

# Corporate Partnership Opportunities 2019-2020

Increase visibility of your products and services with edtech leaders responsible for school system technology buying decisions



Consortium for School Networking 1325 G St, NW, Suite 420, Washington, DC 20005

[cosn.org](http://cosn.org)

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CoSN (Consortium for School Networking) is the premiere professional association dedicated exclusively to serving and supporting education technology leaders. We are internationally recognized as a strong advocate for education technology policies and respected as a source of credible information.

## Partnering with CoSN

[CoSN partners](#) are companies that share our mission of leveraging technology to create and grow engaging K12 student learning environments. As a corporate partner, you will be part of our vibrant association tapping into unique opportunities, gaining access to our resources and connecting with the CoSN community throughout the year and at our events.

### Top five reasons why your company should be a partner:

- More than 7,000 edtech professionals in over 1,000 member institutions.
- CoSN's research and resources help you understand edtech trends and the challenges impacting school systems.
- CoSN creates opportunities for companies to showcase their products and service solutions at events (both local and national).
- CoSN's annual conference and @InnovationCentral provide access to more than 1,000 attendees for personal face-to-face conversations and interaction.
- *PLUS*, CoSN works with you to create partner opportunities that meet YOUR needs.

### Next steps to becoming a CoSN corporate partner:

1. Contact our partnerships team at [sponsorship@cosn.org](mailto:sponsorship@cosn.org).
2. CoSN starts the process by holding discussions with you to better understand your goals and desired audience.
3. Together we'll develop a proposal to meet your needs.
4. Consider one of our four annual partnership packages: Platinum, Gold, Silver, and Bronze. There are also stand-alone partnership opportunities for national and regional events, thought leadership initiatives, awards, advocacy and international activities.

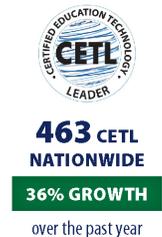
## State of CoSN 2018

JULY 1, 2017—JUNE 30, 2018



CoSN: a dynamic and growing association committed to serving its members

### GROWTH



### ENGAGEMENT



6,130 subscribers to CoSN Network, our new online community

Almost 3,000 attendees  
at the 2018 Annual Conference,  
CTO clinics and webinars

### SATISFACTION



### TRUSTED RESOURCE

The "go-to" ed tech resource with more than  
531 million media impressions → a 25% increase

