CoSN Corporate Partnership Kit

2023-2024

Consortium for School Networking

Partnership Planning: Book a Meeting

Questions: sponsorship@cosn.org

Why CoSN?

CoSN (Consortium for School Networking) is the premier professional association for K-12 EdTech leaders, their teams, and other school district leaders. CoSN provides thought leadership resources, community, best practices, and advocacy tools to help leaders succeed in the digital transformation. CoSN represents over 14 million students and continues to grow as a powerful and influential voice in K-12 education. CoSN also provides opportunities for companies that support the K-12 EdTech community to participate as corporate members.

CoSN is committed to implementing strategies that will advance EdTech Leadership. Our mission is to provide current and aspiring technology leaders with the community, knowledge and professional development they need to create and grow engaging learning environments. We are nationally and internationally recognized as a strong advocate for education technology policies and respected as a source of credible information.

CoSN is the go-to organization for Corporate Partners to connect with districts across the U.S. As a CoSN Corporate Partner, your organization is viewed as a true collaborator in the development of solutions to improve the student learning environment. CoSN membership represents EdTech leaders from across the nation where your company can develop an understanding of local, regional, and national trends. Your company will be able to improve products, understand district needs, build your brand, and increase sales as you build relationships with CoSN members.

CoSN partners are companies that share our mission of leveraging technology to create and grow engaging K12 student learning environments as well as enhance K12 enterprise operations. 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.

Why should your company partner with CoSN?

- More than 1,400 school systems are CoSN members; representing 13 million learners and 7,000+ EdTech leaders who influence technology purchasing decisions.
- 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).
- Your company will be viewed as a thought leader and trusted advisor in the K12 EdTech space.
- CoSN's Annual Conference and @InnovationCentral provides access to more than 1,100 attendees for personal face to face conversations and interaction.
- PLUS, CoSN works with you to create partner opportunities that meet YOUR needs!

Benefits of CoSN Corporate Partnership

- Foster meaningful connections within the CoSN Community
- Build brand awareness
- Gain and share knowledge

Community

- Member of a national community that brings voice to mission-critical education issues.
- Networking with district-level EdTech leaders across the nation and beyond.
- Connect with a network of district heads of technology/CIO/CTOs
- Network with 7,000+ EdTech professionals
- Engage with CoSN's leaders from across the nation
- Opportunity to engage with many CoSN initiatives and committees

Visibility

- Events to showcase products and services
- Annual conference engagement with 1,100+ attendees
- Monthly corporate conversations with CoSN leaders
- Building your brand
- Invitations to unique regional and national events (virtual and in-person)

Insight

- Opportunities to collaborative on timely EdTech topics with leading EdTech leaders
- Federal advocacy and legislative updates
- Understand EdTech trends and funding as well as the the challenges impacting school systems
- Gain advance awareness into new technologies on the horizon
- Weekly CEO Update
- Monthly policy update
- Access to national educational technology experts
- Invitations to unique regional and national events (virtual and in-person)
- Creation and sharing of research and best practices

How to Become a CoSN Corporate Partner:
Corporate Membership

Corporate Membership is Required to become a CoSN Corporate Sponsor

The first step to becoming a CoSN Corporate Sponsor is to join and become a CoSN Corporate Member or renew your existing membership.

Membership is based on a July 1 through June 30 year. Annual membership dues* are based on annual revenue:
- $5,000 Annual revenue is greater than $2 million
- $1,000 Annual revenue is $2 million or less

Membership dues are non-refundable and non-prorated

New Corporate Member: To become a Corporate Member, you must first create a CoSN account. Once your account is created, you will be able to join by selecting **Org Membership** under the organization's profile. If you run into any issues, contact membership@cosn.org.

Existing Corporate Member Renewal:

1. Log in to your account with the profile icon in the upper right hand of the page
2. Select your Organization/Company Profile when prompted
3. Click on the bell icon, then select **Outstanding Balances** (Note: Do not select Renew Org Membership)
4. If paying by credit card, select the box with the invoice number (Note: If paying by check/ACH, select View next to the invoice number and you will be able to print the invoice to submit along with payment)
5. If paying by credit card, select **Pay**
6. Submit your credit card information, then select **Checkout**

Reminder: To see your invoice, you must be listed as a primary or billing contact. If you need to update your contacts, email membership@cosn.org.

