponsor for a General Session with opportunity for 3 min participation during session (speak/video/combo) <ul style="list-style-type: none"> Inclusion in General Session pre-roll 	●			
Exhibit space in Opportunity Expo for duration of Catalyst (Thursday morning to Saturday afternoon) <ul style="list-style-type: none"> 18+ hours of networking and recruiting time 	10' x 10' booth	6' table	6' table	
6' table at College Transfer Fairs on Friday and Saturday (2 hours each)	●	●	●	●
Sponsor profile page on event app for duration of event	●	●		
Post PTK Catalyst attendee list	●	●		
Name and logo included on branded signage at Catalyst	●	●		
Logo displayed on Sponsor Page of PTK Catalyst 2025 website and event app	●	●	●	Name on Catalyst website and event app
Social media component DURING Catalyst: 15-second Instagram story shared via PTK Instagram, including link option	Shared 1x	Shared 1x		
A 15-30 second sponsor-created promotional video appearing on hotel promotional channel in 1,300+ hotel rooms	●			
Opportunity to attend the Transfer Recruiter Training Seminars and Networking Social	●	●	●	●