16,200 TWITTER FOLLOWERS, an 11% increase

Platinum \$75,000	Gold \$50,000	Silver \$25,000	Bronze \$15,000
Sponsor ALL CoSN thought leadership initiatives and participate on the advisory panels helping to shape the initiatives.	Sponsor THREE CoSN thought leadership initiatives and participate on the advisory panels helping to shape the initiatives.	Sponsor TWO CoSN thought leadership initiatives and participate on the advisory panels helping to shape the initiatives.	N/A
Access and Visibility at CoSN Annual Conference			
30 minute spotlight session	30 minute spotlight session	30 minute spotlight session	N/A
Prime location for conference mobile app ad and opportunity to upload literature	Conference mobile app ad and opportunity to upload literature	Conference mobile app ad and opportunity to upload literature	N/A
Invitation to special CoSN event honoring volunteers	Invitation to special CoSN event honoring volunteers	Invitation to special CoSN event honoring volunteers	Invitation to CoSN special event honoring volunteers
Pod in @InnovationCentral	Pod in @InnovationCentral	Pod in @InnovationCentral	Pod in @InnovationCentral
5 complimentary registrations	4 complimentary registrations	3 complimentary registrations	2 complimentary registrations
Networking at CTO Clinics			
Four CTO clinics at the Tier Two level <i>or</i>	Three clinics at the Tier Two level <i>or</i>	Two clinics at the Tier Two level <i>or</i>	Two CTO clinics at Tier One <i>or</i>
Two at the Tier One level with a speaking opportunity	One at the Tier One level with a speaking opportunity	One at the Tier One level with a speaking opportunity	Five CTO Clinics at Tier Two
Reaching CoSN Members			
Pre- and post- CoSN2020 opt-in registration lists with e-mails	Pre- and post- CoSN2020 opt-in registration lists with e-mails	Pre- and post- CoSN2020 opt-in registration lists with e-mails	Pre- and post- CoSN2020 opt-in registration lists with e-mails
Pre- and post- CTO Clinic registration lists	Pre- and post- CTO Clinic registration lists	Pre- and post- CTO Clinic registration lists	Pre- and post- CTO Clinic registration lists
Feedback Focus Groups held at CoSN 2020 and ISTE	Feedback Focus Groups held at CoSN2020 and ISTE	Feedback Focus Groups held at CoSN2020 and ISTE	N/A
CTO Forums held at CoSN2020 and ISTE	CTO Forums held at CoSN2020 and ISTE	CTO Forums held at CoSN2020 and ISTE	CTO Forums held at CoSN2020 and ISTE
Webinar registration lists 6 times a year	Webinar registration lists 6 times a year	Webinar registration lists 6 times a year	N/A
Creating Awareness with CoSN Members			
CoSN2020 Platinum Sponsor	CoSN2020 Gold Sponsor	CoSN2020 Silver Sponsor	CoSN2020 Bronze sponsor
Branding on: <ul style="list-style-type: none"> <li>all CoSN Leadership Initiative web pages</li> <li>sponsor of selected CTO clinics</li> <li>two CTO Forums</li> <li>two Feedback Focus groups</li> <li>CoSN webinar series</li> <li>CoSN Thought Leadership series</li> <li>EdTechNext reports</li> </ul>	Branding on: <ul style="list-style-type: none"> <li>three CoSN Leadership Initiatives web pages</li> <li>three selected CTO clinics</li> <li>two CTO Forums</li> <li>two Feedback Focus groups</li> <li>CoSN webinar series</li> <li>CoSN Thought Leadership series</li> <li>EdTechNext Reports</li> </ul>	Branding on: <ul style="list-style-type: none"> <li>two CoSN Leadership Initiatives web pages</li> <li>two selected CTO clinics</li> <li>two CTO Forums</li> <li>two Feedback Focus groups</li> <li>CoSN webinar series</li> <li>CoSN Thought Leadership series</li> <li>EdTechNext Reports</li> </ul>	Branding on: <ul style="list-style-type: none"> <li>selected CTO clinics</li> <li>two CTO Forums</li> <li>CoSN Thought Leadership series</li> <li>EdTechNext Reports</li> </ul>

# Access and Visibility at the CoSN Annual Conference



Build connections with key decision makers and gain visibility at our CoSN2020 Annual Conference, the premier event for school system education technology leaders. The [CoSN2020 Annual Conference, Breakthrough Mindsets: Leading Meaningful Change](#), will take place from March 16-18, 2020 at the Washington Hilton in Washington, DC. The conference brings together over 1,000 North American school system technology leaders for three+ days of information sharing, networking and learning.

- 84% of educator attendees make the purchasing decision or recommend new products and services.
- 58% of the school system leaders have technology budgets between \$500,000 and \$1 million.

## CoSN National Awards

**\$15,000 (per award)**

CoSN annually celebrates the achievements of individuals and team who demonstrate outstanding vision in K12 education.

1. **[Withdraw CTO of Year Award](#)**, named for longtime pioneer and champion of K-12 education technology, recognizes an individual CTO or equivalent in a U.S. K-12 school district, consortium of school districts, or education agency who is a true technology champion.
2. **[The Team Award](#)** acknowledges a team in a school district or educational service agency serving multiple school districts who has had a significant impact on technology's role in transforming learning.
3. **[EmpowerED Superintendent Award](#)** is for an exceptional district Superintendent who leverages and champions technologies in the classroom to transform their school district.
4. **[Community Leadership Award for Digital Equity](#)** recognizes a district working to eliminate inequities and narrow the digital Homework Gap.

### *Partner benefits:*

- High visibility at the CoSN Annual Conference helping to present the Award at a general session
- Acknowledgment on all appropriate materials and in the conference program
- Two complimentary conference registrations
- Meeting with award recipients
- Pre- and post- CoSN2020 opt-in registration lists



# Access and Visibility at the CoSN Annual Conference

## Global Symposium

**\$10,000**

CoSN works to promote a global dialogue focused on the strategic uses of technology for the improvement of teaching and learning in elementary and secondary schools. Our Global Symposium brings together thought leaders from across the U.S. and around the world to explore issues, learn from each other, and determine how they can ensure student success in their individual learning communities.