How to Become a CoSN Corporate Partner:
Corporate Sponsorship

Annual Partnership (included in all packages)

- Leadership engagement
- Weekly CEO Update
- Monthly CoSN corporate conversations
- Branding opportunities
- Washington policy update

Select Your Sponsorship Opportunities

- Sponsorship levels
  - Each level includes items that are standard for the sponsorship level. About 50% of the sponsorship is allocated to the items identified in the table below.
  - The remaining 50% is allocated to additional conference items or year-round initiatives.

Sponsorship Levels

Sponsorship Levels	Bronze $15,000	Silver $25,000	Gold $50,000	Platinum $75,000	Diamond $100,000
Corporate Membership Price	+$5,000	+$5,000	+$5,000	+$5,000	+$5,000
Total Investment	$20,000	$30,000	$55,000	$80,000	$105,000
Weekly CEO Updates	✓	✓	✓	✓	✓
Monthly Corporate Conversations	✓	✓	✓	✓	✓
Washington Policy Updates	✓	✓	✓	✓	✓
CoSN/ISTE/ SETDA/SIIA Advocacy Days Invitation	✓	✓	✓	✓	✓

Standard Conference Packages

Annual Partner Benefits Included in Sponsorship Package	Bronze	Silver	Gold	Platinum	Diamond
CoSN Conference Registrations* *All your invited speakers must register including educator guests	3 comps	4 comps	6 comps	8 comps	10 comps
Invitation to VIP Leadership Reception	1 guest	1 guest	2 guests	3 guests	4 guests
Facilitate (1) a Spotlight Session				1 session	1 session
Invitation to Chairman's Toast with CoSN Board of Directors	1 guest	1 guest	1 guest	1 guest	2 guests
Exhibitor Package					
On-site (custom designed printed on booth*, basic 500 Watt and Barstool seating) *Sponsor provided camera ready design	✓	✓	✓	✓	✓
Lead Retrieval (includes scanner)	✓	✓	✓	✓	✓
Virtual Conference Space	✓	✓	✓	✓	✓
Opening Reception in EdTech Exchange	✓	✓	✓	✓	✓
Pre/Post-opt in Annual Conference registration list	✓	✓	✓	✓	✓
CoSN2023 Annual Conference website ad (Sponsor creates ad)			✓	✓	✓
Dedicated Room at Annual Conference (some restrictions apply)					✓

Meeting rooms based on limited availability.					
Virtual Conference: 30 min. Pre-recorded Content Session			1 Session	1 Session	1 Session
50 min. On-Site Sponsor Content Session				✓	✓
50 min. On-Site Educator Session					✓
30-min On-Site "Sponsor" Content Session			✓		
Representative on On-Site Leadership Panel		✓			
Virtual Conference: Representative on Leadership Panel	✓				
One minute Keynote Transition Video				✓	
Two Minute Keynote Address					✓
Add on Annual Conference Mobile App				✓	✓
Special Diamond Options Welcome Amenity for attendees*					✓
25 Opening Reception Drink Tickets**				✓	✓

***Welcome Amenity:* Select **One** Option:
- Lanyards & badges
- Surprise & Delight at (1) Keynote *sponsor can place (1) item at each seat*
- Water Bottles
- Conference Bags
- Web Application
- Social Media Wall

**More than one option available at additional cost

Conference Add-Ons

VIP Leadership Reception
- One sponsor: $15,000
- Two sponsors: $7,500

Kick-off CoSN2024 Annual Conference and enjoy meeting CoSN leaders in a casual social setting.

Benefits:
- Host and network at a reception for CoSN VIPs at conference. Invited guests include CoSN Board of Directors, key chapter leaders, and VIP/international guests.
- Offer two to four-minute welcoming remarks
- Opportunity to provide give-away
- Branding as a partner

DEI Network Meetup
- $4,000

Join "the network" at this free meetup brought to you by CoSN's Diversity, Equity, & Inclusion Committee. Participants engage in facilitated small group discussions focused on topics related to supporting diversity in school systems. Last year's topics included:
- Diversifying Your Hiring Practices
- What Does "Diversity, Equity, Inclusion, & Accessibility" Mean in Practice?
- Creating Pathways for Diversity across the Continuum of a Career
- Creating Inclusive Meetings to Produce Results That Value Differences
- Allyship: Moving from Awareness to Action
- How Do I Advance in My Career? Where Do I Start?

