



LEADING EDUCATION INNOVATION

SPONSORSHIP OPPORTUNITIES

2016-2017

**INCREASE VISIBILITY OF YOUR PRODUCTS AND SERVICES WITH
EDTECH LEADERS RESPONSIBLE FOR DISTRICT TECHNOLOGY
BUYING DECISIONS**

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CoSN Sponsorship Opportunities 2016-2017

CoSN (Consortium for School Networking) is the only national professional association dedicated exclusively to serving and supporting education technology leaders. CoSN is nationally recognized and respected as a source of credible information and a strong advocate for educational technology issues and policies.

Since its founding, nearly 25 years ago, CoSN has been on the forefront of providing the leadership, community, and advocacy tools essential for the success of these leaders. Today we are a growing and [dynamic association](#) representing over 800 school districts reaching over 11 million students. Our membership also includes a diverse group of over 100 corporations committed to making a difference for education technology leaders and their districts. Our state presence is expanding with 24 local [CoSN Chapters](#) who function at the grassroots level to further effect change.

As a CoSN sponsor you will be part of this vibrant association tapping into unique opportunities to connect with the CoSN community all year long and at our events. Our sponsorships are geared to providing companies with:

- **Stronger understanding** of education technology trends and initiatives impacting school systems and how to address these trends
- **Valuable marketing opportunities** designed to reach district technology leaders responsible for purchasing decisions
- **Increased visibility** and brand awareness throughout the K-12 education technology community

CoSN provides four annual sponsorship packages: Platinum, Gold, Silver, and Bronze. There are also stand-alone sponsorship opportunities: Leadership Initiatives, Annual Conference, regional CTO Clinics[®], Awards, Scholarships, Certification, Advocacy, and International Activities. New this year is focus group discussions for companies, *CoSN Convenes*.

Platinum, Gold, Silver, and Bronze Sponsors receive additional benefits:

- *New:* Increased visibility on an expanded sponsor page with ability to share company thought leadership resources
- Monthly conference calls with senior staff to provide updates on what is happening at CoSN, answer specific questions, and describe new offerings
- Opportunity to share information about education-related (non-product pitch) company webinars and resources in the *CoSN eNews* reaching approximately 12,000 readers every other week
- Monthly *CoSN Corporate Clicks* e news information summarizing key activities and prepared specially for corporate partners

We are also ready to assist you with customized sponsorship packages to meet your marketing needs.

Contact Irene Spero, Chief Strategy Officer, irene@cosn.org. CoSN (Consortium for School Networking) is the only national professional association dedicated exclusively to the education technology leaders working to transform learning.

New: CoSN Convenes 2016–2017

CoSN is launching a new offering to conduct focus groups for companies – *CoSN Convenes*. Each *CoSN Convenes* session will bring together experienced CoSN educator members from across the country and corporate clients. The conversation will be orchestrated so that companies receive timely, expert feedback, a deeper understanding of the needs of educators and school systems, and information they can use to drive and differentiate their product in the ed tech marketplace.

CoSN Convenes conversations are customized to meet the needs of the company with an agenda designed to provide objective feedback and to help companies deliver tools to school systems that are innovative and meet the needs of educators and students

The 2½ hour facilitated discussion will be confidential, and companies may require panelists to sign non-disclosure agreements. The schedule for the event for the day will be designed to include time for informal networking. The facilitator will be responsible for submitting a report to the company and each session will be recorded.

CoSN will be responsible for all logistics associated with the event such as securing space, contracting and paying the facilitator, inviting and compensating the participants, working with the company on the agenda, and sending out digital invitations and background materials for the meeting.

The first series of focus groups will take place on Thursday, October 13, 2016 in Chicago.

Our goal is to ensure that *CoSN Convenes* discussions embrace a spirit of inquiry and learning and the mood is one of collegial cooperation that leads to insights, deeper understanding, and shared problem solving.