*Partner benefits:*

- Visibility with opportunity to offer brief welcome remarks during the Symposium, moderate a panel, or present an Ignite session
- Access to the international VIP attendees during the Symposium and at a special social event for these guests and the CoSN Board of Directors
- Two complimentary full conference registrations to continue the dialogue
- Branding with acknowledgement on all relevant marketing materials, announcements, invitations, website and program book
- Electronic copy of the symposium pre-registration and attendee lists for one-time use

## NextGen: Emerging EdTech Leaders

**\$10,000**

Each year at our Annual Conference we invite and recognize selected [NextGen: Emerging EdTech Leaders](#). The focus is on describing the essential skills for technology leadership, offering tips on professional advancement, and building a network of support throughout the year. Partner fees support complimentary conference registration and one night of lodging for the recipients.

*Partner benefits:*

- Build connections with recipients at CoSN2020 and throughout the year
- Participate in special events planned for them
- Gain visibility with branding opportunities at CoSN2020 and with our media partner, [EdScoop](#)

## Crystal Sponsorship

**\$7,500**

Maximize awareness with conference attendees as a Crystal-level supporter.

*Partner benefits:*

- Two complimentary conference registrations
- Pod in @InnovationCentral with opportunity to distribute information to attendees
- 90-minute Executive Briefing - a facilitated focus group discussion on a new product release or to gain feedback on current products and services. CoSN will work with you on recruiting, moderating, coordinating and reporting

*cont'd on next page*

# Access and Visibility at the CoSN Annual Conference



## Crystal Sponsorship cont'd

*Partner benefits cont'd:*

- Pre- and post-CoSN2020 opt-in registration lists with emails for follow-up (one time use)
- Logo placement as a Crystal Sponsor on conference website and marketing materials

## Large District Summit *NEW!*

**\$7,000 (per event)**

Large school districts face unique challenges – and CoSN is working with large district leaders to provide the resources necessary for them to meet these challenges successfully. Our *Large District Summit* brings together district teams for a day and half of problem solving, networking, discussion, learning and resource development. Two Summits will be held this school year – one at CoSN2020 Annual Conference and another standalone event (Fall 2019).

*Partner benefits (limited spots available):*

- Expanded outreach and involvement with large school district leaders
- Participation in planning for the event
- Interaction with the attendees throughout the event
- Introduction of speakers and opportunity to moderate discussions
- Attendee list for follow up

## CoSN Camp

**\$6,000**

CoSNCamp, our version of an “un-conference” is a place for attendees and their ideas to congregate in an informal setting. Here is a chance for partners to engage in dialogue with educators and dig deeper on items of mutual interest.

*Partner benefits:*

- Visibility with branding opportunities on all appropriate materials including, electronic media, conference website, signage, and program
- Get input on ideas by organizing a “campfire session”
- Two complimentary conference registrations

## VIP Reception

**\$5,000 one sponsor/\$2,500 each for two**

Kick-off CoSN2020 and enjoy meeting CoSN leaders in a casual social setting.

*Partner benefits:*

- Host and network at a reception for CoSN VIPs at Conference. Invited guests include CoSN Board of Directors, key chapter leaders, and international guests.
- Offer briefing welcoming remarks
- Branding as a partner



# Access and Visibility at the CoSN Annual Conference

## Pod in @InnovationCentral

**\$2,500**

CoSN continues to pioneer an innovative approach to bring our educator members and private sector partners together. [@InnovationCentral](#) integrates open space with dedicated time for thought provoking conversations. No more chopped up blocks of time for exhibit hours. No shipping your booth. Just provide the graphics you want for your Pod, and it will be ready when you arrive. @InnovationCentral's structure allows your team to participate in the learning sessions and become part of the conversations.

*\*Only CoSN corporate members are eligible to participate in @InnovationCentral to allow connections throughout the year.*

*When you purchase a pod, you receive:*

- Opportunity to distribute company literature at your Pod
- Listing on the conference website, program and mobile app
- One complimentary conference exhibitor registration
- Pre- and post- CoSN2020 opt-in registration list with mailing address information (one time use only)

## Corporate Membership with CoSN

This prospectus is filled with a number of advantageous opportunities, but the most vital of all is CoSN Corporate Membership.

As a Corporate Member you will maintain lasting connections throughout the year. CoSN corporate membership is designed for companies who wish to:

- Keep up-to-date on emerging trends through advance access to key professional advancement resources
- Increase visibility and brand awareness among CoSN's growing network of 7,000+ edtech professionals
- Interact with a built-in community of edtech professionals at yearly national and regional events

To join or learn more about member benefits and fees, visit our [Corporate Membership page](#) or contact [membership@cosn.org](mailto:membership@cosn.org).

