



## CoSN Corporate Sponsorship Kit

Interested in becoming a Sponsor?

Book a meeting with Cara Dollinger, External Relations  
using <https://calendly.com/cdollinger-cosn>

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## Why Should My Company Become a CoSN Sponsor?

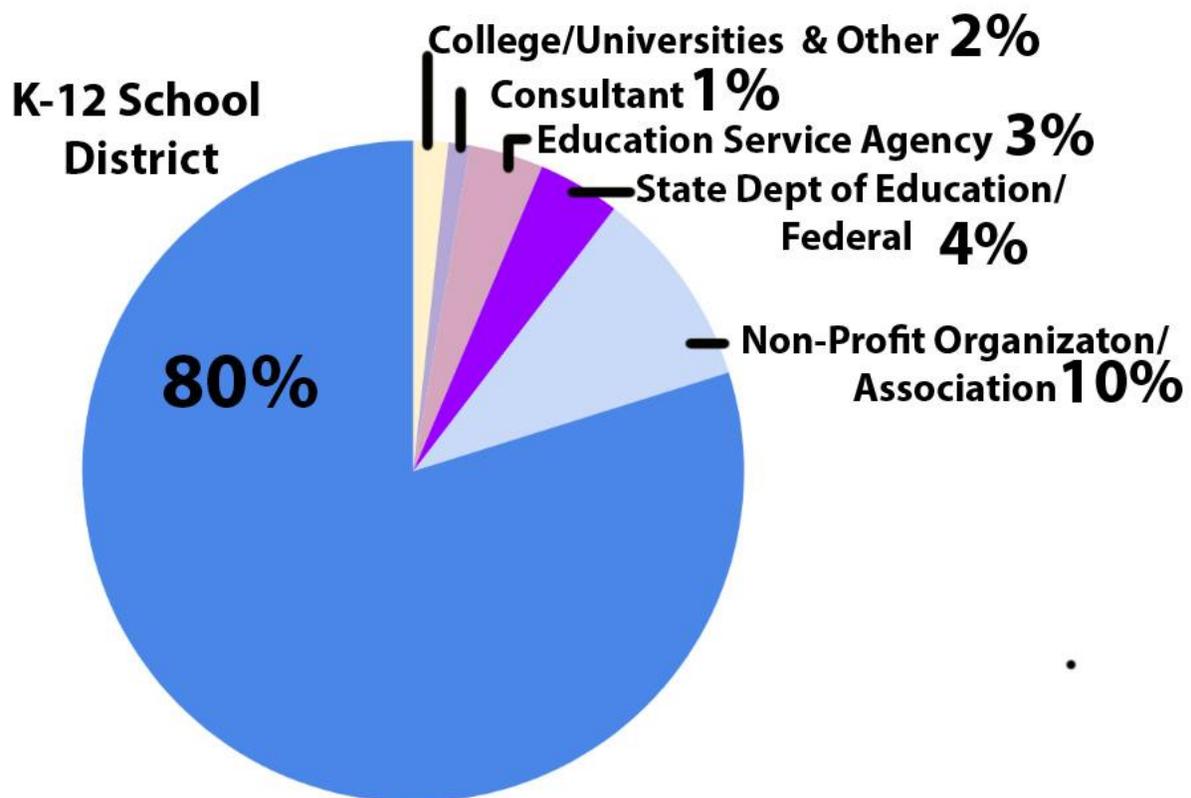
Results from the [2025 State of EdTech Leadership Survey](#) indicate that a large majority (72%) of EdTech Leaders oversee both instructional and administrative technology. “The overwhelming majority (91%) of EdTech Leaders are also district-level leaders, including 62% who serve as a member of their superintendent’s cabinet.”

