

# The Chattanooga Homeschool Expo's 2026 Sponsorship & Advertising

## Sponsorship Opportunities

CSTHEA's Chattanooga Homeschool Expo welcomes Sponsorships at many levels. Your companies, products, and services are what drives and supports our families from Chattanooga, all of Southeast TN and beyond, North Georgia, and Northern Alabama!

We invite you to read through the options we have available for Sponsorship.

If you don't see a Sponsorship Item or Level you are looking for, please contact us at [expo@csthea.org](mailto:expo@csthea.org). We would love to explore options with you.

We are a 501(c)(3) nonprofit educational, charitable, and religious corporation directed by a Christian Board.

Please Apply for the Sponsorship Package you are interested in and the Expo Director will contact you about the Packages availability.

### CSTHEA Patriot's Gold Sponsors Full Sponsorship Package Thursday - Saturday \$4000

\*Must meet the Thursday Event Requirements to apply for this package

- Premium Gold Booth Placement for Friday and Saturday in the Exhibit Hall (includes 2 Premium Gold booth spaces, more Premium Gold Booth Spaces may be ordered on the registration page.)
- Dedicated table space for Thursday attendees in Break Out room
- Two Speaking and/or Workshop Sessions of Thursday
- Two Speaking and/or Workshop Sessions on Friday and/or Saturday
- Full Digital Media Packet
- Logo of Program Cover
- Full Page ad in Expo Program

- Item included in Expo Bags
- Logo on Registration Area Banner (Thursday - Saturday)

**CSTHEA Patriot's Silver Sponsors**  
**Partial Sponsorship**  
**Friday and Saturday**  
**\$3000**

- Premium Gold Booth Placement for Friday and Saturday in the Exhibit Hall (includes 2 Premium Gold booth spaces, more Premium Gold Booth Spaces may be ordered on the registration page.)
- Two Speaking and/or Workshop Sessions on Friday and/or Saturday
- Full Digital Media Packet
- Logo on Program Cover
- Full Page ad in Expo Program
- Item included in Expo Bags
- Logo on Registration Area Banner (Thursday - Saturday)

**CSTHEA Patriot's Bronze Sponsors**  
**Partial Sponsorship**  
**Thursday Only**  
**\$2000**

**New Homeschoolers & Special Needs Day Sponsorship**

\*Must meet the Thursday Event Requirements to apply for this package

- Dedicated table space for Thursday attendees in Break Out room
- One In-line Booth on Friday and Saturday (Up-grade to Premium Silver Booth Spaces available upon Registration)
- Two Speaking and/or Workshop Sessions of Thursday
- One Speaking or Workshop Session on Friday or Saturday

- Full Digital Media Packet
- Logo of Program Cover
- Full Page ad in Expo Program
- Item included in Expo Bags
- Logo on Registration Area Banner (Thursday - Saturday)

## Lanyard Sponsor

2 Options; Choose 1

1. \$1000 for printing 2500 Expo Name Tags with your Name and/or Logo in the corner
2. You supply 2500 Expo Name Tags, to be received by May 15th  
Please let us know as soon as possible at [expo@csthea.org](mailto:expo@csthea.org)

## Expo Bags Sponsor

2 Options; Choose 1

1. \$750 for us purchasing bags with both our logo and yours for 500 bags
2. You supply 500 bags with your logo, to be received by May 15th  
Please let us know as soon as possible at [expo@csthea.org](mailto:expo@csthea.org)

## Concession Stand and Food Stand Sponsors 1,2, or 3 days \$400 per day

- Recognition on Social Media platforms
- Recognition on Website for Sponsorship
- Name and Logo on Sponsorship Page in Expo Program
- Item included in Expo Bags

## Art Show Sponsor

\$400

- Recognition on Social Media platforms
- Recognition on Website for Sponsorship
- Name and Logo on Sponsorship Page in Expo Program