# Unique Events to Build Connections

## Cybersecurity Summit *NEW!*

**\$10,000 (per summit)**

Cybersecurity is a top of mind challenge for school districts – and CoSN is providing valuable resources through its [Cybersecurity Initiative](#). To extend these resources, we will convene three Cybersecurity Summits – one will be held in the Chicago area on October 3, 2019 with additional summits scheduled for Georgia and Arizona in early 2020.

Each summit will include a keynote focusing on why cybersecurity continues to be a burning issue and why it is important for districts to address. Attendees will participate in discussions relating to the progression of steps all districts should be prepared to follow – prevention, intervention and incident response. The Summit will end with a wrap-up session and actionable next steps.

Throughout the Summit, there will be opportunities for corporate partners to interact with the attendees and engage in the discussion and building of next steps. If your company has a cybersecurity solution, this event will be of high interest.

*Partner benefits:*

- Interact with attendees throughout the Summit
- Participate in small group discussions with the district representatives
- Get branding and visibility before, during and after the Summit
- Receive registration list for follow up

## Early Career K-12 CTO Academy *NEW!*

**\$15,000**

CoSN recognizes the need to support and nurture CTO's new to their position. That's why we established the [Early Career K-12 CTO Academy](#). The Academy is a blended learning approach with face-to-face and online opportunities for CTOs with less than four full years of experience. The Academy's goal is to enhance the leadership skills of these new leaders, provide mentors to help them grow and create a professional learning network that can continue throughout the year. The first cohort will meet July 17-19, 2019 in Austin, Texas. Building on the success of the program, CoSN plans to launch the next cohort in Spring 2020.

*Partner benefits:*

- Interact with attendees throughout the Summit
- Opportunity to provide brief remarks during the Summit
- Participate in small group discussion with the district representatives
- Get branding and visibility before, during, and after the Summit
- Receive opt-in registration list for follow up

# Unique Events to Build Connections

## CoSN Convenes

**\$8,500 (per session)**

CoSN Convenes are reserved exclusively for CoSN corporate members and provide the chance to hold an executive research session with key district-level technology decision-makers. With CoSN Convenes you'll get answers to the questions that can inform your product development, marketing, sales and support questions.

We provide the facility management, panelist recruiting, discussion guide development and moderation, incentive management and session transcript and summary deck.

Sessions are planned for Monday, June 24, 2019 in conjunction with the ISTE conference in Philadelphia, PA. Future CoSN Convenes will take place in conjunction with the ASU/GSV conference scheduled for March 30 - April 1, 2020 in San Diego, CA.

### *Partner benefits:*

- Targeted conversations with practitioners who can advise on test concepts before coming to market
- Important and timely feedback on product development, pricing, and use
- Strong future relationships with the educators on the panel

## EdTech Leaders' Summit

**\$5,000 for three/\$7,500 for all**

The EdTech Leaders' Summit brings together leaders to exchange ideas and build solutions. CoSN will convene a half-day interactive program for school district technology leaders in California, New Jersey, Maryland, Pennsylvania, Virginia and North Carolina.

### *Partner benefits:*

- Face-to-face meetings interactions with key school system leaders
- Opportunity to welcome the audience and describe your company
- Branding on all materials associated with the summit
- Registration list for follow up

## Virtual Focus Groups

**\$4,000**

Virtual Focus Groups are an opportunity to discuss, display, or test products and services with selected CoSN educator members by phone or via webinar. CoSN will oversee the planning, facilitate the discussion, and provide follow-up information. These briefings can be scheduled throughout the year at your convenience.

# Network at Regional CTO Clinics

CoSN partners with our state chapters to develop and deliver professional advancement opportunities and build the leadership capacity of district-level technology CTO/CIOs. We currently have 29 chapters in 30 states.

Our [CTO Clinics](#) are high-level executive events bringing together senior district-level technology decision makers, superintendents, associate superintendents, business officers, and others interested in cutting-edge technology leadership. Each clinic offers attendees the chance to hear about emerging technology issues, receive the latest updates on using technology for transformation and network with colleagues from the public and private sector.

Last year clinics were held in Indiana, Illinois, Massachusetts, Minnesota, Missouri, New Hampshire, Oklahoma, New York, and Wisconsin. Stay tuned for dates and locations of the Fall 2019-Summer 2020 clinics.