Benefits:
- Five-minute speaking opportunity
- Opt-in participant list
- Ability to distribute a table drop
- Registration for two company representatives
- Building relationships

Women in Technology Breakfast
- One sponsor: $10,000
- Two sponsors: $7,500
- Three sponsors $5,000

Back by popular demand. Last year, we had 100 people attend the Women in Technology Breakfast. CoSN is committed to engaging in dialogues across diverse perspectives within the K-12 EdTech field, to develop and promote strategies that achieve diversity, advance equity, strengthen inclusion and promote a feeling of belonging. The number of women-in-tech events has been increasing year over year, further highlighting the importance of a more inclusive culture. The Women in

Technology breakfast is designed to celebrate female leadership in the field of educational technology. We'll share information from our CoSN survey, discuss recent statistics in EdTech leadership, plans for supporting female leaders, and gather your feedback and suggestions.

Benefits:
- Three-minute speaking opportunity
- Opt-in participant list
- Ability to distribute a table drop
- Registration for two company representatives
- Building relationships

State Chapter Leaders' Meeting
- $5,000 (limit two corporate sponsors)

Build relationships by joining chapter leaders from across the nation in learning and sharing about the key topics such as cybersecurity, student data privacy, policy updates, and national trends.

Benefits:
- A five-minute speaking opportunity
- Ability to distribute a table drop
- Registration for two company representatives.

Large District Conversations
- $5,000 (limit five corporate sponsors)

Large school systems face unique challenges – and CoSN is working with these EdTech leaders to help them to meet these challenges successfully. CoSN will host an in-person meeting during the CoSN2023 Annual Conference and a follow-up online discussion.

Benefits:
- Option to facilitate breakout groups
- Branding and thought leadership positioning
- Attendance of two corporate sponsor representatives
- Policy update
- Conversations with districts about how they address challenges
- Building relationships

Small and Rural District Conversations
- $5,000 (limit three corporate sponsors)

Small and rural districts face challenges due to their size and remote locations CoSN is working with small and rural district EdTech leaders to help them to meet these challenges successfully. CoSN will host an in-person meeting during the CoSN2023 Annual Conference.

Benefits:
- Branding and thought leadership positioning
- Two registrations to the event
- Policy update
- Conversations with districts about how they address challenges
- Building relationships

CTO Forum at CoSN 2023
- $5,000 (limit five corporate sponsors)

The CTO Forum is a member-only event where districts take a deep dive into the critical issues they face. They share challenges, best practices, and specific strategies to ensure that the learners and their families are effectively served. Roundtable discussions give participants opportunities to discuss their local challenges and strategies and learn from other districts working to address the same challenges. At the end of the session, participants leave with practical solutions and knowledge of the CoSN resources that are available to help them improve their systems. As a corporate sponsor, you will have the opportunity to hear about the challenges, solutions, and ideas from other colleagues to create action items to guide you and your team.

Benefits:
- Option to facilitate vendor neutral learning segment
- Branding and thought leadership positioning (including post event notes)
- Attendance of two participants
- Building relationships

CoSN EdTech Advocacy Fundraiser & Auction
- Epic $10,000
- Grand $ 8,000
- Legendary $ 6,000
- Hero $ 4,000
- Champion $ 2,000

CoSN works at the federal level for education technology policy formation and implementation. We are involved in the discussions that impact school systems and districts, and the learners they serve. We address key education issues including increasing funding and improved administration of the E-Rate program, making the case for investment in education technology, and monitoring privacy legislation. We are also expanding our advocacy efforts at the state level.

Last year CoSN's Advocacy Fundraiser & Auction raised the monies needed to conduct CoSN's advocacy efforts throughout the year because of your generous support. Our goal is to again have a successful event that supports your voice and the industry. Delivering a strong message in support of education technology is critical.

