PTK CATALYST

2027 ★ ADVENTURE AWAITS

April 8-10, 2027

Gaylord Texan Resort & Convention Center | Grapevine, Texas

Corporate/Partner Sponsorship Packages

FOR MORE INFORMATION, CONTACT:

Amanda Gorman | Executive Director, Phi Theta Kappa Foundation
601.984.3530 | amanda.gorman@ptk.org
OR
Liam Blakeway | Director of Corporate and Foundation Partnerships
601.984.3522 | liam.blakeway@ptk.org

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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

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

Corporate/Partner Sponsorship Benefits

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	Platinum	Gold	Silver	Bronze	Catalyst Exhibitor
	$75,000	$50,000	$25,000	$15,000	$3,500
# of 2027 PTK Catalyst registrations plus 25% Discount on additional registrations	5	4	3	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 (5 available)	●				
Name and logo included on branded signage at Catalyst	●	●	●	●	
Size of Exhibit booth in exhibit hall for duration of the event	30 x 30	10x20	10x10	10x10	10x10
Sponsor profile page on event app for duration of event (if available)	●	●	●	●	
Logo displayed on Sponsor Page of PTK Catalyst 2027 website and event app	●	●	●	●	
A 15-second sponsor-created promotional video appearing on PTK social media channels	Shared 3x	Shared 2x	Shared 1x		
A post or 15-30 second sponsor-created promotional video appearing on hotel promotional channel	●	●	●		
Opportunity to present an approved Educational Forum	3x	2x	2x	1x	
Push messaging through event app	3x	2x	1x		
Pre-event/Post-event emails	●				

Recognition opportunities subject to estimated production deadline of January 29, 2027.

Additional Sponsorship Opportunities

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

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Catalyst Dinner Sponsor

Includes:

- *logo on signage*
- *branded centerpiece on every table*

$50,000

Fun Zone Sponsor

Includes:

- *information/display table*
- *logo on signage*

$10,000

Registration Sponsor

Includes:

- *logo on attendee confirmation emails*
- *logo on registration area signage onsite.*

$20,000

College Presidents & Administrators Luncheon Sponsor*

Includes:

- *3-minute speaking opportunity*
- *information/display table*
- *logo on signage*

$25,000

Regional Coordinator Reception Sponsor

Includes:

- *information/display table*
- *logo on signage*

$15,000

WiFi Sponsor

Includes:

- *logo on signage and push notification*
- *branded custom password*

$20,000

Advisor Breakfast Sponsor*

Includes:

- *3-minute speaking opportunity*
- *information/display table*
- *logo on signage*

$25,000

Phone Charging Station Sponsor (2)

Includes:

- *logo on charging station unit*

$5,000

Event App Sponsor

Includes:

- *branded app advertisements*
- *3 push notifications*
- *signage, social media, dedicated emails*

$10,000

Scavenger Hunt Sponsor (5)

Includes:

- *featured as official stop in hunt*
- *logo appears on official conference app*

$500

** denotes speaking opportunity*

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Career Development Opportunities

Inviting career partners to provide career development experiences such as:

- resume reviews
- professional etiquette
- building your brand
- interview skills

Exhibit or sponsor and help provide experiential learning opportunities to Catalyst attendees.

Exhibit and join employment education panel:
$3,500

Exhibit and access PTK Connect for Business for 1 year:
$5,000

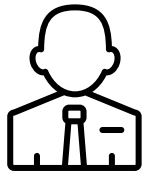
PTKConnect for Business

ptkbusiness.org

Top Majors of Phi Theta Kappa Members



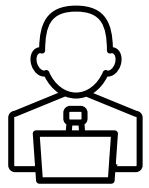
19%
Nursing



24%
Business



17%
Education



12%
Liberal Arts



11%
Social Sciences

Recruit nationally using PTK Connect connecting you with the nation's top employable graduates. All Phi Theta Kappa members have access to this online tool for career, transfer and scholarship guidance.

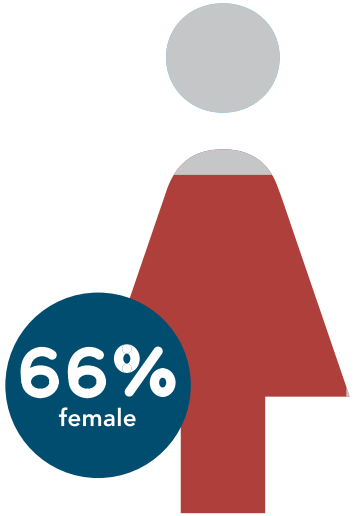
Search a database of more than 600,000 community college student users by major, anticipated graduation date, and/or location.

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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