There are two levels of support. Please note that there are slight variations in partner benefits depending on the clinic.

*Partner benefits for all Tier supporters:*

- Network with local district technology leaders
- Receive visibility and branding at the event and in all marketing materials
- Follow up with attendees with provided registration list.

## **Tier One Partners (\$5,000):**

- 30-minute partner session, *or* opportunity to briefly address all attendees (3 min), *or* exclusive sponsorship of one of the meals/keynote speakers (1 breakfast, 2 lunches, 1 dinner/reception) which includes ability to make brief comments
- Exhibit/information table to distribute marketing and informational materials and to engage with attendees
- Partner acknowledgment on all appropriate electronic and print marketing materials, conference website, conference signage, and program and/or mobile app
- One handout at the registration/check-in table
- 100-word organizational profile and logo in conference program and/or mobile app
- Electronic copy of the pre-registration and final attendee opt-in lists for one-time use
- Two complimentary clinic registrations

## **Tier Two Partners (\$2,000):**

- Exhibit/information table to distribute marketing and informational materials and to engage with attendees.
- Partner acknowledgment on all appropriate electronic and print marketing materials, conference website, conference signage, and program.
- One handout at the registration/check-in table
- 100-word organizational profile and logo in program and/or mobile app
- Electronic copy of the pre-registration and final attendee opt-in lists for one-time use
- One complimentary clinic registration

# Advance Thought Leadership Initiatives

CoSN resources for district technology leaders include our unique leadership initiatives on key edtech topics, as well as our work on innovation and research via the CoSN IT Leadership and Infrastructure surveys.

CoSN offers assistance and expertise in three critical areas of educational technology, in accordance with its Framework of Essential Skills: Leadership and Vision, Instructional Focus, and IT Management. These focus areas help districts undertake comprehensive digital transformations.

## IT Leadership & Infrastructure Surveys

**\$12,500**

For the first time this year we are combining our signature surveys on [IT leadership](#) and [Infrastructure](#). For the last several years, these surveys provided valuable information on the key concerns of districts leaders, emerging trends, challenges and priorities, and generated considerable media coverage. By combining the two surveys you will gain even more insights into what is happening in districts across the country. Get the latest results from these annual surveys to learn more about your customers.

### *Partner benefits:*

- Input on survey development via the steering committee
- Branding on the report, website, and associated marketing materials and presentations
- Preview of the results prior to release
- Attribution on press release announcing the release.

## Leadership Initiatives

**\$12,500 (per initiative)**

CoSN's educator-focused, vendor-neutral Leadership Initiatives center on the key edtech issues faced by school districts. Here is your opportunity to participate in the shaping of thought leadership resources for district technology leaders.

- Superintendents can make or break educational technology plans. For this reason, our [EmpowerED Superintendents Initiative](#) collaborates with superintendents to assess their challenges and increase their capacities to lead the digital transformation. Over the past year, we launched the CoSN/edWeb ["SuperConnected" webinar series](#) reaching up to 1,000 participants each month and highlighting CoSN resources for superintendents. Twelve state superintendent associations use CoSN content in their monthly newsletters. CoSN presented four EmpowerED Superintendents panels at the 2019 AASA/NCE national conference. Our future plans call for a continuation of these activities as well as an enhanced partnership with AASA, the School Superintendents Association, including new content for AASA and CoSN members resulting from the Digital Consortium.
- As recently as five years ago, networks were often fully on-premises with single points of failure and expensive internet connections. Today districts are moving to the cloud, implementing ring fiber networks, and modernizing wifi. The [Smart Education Networks by Design \(SEND\) Network Initiative](#) including [SEND:Cloud](#), provides resources to districts that are just beginning the road to fiber and cloud. These initiatives also provide resources to those who are staying up to date with new technologies such as mesh networks,

# Advance Thought Leadership Initiatives

Virtualized Network Functions, and Software-Defined Data Centers. Recently we released *Cyber-Physical resources and Smart Networks: Comprehensive Design Overview*. Our future focus will be on best practices for school districts, case studies, and thought leadership papers.