If you are interested in donating items for the CoSN EdTech Advocacy Online Auction, please contact Carla Wade at *cwade@cosn.org***.***

Sponsor Benefits:
- Recognition of your company support of advocacy with branding on CoSN website, and other CoSN2023 messaging about the EdTech Advocacy Fundraiser & Auction
- Access for you and your customer/invitees to special virtual CoSN EdTech Advocacy Auction event held one month prior to CoSN2023 Annual Conference
- Early access to register to attend the CoSN Advocacy Auction special virtual event
- Early access to bid on the CoSN Online Auction
- Access to the in-person Advocacy Auction Reception at the CoSN2023 Annual Conference

Epic Advocate $10K
- Unlimited access to the CoSN Advocacy Auction special virtual event for your team and your customers
- Sponsor representative featured in recognition activity
- 15 tickets for in-person Advocacy Auction Reception at CoSN2024 Annual Conference
    - one drink ticket to handout to each invited guest
- Gift bag handout at on-site Advocacy Auction Reception
- Advocacy Auction Reception attendance list (sent post event)

Grand Advocate $8K
- Unlimited access to the CoSN Advocacy Auction special virtual event for your team and your customers
- Sponsor recognition
    - 12 tickets for in-person Advocacy Auction Reception at CoSN2024 Annual Conference
        - one drink ticket to handout to each invited guest

Legendary Advocate $6K
- Unlimited access to the CoSN Advocacy Auction special virtual event for your team and your customers
- Sponsor recognition
    - 10 tickets for in-person Advocacy Auction Reception at CoSN2024 Annual Conference
        - one drink ticket to handout to each invited guest

Hero Advocate $4K
- Unlimited access to the CoSN Advocacy Auction special virtual event for your team and your customers
- Sponsor recognition
    - 5 tickets for in-person Advocacy Auction Reception at CoSN2024 Annual Conference
        - one drink ticket to handout to each invited guest

Champion Advocate $2,000 –
Unlimited access to the CoSN Advocacy Auction special virtual event for your team and your customers
- Sponsor recognition

- 2 tickets for the in-person Advocacy Auction Reception at CoSN2024 Annual Conference
    - one drink ticket to handout to each invited guest

Special Amenities Sponsorships

Looking for a highly valued sponsor opportunity with high visibility and a powerful return on investment? We have a variety of options at a variety of costs.

These opportunities are provided on a first-come, first-served basis so make your selection while it is still available! Limit: One opportunity per company.

Directional Signage   **$800 each**

Help Attendees find their way around the Conference by sponsoring directional signage. CoSN will be placing floor decals and 22" x 28" foam core signage throughout the Hotel to help direct attendees to session rooms and the EdTech Exchange.

Head Shot Station   **$5,000**

Specialty Break   **$6,500**

Attendees will get the chance to recharge with snacks, sodas, coffee and tea. Kick off the attendees' day with a fresh cup of coffee or tea and a pastry. Table signs, napkins and cups will let attendees know who to thank for kicking their day off on a good note!

Branded Hotel Keycards   **$10,000**

Conference Water Bottle   **$ 9,000**

Attendees will be needing water throughout the Conference. Sponsor's logo will be featured on water bottles located at one location in the Hotel. Hydration locations like water fountains will be located throughout the Hotel.

Charging Stations $ 8,000

Conference Application w/Special Branding $ 8,000

Social Media Wall $ 8,000

Year-Round Opportunities to Partner

CoSN Corporate Partnership provides year-round opportunities to engage with members to increase visibility, collaborate in professional learning, and build an understanding of the challenges and solutions impacting school systems.