The benefits to a company are significant:

- 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

Pricing is \$15,000 for each *CoSN Convenes* session.

PLATINUM SPONSOR (\$75,000)

As a Platinum sponsor, your company will receive the highest level of access, benefits, recognition, and participation throughout the year.

ACCESS TO EDUCATION TECHNOLOGY LEADERS THROUGH LEADERSHIP INITIATIVES AND AT CONFERENCES AND EVENTS

All CoSN Leadership Initiatives

CoSN's educator-focused, vendor-neutral Leadership Initiatives center on the key ed tech issues faced by school districts. As a sponsor, you will participate in the advisory panel for an initiative and interact with the educator members of that group.

CoSN Leadership Initiatives for 2016-2017

- [Empowered Superintendent](#) helps superintendents and aspiring superintendents build their knowledge, skills, and confidence as effective technology leaders.
- [Leadership for Mobile Learning](#) enables district leaders to overcome barriers and implement policies to effectively use mobile devices for the improvement of teaching and learning.
- [Smart Education Networks by Design \(SEND\)](#) focuses on well-designed networks and district network planning to support new demands for technology in a school district.
- [SmartIT](#) (Strategic Technology Planning & Management) reflects the ongoing priority for technology leaders to strategically plan and manage IT investments.
- [Protecting Privacy in Connected Learning](#) helps inform district leaders of the importance of balancing technology advances on data usage with the need to protect student privacy.
- [Digital Equity Action Agenda](#) works to close the access gap for learning no matter where students are

CoSN Annual Conference

Build connections and interact with key education technology decision makers at the [CoSN 2017 Annual Conference, Invent the Future, scheduled from April 3-6, 2017 in Chicago, IL](#). The conference brings together close to 1,000 school system technology leaders in North America with 75% of the attendees having decision making authority in their districts.

As a Platinum Sponsor, you will receive:

- An invitation to a special event with Hall of Fame honorees, CoSN Board, and key chapter and volunteer leaders
- Informal networking opportunities in @InnovationCentral (includes pod), CoSN's version of the exhibit hall
- Opportunity to distribute literature to conference attendees in @InnovationCentral at your pod
- Pre- and post-registration lists for follow-up contacts (one time use)
- Five complimentary conference registrations

CTO Clinics®

In conjunction with our state chapter partners, CoSN provides strong regional professional development opportunities to better meet the needs of school district CTOs and educational leaders. Platinum Sponsors participate in **four** of the CTO Clinics at the Tier Two level receiving exhibit space, program and/or mobile app branding, one complimentary registration, and an attendee list for follow up. The dates and locations for 2016-17

are still being finalized; last year, clinics were held in Massachusetts, Missouri, New Hampshire, New Mexico, New York, Texas, and Wisconsin. The most up to date information on clinic dates and locations is available on the [website](#). For an additional fee, you may upgrade to a Tier One sponsorship and receive a 30 minute session and an additional registration.

Other Events

- Receive a post-event electronic copy of the participant list (for one-time use only) for [Feedback Focus Groups \(FFG\)](#), held twice a year (at the ISTE and CoSN Annual Conferences) FFGs enable school leaders (CTOs/Superintendents) to discuss the challenges they are facing and companies the opportunity to ask questions.
- Receive a post-event electronic copy of the participant list (for one-time use only) for [CTO Forums](#), convened two times a year (at the ISTE and CoSN Annual Conferences) to provide opportunities for district-level technology directors to share information with their peers.
- Receive a registration list (for one-time use only) for the [CoSN Webinar series](#), held five times a year

INCREASED VISIBILITY OF YOUR PRODUCTS AND SERVICES WITH ED TECHNOLOGY LEADERS RESPONSIBLE FOR DISTRICT TECHNOLOGY BUYING DECISIONS

Leadership Initiatives

- Logo placement on website for each of the initiatives
- Branding on all presentations and marketing materials