**If you want to reach senior K-12 education technology leaders, CoSN is the place!**

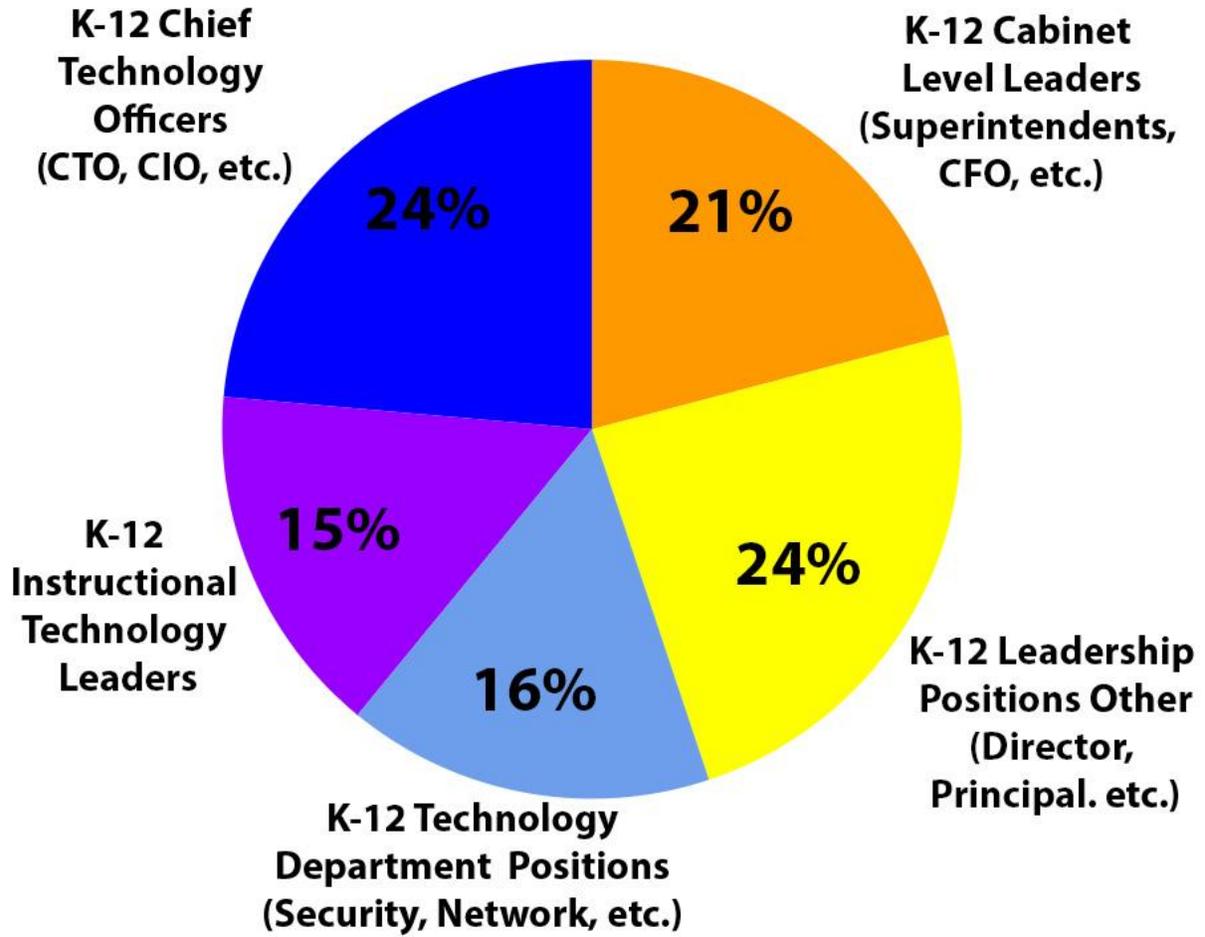
## Who Attends CoSN Conferences and Events?

### K-12 ED TECH DECISION MAKERS.

## CoSN Conference Attendees



# CoSN Conference Attendees



# CoSN Offers Different Levels and Options to Fit Your Company's Budget

## Sponsorship Levels

If you need assistance reading the tables, please contact [cwade@cosn.org](mailto:cwade@cosn.org).