Increasing Visibility
- Customized Focus Groups
- Podcasts, Blogs & Op-eds
- Awards Sponsorships
- Advocacy
- Webinars
- Conference Participation

Professional Learning
- CTO Forum and Clinics (with state chapters)
- CTO Early Career Academies
- Cybersecurity and Privacy Workshops
- Empowered Superintendent Webinar Series
- EdTech Forecast Webinar Series
- Solution Session National Webinars

Leadership Initiatives
- Thought Leadership Initiatives
- Driving K-12 Innovation
- EdTech Next Annual Reports
- Large District Conversations
- Small and Rural District Conversations
- CoSN Committees

Initiatives

Driving K12 Innovation
- Tier 1/Gold $10,000
- Tier 2/Silver $ 8,000
- Tier 3/Bronze $ 5,000

This annual initiative provides sponsors with explicit opportunities to connect with fellow education leaders and changemakers; demonstrate leadership and investment in innovation; receive privileged access resources; and opportunities to share insights and model innovation. The Advisory Panel includes leaders from 30 countries and meets at least monthly with asynchronous activities. The Driving K12 Innovation Summit will be an online event with each sponsor having the opportunity to participate in a panel. Companies may also nominate up to two educators (one for Silver/two for Gold) to be a part of the advisory panel. Once the report is released, CoSN will work to publish blog posts and podcasts and a session at the annual conference during which each company will be recognized.

Benefits:
Sponsor Levels and Associated Benefits

Thought Leadership
- $6,500 each initiative

CoSN is nationally recognized for thought-leadership resources that help school system leaders tackle critical technology issues. Project directors for each initiative lead educator advisory boards to define priorities, research leading edge solutions and develop tools (such as case studies, toolkits, rubrics, webinars, and podcasts) customized for EdTech leaders. Each initiative sponsor may have two corporate representatives on the advisory board.
  - Cybersecurity
  - EmpowerED Superintendents
  - Network Systems and Design
  - Student Data Privacy
  - NEW EdTech Innovation (new page under construction)
    - The EdTech Innovation Thought Leadership Initiative will build upon the *Driving K12 Innovation Report* Tech Enablers and other timely emerging technology topics that have the potential to significancy impact K12 education. Focus will be on helping district leaders understand and lead on these topics.

Benefits:
- Representation on the initiative advisory board
- Be a part of research on leading edge solutions, tools, and/or services
- Building relationships

EdTech Forecast Webinar Series
- $5,000

In times of crisis, some say we don't have time to innovate. Others view innovation is most necessary in times like these. CoSN will facilitate a series of online webinars with two-four content area experts from various companies to discuss the future of technology tools and resources of interest to the CoSN membership (title, format TBD). Post registration list. Companies* will be coordinated by CoSN in partnership with sponsors. *Limit three companies per session.

Benefits:
- Option to provide vendor neutral learning segment
- Branding and thought leadership positioning
- Post registration list
- Building relationships

State of EdTech Leadership Survey and Report
$12,500

CoSN's signature survey on EdTech Leadership with a focus on leadership and infrastructure provides valuable information on the key concerns of district leaders, emerging trends, challenges, and priorities. This report generates significant media coverage.

Benefits:
- Attribution on press release announcing the 2023 State of EdTech Leadership Report
- Access to the data
- Branding with a link to your webpage included on report

Professional Learning

Cybersecurity Workshops
- $4,000 per workshop (limit three corporate sponsors per workshop)

CoSN has developed four, online Cybersecurity Workshops designed to take K-12 security teams from planning to practice. Workshops are held over three days, one and a half hours per session/day, and each workshop builds on the previous event providing an entry point based on the knowledge and experience level of EdTech members. What makes these workshops different are the presentations and open discussions with security experts from sponsoring companies. Workshop titles:
  - Cybersecurity Workshop 101: Creating Cybersecurity and Incident Response Plans
  - Cybersecurity Workshop 201: Cybersecurity on a Shoestring Budget
  - Cybersecurity Workshop 301: Planning & Running Tabletop Incident Response Exercises

Benefits:
- Option to provide vendor neutral learning segment
- Branding and thought leadership positioning
- Post registration list
- Building relationships

Student Data Privacy Workshops
- $4,000 per workshop (limit three corporate sponsors per workshop)

CoSN has developed three, online Student Data Privacy Workshops designed to take K-12 data security teams from planning to practice. Workshops are held over three days, one and a half hours per session/day, and each workshop builds on the previous event providing an entry point based on the knowledge and experience level of EdTech members. What makes these workshops different are the presentations and open discussions with data privacy experts from sponsoring companies. Workshop titles:
  - Privacy Workshop 101: Making the Case for Data Privacy
  - Privacy Workshop 201: Deep Dive into Federal Data Privacy Laws
  - Privacy Workshop 301: Creating a Culture of Student Data Privacy