Annual Conference

- 30-minute spotlight session on a topic of your choice
- Prime location for an ad on mobile application and opportunity to upload literature
- Extensive branding at the conference as a Platinum Sponsor
- Logo placement as a Platinum Sponsor on conference website and marketing materials

CTO Clinics

- Logo placement and acknowledgment on website and all materials for the event
- Name of your company and link to your website on the CTO Clinic webpages

Events

- Branding at the CTO Forums (two per year), Feedback Focus Group (two per year), and Webinar series (five per year) with logo placement and acknowledgment on all marketing materials

Publications

- Branding on the new *CoSN Thought Leadership* series (minimum two per year), the “must-have” publication for education technology decision makers distributed to all CoSN members and highlighting the work of the CTO Forums
- Recognition in the *CoSN EdTechNext Reports*, a series of "mini-reports" developed to keep educators up-to-speed on the latest trends in educational technology

Advocacy

- CoSN will provide Platinum Sponsors with access to timely and essential information about policy developments with reports on education technology funding and policies during the year

Publications

- Receive relevant and timely information in the CoSN *Thought Leadership Series* and *EdTechNext Reports*, designed to highlight key trends and issues in education technology

Events

- Participate in the Feedback Focus Group, CTO Forums, and CoSN Webinar series to learn more about the challenges and issues facing education leaders

Enhanced Platinum Corporate Sponsorship (\$80,000)

Enhance your sponsorship by supporting the *Monumental Impact! Advocacy Dinner & Auction* scheduled for Tuesday, April 4, 2017 in Chicago, IL. Make a difference by strengthening the voice of ed tech advocates in the legislative arena and ensuring a stronger economic future for your company. Sponsor a table at the Advocacy Auction and invite 10 of your leading customers and/or key staff to the event.

GOLD SPONSOR (\$50,000)

As a Gold Sponsor, your company will receive a significant level of benefits, recognition, access, and participation.

ACCESS TO EDUCATION TECHNOLOGY LEADERS THROUGH LEADERSHIP INITIATIVES AND AT CONFERENCES AND EVENTS

Select FIVE CoSN Leadership Initiatives

CoSN's educator-focused, vendor-neutral Leadership Initiatives focus on the key ed tech issues faced by schools districts. As a sponsor, you will participate in the advisory panel and interact with the educator members of that group.

CoSN Leadership Initiatives for 2016-2017

- [**Empowered Superintendent**](#) helps superintendents and aspiring superintendents build their knowledge, skills, and confidence as effective technology leaders.
- [**Leadership for Mobile Learning**](#) enables district leaders to overcome barriers and implement policies to effectively use mobile devices for the improvement of teaching and learning.
- [**Smart Education Networks by Design \(SEND\)**](#) focuses on well-designed networks and district network planning to support new demands for technology in a school district.
- [**SmartIT**](#) (Strategic Technology Planning & Management) reflects the ongoing priority for technology leaders to strategically plan and manage IT investments.
- [**Protecting Privacy in Connected Learning**](#) helps inform district leaders of the importance of balancing technology advances on data usage with the need to protect student privacy.
- [**Digital Equity Action Agenda**](#) works to close the access gap for learning no matter where students are

CoSN Annual Conference

Build connections and interact with key education technology decision makers at the [CoSN 2017 Annual Conference, *Invent the Future*](#) scheduled from April 3-6, 2017 in Chicago, IL. The conference brings together close to 1,000 school system technology leaders in North America with 75% of the attendees having decision making authority in their districts.