Sponsorship Level	Bronze \$15,000	Silver \$25,000	Gold \$50,000	Platinum \$75,000	Diamond \$100,000
<b>CoSN Corporate Membership Fee (Required to become a Sponsor) +\$5,305</b>					
<b>Total Investment</b>	<b>\$20,305</b>	<b>\$30,305</b>	<b>\$55,305</b>	<b>\$80,305</b>	<b>\$105,305</b>

## Corporate Sponsors receive the following benefits:

- Weekly CEO Updates from Keith Krueger, CoSN CEO
- Invitations to the Monthly Corporate Conversations Call, which is a way to connect with other CoSN Sponsors and Partners to learn more about how to work better with CoSN members and gain visibility.
- Washington Policy Updates.
- Invitation to important industry events: CoSN/ISTE/SETDA/SIIA Advocacy Days.

## Conference Sponsorship Packages options may include:

- Conference registrations
- Invitations to special events
- Opportunity to introduce a conference session
- CoSN Website ads
- Branding on CoSN2026 Website
- Lead retrieval device at CoSN2026
- Pre and Post conference (Opt-In) registration lists
- 1 (one) premium exhibit kiosk at CoSN2026



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45% of the Sponsorship level covers conference benefits. 5% covers year-round benefits and updates.

The remaining 50% is used for Conference Add-Ons or Year-Round Activities.

## Sponsorship Benefits Per Sponsorship Level

	Bronze	Silver	Gold	Platinum	Diamond
Conference Registrations* <b>*Invited speakers/ reps are included in this number. All must be registered— including educator guests</b>	Three (3)	Four (4)	Six (6)	Eight (8)	Ten (10)
Invitation to VIP Leadership Reception with key CoSN volunteer/chapter leaders	One (1) guest	One (1) guest	Two (2) guests	Three (3) guests	Four (4) guests
Introduce Spotlight Session at Conference				One (1) session	One (1) session
Invitation to Chair's Toast with CoSN Board of Directors				One (1) guest	Two (2) guests
Custom designed graphics on Exhibit kiosk <b>*Sponsor provides print ready design to Exhibitor company</b>	√	√	√	√	√
Opening Reception in EdTech Exchange	√	√	√	√	√
Company Logo in CoSN Conference Webpage	√	√	√	√	√
Company Logo in CoSN Conference Mobile App	√	√	√	√	√

CoSN2026 Annual Conference website ad (Sponsor creates ad and sends to CoSN)			✓	✓	✓
Dedicated Meeting Room at Annual Conference					✓
50 min. On-Site Sponsor Content Session				✓	✓
50 min. On-Site Educator Session					✓
30-min On-Site Sponsor Content Session			✓		
Representative on Conference Leadership Panel to share expertise on AI, Cybersecurity, Data Privacy or		✓			
One minute Keynote Transition Video to be played during general sessions.				✓	
Two Minute Keynote Address during one of the keynote sessions					✓
Ad in Annual Conference Mobile App				✓	✓
<p><i>Diamond Level Sponsorship Opportunity</i></p> <p><b>Select ONE option:</b></p> <ul style="list-style-type: none"> <li>• Conference Lanyard &amp; Name badge Sponsor</li> <li>• Surprise &amp; Delight Item <i>to be placed at each attendee seat</i> at (1) Keynote Session.</li> <li>• Conference Bag/Tote</li> <li>• Social Media Wall</li> </ul>					✓

<b>**More than one option available at additional cost</b>					
25 Grand Opening Reception in EdTech Exchange Drink Tickets				✓	✓

## Conference Add-Ons

### NEW! CoSN Open Mic: Talent Beyond Tech

\$7,500

Step into the spotlight and showcase your talents at the first ever CoSN Open Mic, the ultimate talent night at CoSN2026! Whether you are a musician, stand-up comedian, poet, magician or have another unique talent, this event is your chance to shine, connect, and collaborate with like-minded creatives. Join us for a fun evening of amazing performances, networking opportunities, and inspiring conversations. Come share your passion, discover new talents, and be part of a community that celebrates creativity in all its forms!

