



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

 **135k**
followers

 **42.7k**
followers

 **13.9k**
followers

 **3.3k**
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.

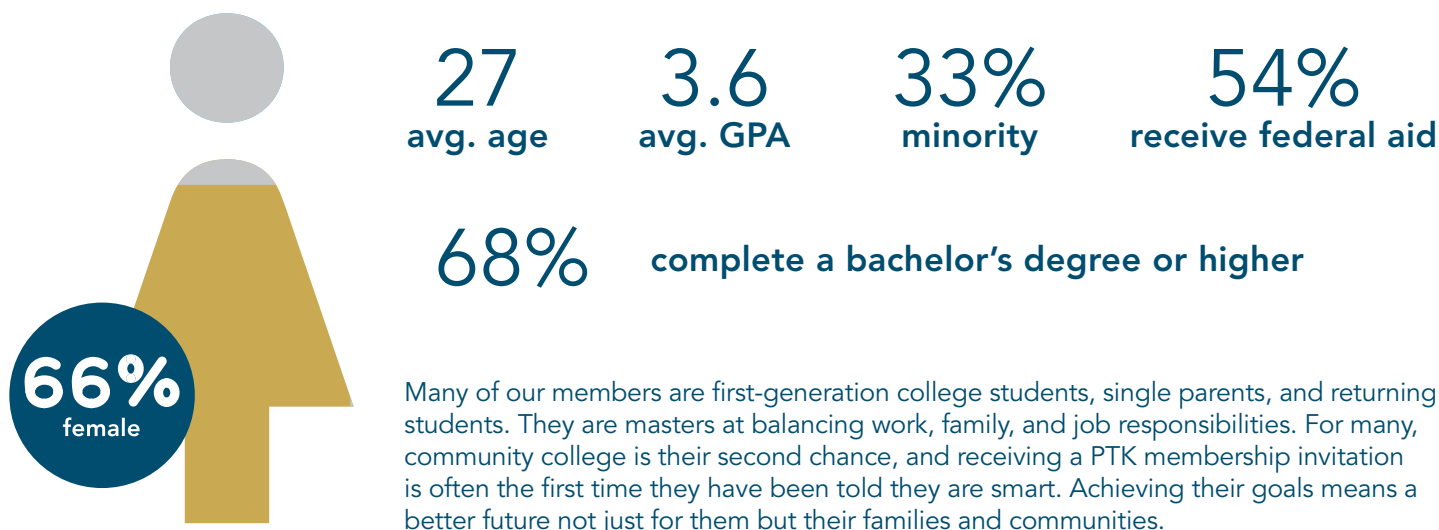
Champion	Cultivator	Connector
\$15,000 Select one opportunity from this level or lower	\$10,000 Select one opportunity from this level or lower	\$5,000 Select one opportunity from below
Co-Branded PTK Registration Bag Sponsor <i>1 available \$5,000</i> <i>Note: After 12/31/2025, price increases to \$7,500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



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

For more information, contact:

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