Benefits:
- Option to provide vendor neutral learning segment
- Branding and thought leadership positioning
- Post registration list
- Building relationships

Leadership Workshops
- $4,000 per workshop (limit three corporate sponsors per workshop)

CoSN is developing three, online Leadership Workshops designed to take K-12 Education Technology Leaders from planning to practice and assist those interested in preparation for the CETL Certification Exam. Workshops are held over three days, one and a half hours per session/day, and each workshop builds on the previous event providing an entry point based on the knowledge and experience level of EdTech members. What makes these workshops different are the presentations and open discussions with EdTech leadership experts from sponsoring companies. Workshop titles TBD.
- Leadership Workshop 101: Capturing the Value of Investment https://www.cosn.org/event/value-of-investment-value-of-instruction-voi2-in-k-12-education-facilitated-online-workshop-new/
- Leadership Workshop 201: Understanding the Instructional Environment/Role of Technology in Instruction
- Leadership Workshop 301: Instructional Focus and Professional Development

Benefits:
- Option to provide vendor neutral learning segment
- Branding and thought leadership positioning
- Post registration list
- Building relationship

CTO Clinics (*pending availability*)

- Tier 1 $5,000
- Tier 2 $2,500

CoSN partners with our state chapters on 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. The Chapters choose the date, activities, and content therefore benefits vary from chapter to chapter.

Most Common Benefits:

Tier 1 Partners

- Speaking session** or exclusive sponsorship of either meal/keynote speakers with ability to make brief comments. **speaking sessions vary per clinic
- Display corporate collateral
- Acknowledgment on all appropriate materials; conference website, conference signage, program and/or mobile app
- 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 complementary clinic registrations

Tier 2 Partners

- Display corporate collateral
- Acknowledgment on all appropriate materials; conference website, conference signage, program, and/or mobile app.
- 100-word organizational profile and logo in program and/or mobile app
- Electronic copy of the pre-registration

Benefits:

- Branding and thought leadership positioning
- Building relationships
- Deeper understanding of the challenges and solutions

CoSN/edWeb Leadership Panel Webinars

- $7,500

edWeb.net is an award-winning professional learning network designed to serve a community of educators allowing them to share innovative ideas and resources. CoSN has partnered with edWeb to provide corporate partners with the opportunity to highlight educators and support professional learning and thought leadership. edWeb Leadership Panels are not for the purpose of selling a product or service.

Benefits:

- Promotion of company as a partner in thought leadership and strategies for improving the learning environment.
- Branding and thought leadership positioning.

- edWeb Program Manager for personal support getting ready and hosting your edLeader Panel, including a tech check and the live broadcast.
- One-hour edLeader Panel for up to four on-camera participants one host/moderator and up to three presenters.
- edWeb's webinar room accommodates up to 1,000 live attendees; registrations are unlimited, and all registrants receive the recording.
- edLeader Panel event page for registrations before the event, updated with the recording link the day after the event, posted on the edWeb calendar.
- Email marketing includes a targeted solo campaign (approximately 75,000 email circulation) and the edWeb e-News (approximately 350,000 email circ) to the most recent, engaged edWeb members.
- Admin e-News (approximately 90,000 email circulation) to edWeb's exclusive school and district administrator list (two deployments)
- Social media campaign before and after the presentation to edWeb's 20,000 followers.
- Post-ed Leader Panel email to all registrants and attendees with continuing education certificate information and a link to the recording. Continuing education certificates are provided for educators who attend the live presentation or view the recording on our edWeb on-demand player.
- edLeader Panel lead report (registrants and attendees), recording link, and chat transcript sent by email the day after the presentation.
- Closed captioning added to the recording on the edWeb recording player within a week of the presentation.MP4 file of recording provided within a week of the presentation.
- Podcast version of the presentation posted on all edWeb podcast channels. MP3 file provided.
- An article written to summarize the presentation posted on edWeb's blog and social media and provided to the sponsor to use in their marketing communications.