**Benefits:**

- Three-minute welcoming remarks
- Opportunity to provide giveaway
- Branding as a sponsor

### VIP Leadership Reception

Sold Out

- Limit: Two sponsors at \$7,500 each

Kick off the CoSN2026 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.
- Three-minute welcoming remarks
- Opportunity to provide giveaway
- Branding as a sponsor

### Cabinet Level Teams Summit

\$8,000

- Limit: Two sponsors at \$8,000 each

A dynamic event designed for district Superintendents and their key team members including CIO, CTO, CAO and other leaders. After successful Cabinet Level Teams Summit at CoSN2024 and CoSN2025, it is back by popular demand. This dynamic summit is designed for district leadership teams to dive into the latest EdTech trends, exchange insights, and explore cutting-edge resources. Through expert-led conversations and collaborative discussions, participants will gain the strategies and knowledge needed to harness technology for safe, effective, and transformative learning experiences.

**Benefits:**

- Branding and thought leadership positioning

- Attendance of one corporate sponsor representative
- Conversations with districts about how they address challenges of implementing new strategies
- Building relationships

## Speed Networking:

\$3,000

Session Topics: Each session \$3,000 two sponsors per session

- Cybersecurity & Data Privacy **Sold Out**
- Leadership
- AI **Sold Out**

Connect with fellow EdTech leaders in a fast-paced, speed-dating-style format. You'll engage in a series of brief, one-on-one conversations—no prompts, just genuine dialogue. Participants will exchange contact information during each round to support ongoing connections and future collaboration.

These sessions are a great way to quickly build a network of trusted colleagues while learning valuable insights from those who've been there before. Whether you're just starting your journey or looking to give back, this is the perfect opportunity to exchange ideas and expand your professional network.

### Who Should Attend:

- New or aspiring tech administrators seeking mentorship
- Experienced tech leaders eager to share their expertise and make a difference

Join us for this dynamic session that pairs knowledge with experience to create valuable and lasting connections!

### Benefits:

- Three-minute speaking opportunity
- Opt-in participant list
- Ability to distribute company collateral on tables
- Event registration for two (2) company representatives

## AI Playground Tier 1 Sponsor

**Sold Out**

- Four sponsorship opportunities at \$10,000 each



The CoSN AI Playground offers a variety of stations led by K-12 companies and CoSN Members. Learn about writing effective prompts, school policies and practices, and what the future of AI holds for education. This is a hands-on learning opportunity to get excited about the possibilities for use of AI in education.

Each AI Playground table will include access to power, and participants are welcome to bring and use their own laptops or devices. A monitor can be provided upon request. You may personalize your table with a tablecloth, small pop-up displays, and signage, and you're also welcome to offer giveaways. All display materials must be approved by staff in advance to ensure a consistent and accessible setup for all participants.

**Benefits:**

- Branding in the public space, on conference website, and on slides used in general session to promote the AI Playground
- Host 3 tables per day (during AI Playground hours)
- Scanner for lead retrievals
- Sessions promoted on Conference App and regular App notifications
- Additional 2 Conference Registrations for station hosts

## Women in Technology Event

**\$10,000**

- Three sponsorship opportunities at \$10,000 each



CoSN is dedicated to fostering meaningful dialogue within the K-12 EdTech community to support leadership, collaboration, and innovation. Everyone is welcome to this event! As the number of women-in-tech events continues to grow year over year, it highlights the importance of celebrating and empowering female leaders in educational technology and growing the IT Pipeline.

The Women in Technology Event is an opportunity to recognize and celebrate female leadership in EdTech. This gathering provides a platform for sharing insights from our CoSN survey, discussing the latest statistics on women in EdTech leadership, and exploring initiatives to support and elevate female leaders in the field. We'll also gather your feedback and suggestions to help shape future efforts in strengthening leadership pathways for women in education technology.

**Benefits:**

- Three-minute speaking opportunity
- Opt-in participant list
- Ability to distribute company collateral on tables
- Event registration for two (2) company representatives

## State Chapter Leaders Meeting

**Sold Out**

- Two (2) sponsorship opportunities at \$7,500 each

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

**Benefits:**

- Five-minute speaking opportunity
- Ability to distribute company collateral on tables
- Registration for two (2) company representatives

## CETL Summit Reception

Sold Out

Enjoy meeting CoSN CETL leaders in a casual social setting.

