PTK CATALYST

2027 ★ ADVENTURE AWAITS

April 8-10, 2027

Gaylord Texan Resort & Convention Center | Grapevine, Texas

College Sponsorship Packages

FOR MORE INFORMATION, CONTACT:

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PTK CATALYST
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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 2027 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 April 8-10 in Grapevine, Texas.

Approximately
3,000
Catalyst ATTENDEES

Social Media Reach

- 136k followers
- 47.7k followers
- 13.6k followers
- 4.1k 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 **1,200+** COLLEGE CAMPUSES +

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

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College Sponsorship Benefits

	Champion	Cultivator	Connector	Transfer Fair Exhibitor (Occurs twice - two-hour duration each)
	$15,000	$10,000	$5,000	$800 | PTK Connect Subscriber Rate $1,000 | Non-Subscriber Rate
	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 2027			
# of 2027 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 2027 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	●	●	●	●

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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.

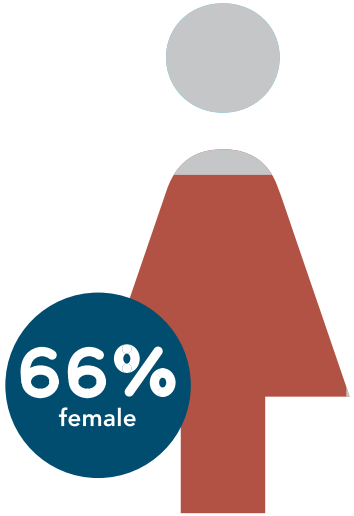
Champion	Cultivator	Connector	Transfer Fair Exhibitor
$15,000 Select one opportunity from this level or lower	$10,000 Select one opportunity from this level or lower	$5,000 Select one opportunity from below	$800 | PTK Connect Subscriber Rate $1,000 | Non-Subscriber Rate
Co-Branded PTK Lanyard Sponsor *1 available | $5,000*	**Badge Ribbon Bar Sponsor** This station offers attendees fun, collectible ribbons, with the opportunity to create a custom ribbon showcasing your brand. This is an attendee favorite! *1 available | $5,000*	**Co-Branded PTK Store Bags** *1 available | $5,000*	
		Scavenger Hunt Sponsor Booth featured as an official stop on the scavenger hunt. Attendees are encouraged to visit, driving traffic and engagement to your booth. Includes logo on app. *5 available | $500*	
Co-Branded PTK Registration Bag Sponsor *1 available | $5,000*	**Advisor/Alumni Lounge Sponsor** Includes: · logo on signage · information/display table *1 available | $5,000*	**Branded Item or Printed Material for all in-person attendees** *5 available | $3,000* Institution will provide approximately 3,000 in quantity	
Advisor Breakfast Sponsorship (speaking/table opportunity) *1 available | $10,000*			
Regional Meeting Sponsor (2 minute speaking opportunity) *26 available | $500*			

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 more than 1,200 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

For more information, contact:

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