- Cybersecurity has emerged as the top priority for school technology leaders according to CoSN's recent surveys. The [Cybersecurity Initiative](#) provides resources to help school systems understand and proactively improve their security status. This initiative provides districts with resources on how to get started, and how to assess their readiness, physical needs, and insurance. Future resources will help IT leaders mitigate cybersecurity incidents, intervene to thwart attempted attacks, and develop plans and policies for incident response.
- More than half of school systems and about one-third of public schools in the United States are in rural areas and they experience unique challenges such as lower-income households, extended travel distance for students to travel to and from school and lack of affordable internet. [Resources for Rural Leadership](#) helps districts address these challenges. In partnership with Team4Tech, we released resources on leveraging the community and technology and highlighted two case studies. Moving ahead, we will work with rural districts in a moderated online community for rural district leaders, hold a webinar series highlighting best practices in rural district education technology implementation and a blog series highlighting rural success stories.
- According to the [CoSN 2019 IT Leadership Survey](#), protecting the privacy of student data remains a high priority for school systems. As privacy requirements grow in complexity, the [Protecting Privacy in Connected Learning Initiative](#) provides resources to support and inform district leaders on how to protect student data privacy while taking advantage of the benefits of technology. Recent publications include CoSN Member Exclusive Briefs on online tracking, artificial intelligence and facial recognition technology. In the future, we will focus on providing resources addressing the fundamentals, including policy and procedure requirements as well as a refresh of the flagship [Protecting Privacy in Connected Learning Toolkit](#).
- Student access to robust digital tools is key to their success in the 21st-century. Yet many students from economically disadvantaged families have limited access to these tools at home and at school. We are working to close the homework gap through the [Digital Equity Action Agenda](#). According to our 2018-2019 Infrastructure Survey, fewer than 10% of districts report that every student has access to non-shared devices at home. Ninety-five percent of leaders agree that addressing the "access" gap is essential to expanding learning opportunities. Our updated [Digital Equity Toolkit](#) spotlights ways in which districts have addressed the challenge and identified community engagement strategies. Looking to the future, we are planning a monthly blog series featuring district initiatives that create more equitable learning environments for all students, updates to the toolkit and a new focus on digital literacy.

# Advance Thought Leadership Initiatives

## Partner benefits:

- Participation on the advisory committee for the Initiative helping to shape direction and focus by identifying best practices, tools, resources, webinars, presentations, and identify case studies
- Visibility with links from the Initiative website to your company website
- Branding on all initiative presentations and marketing materials at conferences and events

## Driving K-12 Innovation

In 2018, CoSN launched a new [Driving K-12 Innovation Series](#) to provide school leaders with timely resources that support meaningful technology adoption. From the start, CoSN realized innovation cannot occur in a vacuum and recognized the value of bringing together the voices of school leaders, educators, and technology-focused companies.

We released three reports: [Hurdles](#) (January 2019), [Accelerators](#) (March 2019), [Tech Enablers](#) and a toolkit (June 2019). There was a great deal of social media surrounding the release of these reports and a number of presentations at national conferences.

We are now working for the second cycle of Driving K-12 Innovation and building upon the successes of year one. There are tiered levels of benefits and opportunities for our corporate partners:

BENEFIT	GOLD \$25,000	SILVER \$15,000	BRONZE \$5,000
Logo featured in publications, website, and related promotional and educational collateral and social media	X	X	X
Serve on the panel that discusses and selects the topics for the publications	2 reps	1 rep	N/A
Include a K-12 customer on the Advisory Board	2 customers	1 customer	N/A
Advance access to reports	X	X	X
Share your organization's perspectives on the top Hurdles, Accelerators, and Tech Enablers	1 rep or 1 customer	X	X
CoSN experts will share customized K-12 edtech insights with your sales or R&D team in an agreed upon format and participate in company briefings for your key staff	X	X	N/A
Participate in a special sponsor/partner's lunch at CoSN2020 alongside your customer(s)	2 reps + 5 customers	1 rep + 2 customers	1 rep + 1 customer
Participate in a special virtual focus group in 2020 that directly informs future cycles of Driving K-12 Innovation	X	X	N/A
Be recognized at every publication release event in front of audiences of K-12 leaders.	X	X	X

# Supporting Advocacy Efforts

CoSN is a strong and effective voice in policy formation and implementation at the federal and state level. We work to promote robust funding for education technology, strengthen the critical E-rate program, protect the privacy of student data, and advance digital equity.