As a Gold Sponsor, you will receive:

- An invitation to a reception with Hall of Fame honorees, CoSN Board, and key chapter and volunteer leaders
- Informal networking opportunities in @InnovationCentral (includes pod), CoSN's version of the exhibit hall
- Opportunity to distribute literature to conference attendees in @InnovationCentral at your pod
- Pre- and post-registration lists for follow-up contacts (one time use)
- Three complimentary conference registrations

CTO Clinics

In conjunction with our state chapter partners, CoSN provides strong regional professional development opportunities to better meet the needs of school district CTOs and educational leaders. Gold Sponsors participate in **three** of the CTO Clinics at the Tier Two level receiving exhibit space, program and/or mobile app branding, one complimentary registration, and an attendee list for follow up. The dates and locations for 2016-17 are still being finalized; last year, clinics were held in Massachusetts, Missouri, New Hampshire, New Mexico, New York, Texas, and Wisconsin. The most up to date information on clinic dates and locations is available on the [website](#). For an additional fee, you may upgrade to a Tier One sponsorship and receive a 30 minute session and an additional registration.

Other Events

- Receive a post-event electronic copy of the participant list (for one-time use only) for Feedback Focus Groups (FFG), held twice a year (at the ISTE and CoSN Annual Conferences) FFGs enable school leaders (CTOs/Superintendents) to discuss the challenges they are facing and companies the opportunity to ask questions.
- Receive a post-event electronic copy of the participant list (for one-time use only) for [CTO Forums](#), convened two times a year (at the ISTE and CoSN Annual Conferences) to provide opportunities for district-level technology directors to share information with their peers.
- Receive a registration list (for one-time use only) for the [CoSN Webinar series](#), held five times a year.

INCREASED VISIBILITY OF YOUR PRODUCTS AND SERVICES WITH ED TECHNOLOGY LEADERS RESPONSIBLE FOR DISTRICT TECHNOLOGY BUYING DECISIONS

Leadership Initiatives

- Logo placement on website for each of the five chosen initiatives
- Branding on all presentations and marketing materials

Annual Conference

- 30-minute spotlight session on a topic of your choice
- Prime location for an ad on mobile app and opportunity to upload literature
- Extensive branding at the conference as a Gold Sponsor
- Logo placement as a Gold Sponsor on conference website and marketing materials

CTO Clinics

- Logo placement and acknowledgment on website and all materials for the event
- Name of your company and link to your website on the CTO Clinic webpages

Events

- Branding at the CTO Forums (two per year), Feedback Focus Group (two per year), and Webinar series (five per year) with logo placement and acknowledgment on all marketing materials

Publications

- Branding on the new CoSN *Thought Leadership* series (minimum two per year), the “must-have” publication for education technology decision makers distributed to all CoSN members and highlighting the work of the CTO Forums
- Recognition in the CoSN *EdTechNext Reports*, a series of "mini-reports" developed to keep educators up-to-speed on the latest trends in educational technology-

STRONGER UNDERSTANDING OF THE MAJOR TRENDS SHAPING K-12 EDUCATION TECHNOLOGY AND IMPACTING YOUR MARKETING

Advocacy

- CoSN will provide Gold Sponsors with access to timely and essential information about policy developments with reports on education technology funding and policies throughout the year

Publications

- Receive relevant and timely information in the CoSN *Thought Leadership* series and *EdTechNext* reports, designed to highlight key trends and issues in education technology

Events

- Participate in the Feedback Focus Group, CTO Forums, and CoSN Webinar series to learn more about the challenges and issues facing education leaders

Enhanced Gold Corporate Sponsorship (\$55,000)

Enhance your sponsorship by supporting the *Monumental Impact! Advocacy Dinner & Auction* scheduled for Tuesday, April 4, 2016 in Chicago, ILL. Make a difference by enhancing the voice of ed tech advocates in the legislative arena and ensuring a stronger economic future for your company. Sponsor a table at the Advocacy Auction and invite 10 of your leading customers and/or key staff to the event.

SILVER SPONSOR (\$25,000)

As a Silver Sponsor, your company will receive an important level of benefits, recognition, access, and participation.

