



**March 26-28, 2026**

Baltimore Convention Center  
Baltimore, Maryland

**College  
Sponsorship  
Packages**



PTK Catalyst is Phi Theta Kappa's premier annual event, bringing together members, advisors, administrators, and their supporters for professional development and celebration of the accomplishments of our community.

Catalyst 2026 will include immersive opportunities for personal and professional development, college transfer guidance from experts, speakers who inspire, election of leaders, and endless opportunities to network and learn from other members of the PTK community.

Start planning now to be part of the experience March 26-28 in Baltimore, Maryland.

Approximately  
**3,000**  
**Catalyst**  
**ATTENDEES**

#### Social Media Reach

	<b>135k</b> followers
	<b>42.7k</b> followers
	<b>13.9k</b> followers
	<b>3.3k</b> followers

#### Phi Theta Kappa Members At A Glance



**Top 10%**  
of community  
college students



**27**  
Average age



**3.6**  
Average GPA



**91%**  
graduate and/or transfer  
to a four-year college

Approximately  
**225K**  
ACTIVE MEMBERS ANNUALLY



Across  
**1,300**  
COLLEGE CAMPUSES AND  
28 REGIONS



Supported by  
**5,000**  
COLLEGE ADMINISTRATORS/  
FACULTY



# 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 2026		
# of 2026 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) · Inclusion in General Session pre-roll	●			
Exhibit space in Opportunity Expo for duration of Catalyst (Thursday morning to Saturday afternoon) · 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 (if available)	●	●		
Post PTK Catalyst attendee list	●	●		
Name and logo included on branded signage at Catalyst	●	●		
Logo displayed on Sponsor Page of PTK Catalyst 2026 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		
Opportunity to attend the Transfer Recruiter Training Seminars and Networking Social	●	●	●	●



# College Sponsorship Add-on Benefits

The following are available as sponsor add-ons for greater visibility and networking potential. These opportunities are on a first come, first served basis.

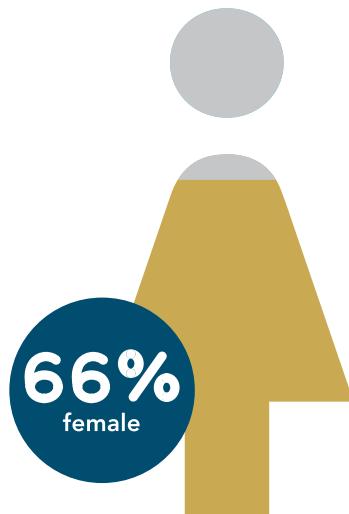
Champion	Cultivator	Connector
<b>\$15,000</b> Select one opportunity from this level or lower	<b>\$10,000</b> Select one opportunity from this level or lower	<b>\$5,000</b> Select one opportunity from below
Co-Branded PTK Registration Bag Sponsor <i>1 available   \$5,000</i> Note: After 12/31/2025, price increases to \$7,500	Co-Branded PTK Store Bags <i>1 available   \$5,000</i>	Co-Branded PTK Water Bottle for all in-person attendees <i>1 available   \$5,000</i> Note: After 12/31/2025, price increases to \$7,500
Co-Branded PTK Lanyard Sponsor <i>1 available   \$5,000</i> Note: After 12/31/2025, price increases to \$7,500		
Branded Item or Printed Material for all in-person attendees <i>5 available   \$3,000</i> Institution will provide approximately 3,000		
	Advisor Breakfast Sponsorship (speaking/table opportunity) <i>1 available   \$10,000</i>	

## About Phi Theta Kappa

Phi Theta Kappa (PTK) recognizes the academic achievement of college students and provides opportunities for its members to grow as scholars and leaders. Established in 1918, Phi Theta Kappa has a presence on almost 1,300 community college campuses in 11 nations. The American Association of Community Colleges (AACC) recognized Phi Theta Kappa as the official honor society for two-year colleges in 1929. More than 3.8 million students have been inducted since 1918, with approximately 225,000 active members in the nation's community colleges, making Phi Theta Kappa a true catalyst among members and colleges.

## Audience Demographics

The PTK Catalyst audience includes community college honor students (PTK members), college faculty and staff (volunteer advisors), and college presidents and administrators.



27  
avg. age

3.6  
avg. GPA

33%  
minority

54%  
receive federal aid

68% **complete a bachelor's degree or higher**

Many of our members are first-generation college students, single parents, and returning students. They are masters at balancing work, family, and job responsibilities. For many, community college is their second chance, and receiving a PTK membership invitation is often the first time they have been told they are smart. Achieving their goals means a better future not just for them but their families and communities.

### Top Majors



Business,  
political science,  
agriculture



Nursing, pharmacy,  
all healthcare



Science, technology,  
engineering, math



Liberal arts

## Organization Profile

- Advocating for all community college students
- Elevating the value of community college education
- Promoting diversity, equity, and inclusion of underserved students
- Recognizing academic success
- Increasing college completion
- Providing access to scholarships and reducing student loan debt
- Strengthening workplace skills

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### For more information, contact:

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