- Item included in Expo Bags
- Name and Logo on any Art Show signage

## Mom's Night Sponsor

\$500

- Recognition on Social Media platforms
- Recognition on Website for Sponsorship
- Name and Logo on Sponsorship Page in Expo Program
- Item included in Expo Bags
- Name and Logo on any Mom's Night signage

## Game Night Sponsor

\$500

- Recognition on Social Media platforms
- Recognition on Website for Sponsorship
- Name and Logo on Sponsorship Page in Expo Program
- Item included in Expo Bags
- Name and Logo on any Game Night signage

Exhibitor Hospitality (*Great for local groups and organizations to donate to as a Thank You!*)

\$200

- Name and Logo on Sponsorship Page in Expo Program
- Recognition on Social Media platforms
- Recognition on Website for Sponsorship

## Speaker or Workshop Presenter Sponsor

\$125 per Session

There are so many amazing speakers and workshops that we could present! If you are interested in promoting a particular speaker, presenter, or even a series of topics, this may be a great option for you.

As a sponsor of a Speaker or Presenter:

- Recognition on the Website along with the Speaker/Presenter you are sponsoring.
- Recognition in the Expo Program Booklet along with the Speaker/Presenter you are sponsoring.
- Recognition on any media that the Speaker/Presenter is listed.
- Name announced along with the Speaker/Presenter anytime announced.

You may request a Speaker/Presenter to sponsor, however the Expo Director makes the final decision that is in the best interest of the Expo.

The Speaker/Presenter and Sponsor may be changed at any time necessary, however we will try not to make these changes after they are confirmed.

| Price per Session | Session Number   |
|-------------------|--|
| \$125             | One Session  |
| \$115             | Second Session   |
| \$100             | Third Session or each after, if approved for more than two |

Example: If you would like to sponsor 4 Speaker/Presenters or Workshops, you would pay by the number of sessions you'd like to sponsor.

First \$125

Second \$115

Third \$100

Fourth \$100

**Total \$440**

# The Chattanooga Homeschool Expo's 2026 Advertising Opportunities

Advertising with The Chattanooga Homeschool Expo is a great way for you to reach thousands of people across the Chattanooga, Southeast Tennessee, North Georgia, and Northern Alabama regions!

CSTHEA, the organization that sponsors the Expo, is a faithful organization that has provided homeschool resource information to the homeschool families in this area for decades.

We have several ways for you to advertise with The Chattanooga Expo as well as with CSTHEA!

If you don't see a way that you would like to be involved, please reach out to [expo@csthea.org](mailto:expo@csthea.org). We are always happy to learn how we can partner with you.

## Expo Bag Inserts

If you are interested in sponsoring the Expo Bags, please see our Sponsorship Options.

### **Purpose**

This is your opportunity to be sure our families go home with something from you! Our Expo Bags are filled with merchandise, coupon codes, free trials, and all things great from our Exhibitors and Sponsors!

### **How many?**

We will be assembling 500 bags for the first 500 people in attendance. Registered Exhibitors will get a discount on this advertising opportunity, but approved non-attending companies and organizations may also take part in this advertising opportunity.

### **How big?**

Please keep items around 8 ½ x 11 or smaller. Also consider the weight. (The attendees have to be able to carry them around!)

Please give away a larger items away at your booth, and think of a smaller way to advertise in the Expo Bags.

### All items must be received by June 15th

|                           | Registered by May 1st | Registered between May 2nd and June 1st |
|---------------------------|-----------------------|---|
| Registered Exhibitors     | \$60                  | \$75                                    |
| Non-Registered Exhibitors | \$75                  | \$90                                    |

### Ideas for Welcome Bag Contents and Suggestions

- Small Catalogs, Catalog Sign Up QR Codes
- Coupons, coupon codes
- School Supplies!  
Pencils, rulers, pencil sharpeners, maps, bookmarks, be creative
- Pens  
I always lose my pens at expos, and I instantly look in my expo bag for one.
- Coloring or Activity sheet for kids (Genius, right! Their work of art will go right to the fridge with YOUR company logo on it!)
- Add a personal letter (attached!) to your catalog or coupon, give them a point of contact
- Chap Stick, always gets kept at my house
- Small sample of your product (if unsure if it is okay to give away, contact us)