The CETL® credential is important to professionals because it formally recognizes their expertise in education technology leadership, enhances their credibility, and demonstrates a commitment to continuous learning and ethical standards—positioning them as trusted leaders capable of driving innovation and improvement in K-12 education systems. The CETL® credential boosts careers by validating leadership expertise and opening doors to advanced opportunities in education technology.

### Benefits:

- Host and network at a reception for CoSN CETLs
- Three-minute welcoming remarks
- Opportunity to provide giveaway
- Branding as a sponsor

## Large District Summit

Sold Out

- Five (5) sponsorship opportunities at \$7,500 each

Large school systems face unique challenges—and CoSN is working with these EdTech leaders to help them to meet these challenges successfully. This is an opportunity for conversations with district leaders about their specific challenges and needs; a unique platform for sponsors to understand these issues.

### Benefits:

- Branding and thought leadership positioning
- Exclusive session registration for two (2) company representatives
- Conversations with districts about strategies for addressing challenges and needs
- Building relationships
- Pre-survey data is collected from all participants to determine table conversation topics and resources. The full data set will be shared with sponsors.

## Small District Summit

\$5,000

- Three (3) sponsorship opportunities at \$5,000 each

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. This is an opportunity for conversations with district leaders about their specific challenges and needs; a unique platform for sponsors to understand these issues.

### Benefits:

- Branding and thought leadership positioning
- Exclusive session registration for two (2) company representatives

- Conversations with districts about strategies for addressing challenges and needs
- Building relationships
- Pre-survey data collected from all participants to determine table conversations

## CTO Forum

**Sold Out**

- Five (5) sponsorship opportunities

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. Corporate sponsors will have the opportunity to hear about the challenges, solutions, and ideas from other colleagues so that action items can be created to guide you and your team. Following the conference, we produce a member brief on the highlights of the conversation.

### Benefits:

- Option to facilitate vendor-neutral learning segment
- Branding and thought leadership positioning (including post conference publication)
- Attendance of two participants
- Building relationships
- Branding on follow-up member brief

## CoSN Awards



CoSN annually celebrates the achievements of individuals and teams who demonstrate outstanding vision in K12 education. We are fortunate to work with many exceptional leaders and districts, and every year we recognize several of them with our annual awards. Awards are given to individuals and teams who demonstrate outstanding vision in K-12 education technology.

- |  |                         |
|--|-------------------------|
| • EmpowerED Digital Superintendent Award | \$7,500 <b>Sold Out</b> |
| • Leadership for Digital Access          | \$7,500                 |
| • Withrow CTO Award                      | \$7,500                 |

- District Team Leadership Award \$7,500

**Benefits:**

- High visibility at the CoSN Annual Conference helping to present the Award at a general session
- Meeting with award recipients
- Branding on the CoSN Website as award sponsor

## CoSN EdTech Advocacy Fundraiser & Auction

The CoSN Annual Conference hosts an Advocacy Fundraising event which helps CoSN’s year-round Advocacy efforts. Sponsorship of this event gives exclusive exposure to CoSN leadership and other VIPs.

The following are the levels of sponsorship for the EdTech Advocacy Fundraiser & Auction:

- Epic \$10,000
- Grand \$ 8,000
- Legendary \$ 6,000
- Hero \$ 4,000
- Champion \$ 2,000

**Sponsor Benefits:**

- Recognition of your company support of CoSN’s advocacy efforts with branding on CoSN website, and other CoSN2026 messaging about the EdTech Advocacy Fundraiser & Auction
- Early access to bid on the CoSN Online Auction
- Registration for the Auction Reception at the CoSN2026 Annual Conference
- Tickets for in-person Advocacy Auction Reception at CoSN2026
- Advocacy Auction Reception attendance list (sent post event)

