

BOOSTER BLITZ

Connect | Learn | Ignite

Welcome to Booster Blitz 2025!

Booster Blitz is the premier conference for parent fundraising groups and booster organizations.

Our goal is to **connect** parents who are champion fundraisers for their kids' schools and athletic programs to **learn** from industry experts and **ignite** excitement for fundraising possibilities.

Our one day conference is called a Blitz, because attendees can get it all done in just one day. From fundraising ideas, to contacting vendors to implement a project after a successful fundraising drive, there is a solution at Booster Blitz.

The parents who are attending are highly motivated to raise and spend money for their schools! Get your products and solutions in front of a captive audience who want the very best for their kids both inside and outside the classroom. Best of all, because of the high turnover rate of these groups, you have a unique opportunity to be discovered, and then rediscovered each year at Booster Blitz.

We would love for you to be a part of this dynamic parent community!



Jennifer Betzen
Founder & CEO
Booster Blitz Inc

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www.boosterblitz.com

**BOOSTER
BLITZ**



BOOSTER BLITZ

Booster Blitz attendees are **highly motivated** to find innovative new ways to raise money, and they want their schools to have the latest and greatest gear.

Our planned attendees will come from across Chicago and the suburbs from public and private schools including:

- Parent volunteers for PTA, PTO, "Friends of", HSA organizations
- School staff and advancement employees
- Athletic coaches, volunteers and parent fundraisers

Booster Blitz focuses on parent volunteers who raise money for their schools and want to spend it.

Involved parents are the decision makers of their organization, and YOUR potential client.

Nearly every person you talk to will have the power to influence decisions on behalf of their organization.

BOOSTER BLITZ

2024 STATS

Nearly every person you
talk to will have the power
to influence decisions on
behalf of their organization