Podcast, Blog, and Op-Ed Combo3
- Series of 3 $8,000
- Series of 2 $4,500
- One Podcast/Blog Post $3,000

Highlight an educator or administrator to share an innovative strategy and success story. Follow-up the podcast with a blog written by and educator become lead stories in CoSN's weekly news brief. Your CEO has an option to write an OpEd for EdCircuit that links back to the podcast and blog. All podcasts are hosted and produced by EdCircuit.

Benefits:
- Addressing a topic of interest for the company and the districts it serves
- Branding and thought leadership positioning
- Distribution on CoSN Community Network, News brief, and social media

Early Career CTO Academy

- $15,000 (two corporate sponsors max)
- $10,000 (three corporate sponsors max)
- $ 7,500 (four corporate sponsors max)

Join CoSN in recognizing the need to support and nurture CTO's new to their position through the Early Career Academy. The purpose of the Early Career K-12 CTO Academy is to help new technology directors succeed by enhancing their understanding of EdTech leadership and making a positive impact on student-centered, digital learning. This program is also available to aspiring technology directors who are already working in a technology department at a school. The Academy's goal is to enhance the leadership skills of these technology leaders, provide mentors to help them grow and create a professional learning network consisting of past and current cohort members and mentors. CoSN will offer ten scholarships to candidates who are from under-represented populations in education technology leadership. CoSN will offer ten Diversity, Equity, and Inclusion Academy Scholarships for CTOs and aspiring CTOs from underrepresented populations in the education technology community.

Benefits:

- Supporting your company's mission and vision to support diversity, equity, and inclusion
- Increasing the number of qualified candidates for future CTO positions
- Branding and thought leadership positioning

R & D and Building Connections

Focus Group

- Online $ 8,000
- In-Person $10,000

CoSN member focus groups are a great way to gather market information, test concepts, discuss trends, build your brand, demonstrate new solutions, or introduce concepts to a targeted audience. CoSN provides a customized (online and limited in-person) focus group with six - ten education technology professionals. CoSN manages recruiting, facilitating, session transcript, summary document, and scheduling post session follow-up calls with each participant. Focus groups may be facilitated by the Winter Group.

Benefits:

- 75-minute virtual focus group with optional scheduled 15-minute one-on-one follow-up call with prior participant approval
- Five percent discount when scheduling three or more focus groups
- Building new and/or deeper relationships with CoSN members

- Opportunity to get direct feedback to inform new product development, product/program refreshes and upgrades, messaging/positioning, competitive challenges, and other sales and marketing opportunities.
- Early identification of market trends and challenges
- Insights into purchasing plans, preferences, and processes
- Understanding of decision-making bridges and barriers
- Updates around funding opportunities, challenges, and priorities

Solution Session National Webinar
- $5,000 per webinar (total of ten available)

Highlight a school or district that has implemented your company's tool or service through the voice of a local educator. Each 30–45-minute webinar is designed to promote a stage for CoSN corporate sponsors to have conversations with education leaders from across the nation. Webinar is hosted on the sponsor's preferred platform for presentation so that you have all controls for preparing and planning.

Benefits:
- CoSN will post the calendar of sessions and promote via social media.
- Corporate sponsor maintains the registration and attendee list
- Branding and thought leadership positioning
- Email blast to CoSN database and social media promotion of the event
- CoSN will promote and share the archives
- Building relationships and opportunities

Express Demos
- $3,500

Express Demos (15-minutes online only) - Option to provide a demonstration via a webinar or live feed. CoSN members will be invited and asked to register. Demo session is hosted on the sponsor's preferred platform for presentation so that you have all controls for preparing and planning.

Benefits:
- CoSN will post the calendar of sessions and promote via social media.
- Corporate sponsor maintains the registration and attendee list
- Branding and thought leadership positioning
- Email blast to CoSN database
- Building relationships
- CoSN will promote and share the archives.

Putting Your Sponsorship Together

1. Make a copy of the [CoSN Partnership Planning sheet](#) to start your planning

2. Set up a meeting with Carla to finalize the Agreement using this [Calendly Link](#)