*Epic Advocate \$10K*

- Sponsor representative featured in recognition activity
- 15 tickets for in-person Advocacy Auction Reception at CoSN2026 Annual Conference
  - In addition: One drink ticket to hand out to each invited guest
- Ability to provide sponsor branded gift bags/items to hand out at on-site Advocacy Auction Reception
- Advocacy Auction Reception attendance list (sent post event)

*Grand Advocate \$8K*

- Sponsor recognition
- 12 tickets for in-person Advocacy Auction Reception at CoSN2026 Annual Conference
  - In addition: One drink ticket to hand out to each invited guest

Legendary Advocate \$6K

- Sponsor recognition
- 10 tickets for in-person Advocacy Auction Reception at CoSN2026 Annual Conference
  - In addition: One drink ticket to hand out to each invited guest

Hero Advocate \$4K

- Sponsor recognition
- 5 tickets for in-person Advocacy Auction Reception at CoSN2026 Annual Conference
  - In addition: One drink ticket to hand out to each invited guest

**If you are interested in donating items for the CoSN EdTech Advocacy Online Auction, please contact Cutina Griffin at [cgriffin@cosn.org](mailto:cgriffin@cosn.org).**

## Special Conference Opportunities

Looking for a sponsor opportunity with high visibility and a powerful return on investment? We have a variety of options for every budget.

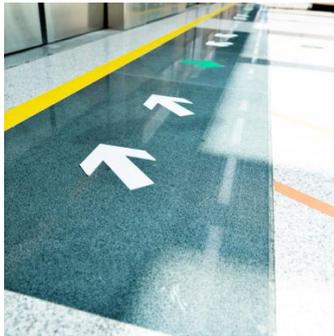
Floor Cling Sponsors:

\$2,500 directional

\*Five (5) available

EdTech Exchange Map **Sold Out**

\*One (1) available



Help attendees find their way around the conference by being a directional signage sponsor. Your company's logo will be placed on floor clings throughout the Hotel to help direct attendees through the conference to sessions and events by guiding them by following your logo! You also have the option to sponsor the floor cling EdTech Exchange Map guiding people to the exhibitor booths. Every participant entering the EdTech Exchange will see your company logo on the map.

Head Shot Station

**Sold Out**



Everyone needs a new headshot! Your company can be the sponsor who provides a professional headshot for conference attendees to use for their headshot for their position, for social media or for whatever need they have. As the Head Shot Station sponsor, you will receive time with each attendee and the additional opportunity to network. Your company will be able to brand the invite as well as the email to the attendees with their headshots.

**Benefits:**

- Table for display of company collateral
- Signage in front of the display
- Mention in Conference Agenda
- Mention in Mobile App Push notifications

## Refreshment Break in the EdTech Exchange

\* \$7,500

\*Four sponsorship opportunities available



As a Refreshment Break sponsor, your company will get to welcome guests into the EdTech Exchange during breaks to recharge between sessions with snacks or sweets, sodas, coffee, and tea.

Sponsor will also receive:

- Cups and Napkins with Company Logo
- Signage
- Mention in Conference Agenda
- Mention in Mobile App Push notifications

## Branded Hotel Keycards

\$12,500

As the conference Hotel Keycard sponsor, your company logo will be in front of every conference hotel guest's hand's, pockets, and/or purse. This sponsor will get to have customized artwork on the keycard showing their exclusive sponsorship of the CoSN2026 conference.

## Conference Water Bottle & Hydration Station Sponsor **Sold Out**



Sponsor will receive:

- Table for display of company collateral
- Signage
- Mention in Conference Agenda
- Mention in Mobile App Push notifications

## Books for Hall of Fame Awardees

**\$7,000**

Books Given to the Hall of Fame and other CoSN VIPS

### **Benefits:**

- 2 min. Welcome message to VIPs
- Label on each book with logo
- Signage with logo

## Conference Wi-Fi

**Sold Out**

Who doesn't need Internet? In today's world it is an essential item to have to get work done.