### Do not send these items

- Coupons that expire at the expo  
(Families tend to look into these bags more at home. It is so disappointing to find something they can not use.)
- Liquids
- Messy or gooey things. (No silly putty or slime please)
- Bouncy balls (Just don't. Ha!)
- Weapons of any kind
- Balloons

Send all Expo Bag Items to:

**CSTHEA**  
**% Mandi Leigh Johnson**  
**9648 Wiltshire Dr.**  
**Ooltewah, TN 37363**  
**423-208-2323**  
**expo@csthea.org**

## Digital Advertising

This includes our current CSTHEA website and dedicated Expo Pages, our new Expo dedicated website, our Instagram and Facebook Page and group, as well as attendee emails. Any online marketing will be kept through a month after this event, and will be highlighted on the new Chattanooga Homeschool Expo website! Let's get your name out there!

**Deadline is May 1st, 2026**

|   | Description  |  |
|---|--|--|
| Sponsors                                  | Get all of the advertising benefits as one of our sponsors!  | Prices vary<br>See<br>Sponsorship<br>Packet      |
| Social Media Post                         | Instagram, Facebook Page, and Group<br>These can be any type (posts, reels.....)<br>Price includes \$10 in Meta ad revenue | \$50 each<br>\$45 for 2<br>\$40 for 3 or<br>more |
| Email                                     | One sponsored email sent as<br>advertising for the event as well as to<br>registered attendees                             | \$35   |
| CSTHEA Website - 1<br>Full Year           | Home Page Slider   | \$125  |
| Chattanooga<br>Homeschool Expo<br>Website | Highlighted on Home Page of<br>chattanoogahomeschoolexpo.com   | \$125  |
| Full Media Packet                         | Each above (includes 1 Social Media<br>campaign)   | \$250  |

All media must be set to a resolution of 300dpi and in CYMK full color  
Rights reserved to refuse media content for any basis

No guarantees on numbers of sights.  
Statistics available on requests after the event.

# The Expo Program

We develop an 8 ½ x 11, full color, [high quality program](#) that has information to last the whole year! Our unique program includes our CSTHEA events and our Patriot Athletic Program information. We add content that will keep our attendees engaged all year long.

As a bonus, the program will be available online after the Expo so our community will be able to flip through the information even after the event.

Each Exhibitor will receive a Program in their Exhibitor Welcome Packet

The Program ad ratios are as follows: (with an 1/8 inch bleed)

- Full page: 8.5in x 11in/816px x 1056px
- 1/2 page: 8.5 x 5.5/816px x 528px
- 1/4 page: 4.31in x 5.5in/414px x 528px or 8.5in x 2.75in/816px x 264px
- 1/8 page: 4.19in x 2.71in/402px x 260in

Please share this information with your advertising, art, and media teams.

I am happy to receive and adhere to any branding packages and guidelines.

I do have experience with web and digital design, marketing, and social media management if you need for me to design ads or content for you. Contact me at [expo@csthea.org](mailto:expo@csthea.org) if you need assistance.

|           | May 1, 2026 | June 1, 2026 |
|-----------|-------------|--------------|
| Full Page | \$150       | \$170        |
| Half Page | \$100       | \$120        |
| ¼ Page    | \$60        | \$80         |
| ⅛ Page    | \$35        | \$55         |

All ads are subject to the approval.

No refunds will be issued for ads that do not arrive in time for program printing.

Please send materials to

CSTHEA  
% Mandi Leigh Johnson  
9648 Wiltshire Dr.  
Ooltewah, TN 37362

Phone 423-208-2323  
[expo@csthea.org](mailto:expo@csthea.org)