56%

56% of public schools have a
fundraiser running right now

\$1.5 billion

School groups raise \$1.5 billion each year

67%

67% of school principals
turn fundraising decisions
over to parent-run groups

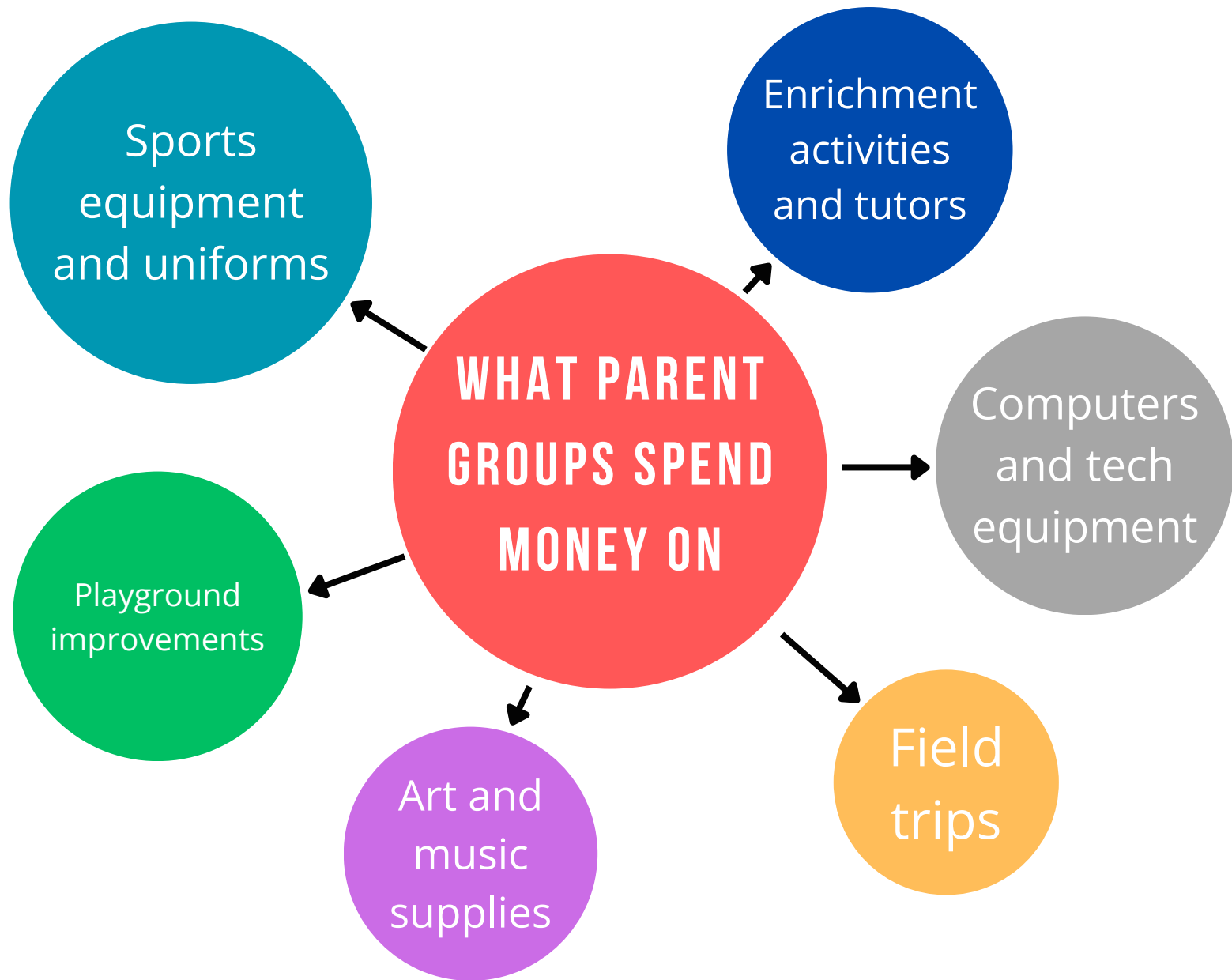
71%


71% of parents have sold
school fundraising products
to friends, family and
coworers

27%

27% of schools earn more than \$75,000 from annual fundraising

*nonprofitsource.com, "Ultimate list of charitable giving statistics for 2024"





Turnover for this group is high.
You will meet a new audience
every year.

Be discovered, and then be
rediscovered each year at
Booster Blitz!

While passionate, most
parents and school staff do
not have fundraising
experience, and are looking
for solutions

**CHALLENGES IN PARENT
FUNDRAISING ARE YOUR
OPPORTUNITIES AT BOOSTER BLITZ**

FORMAT OF BOOSTER BLITZ



**The premier
conference for
parent fundraising
groups and
booster
organizations**

Here are the details you
need for Booster Blitz 2025

LOCATION

Friday, September 19, 2025
9 am to 3 pm
University of Illinois Chicago
Student Center East
Illinois Room

VENDOR AREA

Vendor area for sponsors and vendors will be connected to the main room. Tables will be set up with specific breaks in programming for attendees to visit

FORMAT

Sessions will be held in main room and will consist of four to five topics including Fundraising tips, how to run a gala, how to build school community and how to engage volunteers

ORGANIZER

Founder Jennifer Betzen serves on the "Friends of" board for a Chicago High School and runs fundraisers. She also worked in Development and Advancement offices at Chicago non profit organizations

Learn more at www.boosterblitz.com

GOLD SPONSOR

30 AVAILABLE

\$500

**EARLY BIRD
PRICING**

- Logo included on event page and day-of signage
- Premium table location in expo area
- Contacts available for scanned badges
- Up to 2 marketing items included in attendee gift bag

HEADLINE SPONSOR

\$2,000

**EARLY BIRD
PRICING**

- Name and logo included in all marketing materials and on Booster Blitz event page
- Premier table location in main event room
- Up to 3 marketing items included in attendee gift bag
- Complete list of attendees, except opt-outs

**ONLY
1!**

SILVER SPONSOR

20 AVAILABLE

\$300

**EARLY BIRD
PRICING**

- Shared table space in expo area
- Contacts available for scanned badges

AVAILABLE AMO

LUNCH

\$5,000 (1 available)
20 minute speaking opportunity
during lunch at event

GIFT BAGS

\$2,000 (1 available)
Have your logo on the bag attendees
will receive. Booster Blitz logo will be
on other side

MILK AND COOKIES

\$2,000 (1 available)
Delight attendees by sponsoring
snack break in afternoon

DRINK STATION

\$2,000 (1 available)
Have prominent signage in main room
when you sponsor soft drinks, water
and coffee station

LANYARDS

\$2,000 (1 available)
Have your brand next to every
attendee when you sponsor lanyards

PRIZE DRAW

**\$500 + cost of prize
(4 available)**
See attendees leave happy with your
wrap up prize draw

Have a question?

Ready to Sponsor Booster Blitz?

Have a creative idea not listed here?



Contact Jennifer Betzen
jen@boosterblitz.com

or

www.boosterblitz.com