### **Benefits:**

- Splash Page on hotel login Wi-Fi site
- Mention of Wi-Fi in session in sessions
- On screen general session with login information
- Signage at registration desk
- App mention

**Conference WiFi!**



## Tech Organizers

Sold Out



Have your company logo on a tech organizer that is provided for each conference participant.

## Social Media Wall

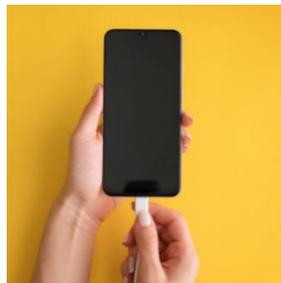
\$ 8,000

Have your company brand on a digital display that shows a live feed of social media posts allowing attendees to see their shared content in real-time.

## Conference Charging Stations

\*\$7,000

\*2 Sponsorship opportunities available



Conference attendees use their devices throughout conference and there are times when a good charge is needed. Be that attendees charging savior and provide a safe place to charge their device or devices! Your company's logo will be displayed on signage and the charging device will have your company's logo displayed on the units.

### Benefits:

- Signage
- Mention in Conference Agenda
- Mention in Mobile App Push notifications

## Mobile Conference App

\$10,000

This exclusive opportunity to be the official Mobile Conference App sponsor is open to one company who will receive unlimited exposure before, during and after CoSN2026. As the Mobile App sponsor, attendees will have the opportunity to see your logo as the App opens and will be mentioned throughout promotion of the Know Before You Go, throughout the

conference in mentions to download the App, and also post conference by attendees who are still networking and using the app to access the Post Conference Survey, Session information and other conference items.

## AI Photo Booth in EdTech Exchange

\$10,000



Company Name CoSN2025

As the AI Booth Sponsor, your company will have exclusive exposure to get the party going at the Grand Opening Reception in the EdTech Exchange and during all EdTech Exchange hours. Your company will be able to greet the attendees and welcome them to CoSN2026.

### Benefits:

- Table for display of company collateral
- Signage
- Mention in Conference Agenda
- Mention in Mobile App Push notifications

# Year-Round Opportunities

## Initiatives

### Thought Leadership Initiatives

\$6,500

- \$6,500 each initiative

Each of the Thought Leadership Initiative provides an opportunity to participate in committee work where you work side-by-side with institutional members to develop resources for CoSN members.

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](#)
- [EdTech Innovation](#)
- [K-12 Technology Environmental Sustainability](#)
- [AI in K-12 Education](#)

#### Benefits:

- Representation on the initiative advisory board, up to two reps
- Be a part of research on leading edge solutions, tools, and/or services.
- Building relationships

## Professional Learning

### CTO Clinics (pending availability, limit 5)

- Tier 1 \$6,000
- Tier 2 \$3,000

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**

**\$8,000**

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.
- 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 Combo

- Series of 3                      \$9,000
- Series of 2                      \$5,000
- One Podcast/Blog Post    \$3,500

Highlight an educator or administrator to share an innovative strategy and success story. Follow-up the podcast with a blog written by an educator who leads 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

## Special Opportunities

CoSN has additional opportunities for sponsorship and engagement that provide a high level of sponsor engagement.

## State of EdTech Leadership Survey and Report \$15,000

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 2026 State of EdTech Leadership Report
- Access to the data
- Branding with a link to your webpage included on the report

## Driving K-12 Innovation Survey and Report

- Tier 1/Gold \$12,500
- Tier 2/Silver \$ 8,000
- Tier 3/Bronze \$ 6,500

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 sponsors 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](#)

## Early Career CTO Academy \$12,500

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.

### 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.

## RE&D and Building Connections

### Solution Session National Webinar

\$7,500

- \$7,500 per webinar (total of eight 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

\$4,500

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

### 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

## CoSN Media: Engage with School Technology Leaders!

By advertising with CoSN, you're reaching decision-makers who are in the only professional association that is dedicated to K-12 education technology. Go to our [CoSN Media Guide](#) for a list of great advertising opportunities!

If you have any questions, please contact **Cara Dollinger** at [cdollinger@cosn.org](mailto:cdollinger@cosn.org)