To support CoSN's advocacy efforts, CoSN holds the *Monumental Impact! Advocacy Dinner and Auction* each year during the Annual Conference. This year it will take place on March 17, 2020 in Washington, DC. Support the dinner and network with colleagues in an informal and fun atmosphere while raising funds for advocacy.

## Monumental Impact! Advocacy Dinner & Auction

Sponsorship options at all levels are structured to optimize the value of your investment:

### Washington Monument Sponsor (\$10,000 - *limit two companies*)

- Recognition at CoSN2020 with the opportunity to offer brief remarks to attendees
- Designation as lead sponsor of event and listing on CoSN website advocacy pages for upcoming year
- Priority view seating at one table (10 seats)
- Four tickets to attend the VIP Reception and a special public acknowledgement during the event
- Sponsor recognition via company listing in the auction program
- Logo placement on website, mobile app, and signage for the auction

### Capitol Sponsor (\$5,000)

- Priority view seating at one table (10 seats)
- Two tickets to attend the VIP Reception
- Sponsor recognition via company listing in the auction program
- Logo placement on website, mobile app, and signage for the auction

### Additional Opportunities:

Reception Appetizers	\$4,000
Transportation	\$4,000
VIP Reception	\$4,000
Reception Wine	\$3,500
Dinner Wine	\$3,500
Dinner Dessert	\$2,500
Auction Program	\$1,700
AV	\$1,000

*\*All additional sponsorships include one ticket to the VIP Reception, one dinner ticket, sponsor recognition via company listing in the auction program and logo placement on website, and signage at the auction.*

# Promoting a Global Exchange

Be part of a global dialogue focused on the strategic uses of technology for the improvement of teaching and learning. There are two annual opportunities to maximize your company's international footprint through CoSN:

- CoSN's Global Symposium. This is a full day session immediately preceding the CoSN Annual Conference.
- CoSN International Delegation

## **Lead Sponsor** **\$10,000/additional sponsorships at \$5,000**

CoSN is planning a senior level delegation to Ontario, Canada, December 2–6, 2019. The delegation will be an exciting professional advancement opportunity allowing the participants to discover, learn, and experience the innovative ICT and education policies and practices that are occurring in the region and explore their applicability to U.S. education systems.

We will be exploring the conditions for Canada's education success by visiting schools, learning about innovative policies and implementation approaches to ICT, and meeting with key policymakers and government officials in the Ontario Province.

Our focus will be on the following questions during its visit:

- How are school systems in Ontario developing and implementing new policies, particularly around curriculum and ICT, to create high performing learning environments?
- What can U.S. education leaders learn from colleagues in Ontario and adapt to their school systems, particularly around use of technology for learning?
- How are they achieving a commitment to digital equity and equal access for all students, particularly those from immigrant populations?
- How are students being prepared for success as we enter the 4th Industrial Revolution?

### *Partner benefits:*

- Participation in all meetings, briefings and visits held during the delegation
- High level access and interaction with senior CoSN leaders and key decision makers from Ontario
- Branding on all reports, blogs, webinars and public dissemination

# Current Corporate Partners

## Platinum

ClassLink  
ENA/CatchOn  
Microsoft  
Padcaster

## Gold

Dell EMC  
Ed-Fi Alliance  
Google for Education  
HP  
itslearning  
JuniperNetworks  
Pearson

## Silver

Amazon Web Services  
CDWG  
Cisco  
Clever  
Diamond Assets  
FileWave  
Fortinet  
iboss  
Identity Automation  
Kajeet  
Lightspeed Systems  
McGraw-Hill  
PowerSchool  
SAFARI Montage  
Schoology  
Securly

## Bronze

BrightBytes  
ContentKeeper Technologies  
Encore Technology Group  
Promethean  
Ruckus Networks

## Testimonials

*"CoSN does amazing work to support and connect with technology leaders nationwide. There is no better way to connect to the CoSN community than to sponsor and get engaged at the highest level you can."*

-Lillian Kellogg, SVP, Client Services, ENA/Catchon

*"I have worked with CoSN for many years. They are a fantastic organization and a really good choice for investing your limited corporate sponsorship dollars. They include corporate sponsors in all of their meetings -- even their board has corporate members. They advocate openly for good education/technology policy and provide an excellent set of resources online for everyone's use. Their events are a great place to meet CTOs and learn what's going on in the world of educational technology. I highly recommend making a commitment as a CoSN corporate sponsor and then engaging with the great folks in the organization."*

-Gary Mainor, EVP, Pearson