ACCESS TO EDUCATION TECHNOLOGY LEADERS THROUGH LEADERSHIP INITIATIVES AND AT CONFERENCES AND EVENTS

Select THREE Leadership Initiatives

CoSN's educator-focused, vendor-neutral Leadership Initiatives center on the key ed tech issues faced by schools districts. As a sponsor, you will participate in the advisory panel and interact with the educator members of that group.

CoSN Leadership Initiatives for 2016-2017

- [Empowered Superintendent](#) helps superintendents and aspiring superintendents build their knowledge, skills, and confidence as effective technology leaders.
- [Leadership for Mobile Learning](#) enables district leaders to overcome barriers and implement policies to effectively use mobile devices for the improvement of teaching and learning.
- [Smart Education Networks by Design \(SEND\)](#) focuses on well-designed networks and district network planning to support new demands for technology in a school district.
- [SmartIT](#) (Strategic Technology Planning & Management) reflects the ongoing priority for technology leaders to strategically plan and manage IT investments.
- [Protecting Privacy in Connected Learning](#) helps inform district leaders of the importance of balancing technology advances on data usage with the need to protect student privacy.
- [Digital Equity Action Agenda](#) works to close the access gap for learning no matter where students are

CoSN Annual Conference

Build connections and interact with key education technology decision makers at the 2017 [CoSN Annual Conference, Invent the Future](#) scheduled from April 3-6, 2017 in Chicago, IL. The conference brings together close to 1,000 school system technology leaders in North America with 75% of the attendees having decision making authority in their districts.

As a Silver Sponsor, you will receive:

- an invitation to a reception with Hall of Fame honorees, CoSN Board, and key leaders
- Informal networking opportunities in @InnovationCentral (includes pod), CoSN's version of an exhibit hall
- Opportunity to distribute literature to conference attendees in @InnovationCentral at your pod
- Pre- and post-registration lists for follow-up contacts (one time use only)
- Three complimentary conference registrations

CTO Clinics

In conjunction with our state chapter partners, CoSN provides strong regional professional development opportunities to better meet the needs of school district CTOs. Silver Sponsors participate in **two** of the CTO Clinics at the Tier Two level, receiving exhibit space, program branding, one registration, and an attendee list for follow up. The dates and locations for 2016-17 are still being finalized; last year, clinics were held in Massachusetts, Missouri, New Hampshire, New Mexico, New York, Texas, and Wisconsin. For an additional fee, you may upgrade to a Tier One sponsorship and receive a 30 minute session and an additional registration.

Other Events

- Receive a post-event electronic copy of the participant list (for one-time use only) for Feedback Focus Groups (FFG), held twice a year (at the ISTE and CoSN Annual Conferences) FFGs enable school leaders (CTOs/Superintendents) to discuss the challenges they are facing and companies the opportunity to ask questions.
- Receive a post-event electronic copy of the participant list (for one-time use only) for the [CTO Forums](#), convened two times a year (at the ISTE and CoSN Annual Conferences) to provide an opportunity for district-level technology directors to share information with their peers
- Receive a registration list (for one-time use only) for the [CoSN Webinar series](#), held five times a year

INCREASED VISIBILITY OF YOUR PRODUCTS AND SERVICES WITH ED TECHNOLOGY LEADERS RESPONSIBLE FOR BUYING DECISIONS

Leadership Initiatives

- Logo placement on website for each of the three chosen initiatives
- Branding on all presentations and marketing materials

Annual Conference

- 30-minute spotlight session on a topic of your choice
- Extensive branding at the conference as a Silver Sponsor
- Logo placement as a Silver Sponsor on conference website

CTO Clinics

- Logo placement and acknowledgment on website and all materials for the event
- Name of your company and link to your website on the CTO Clinic webpages

Events

- Branding at the CTO Forums (two per year), Feedback Focus Group (two per year), and Webinar series (five per year) with logo placement and acknowledgment on all marketing materials

Publications

- Branding on the new CoSN *Thought Leadership* series (minimum two per year), the “must-have” publication for education technology decision makers, distributed to all CoSN members and highlighting the work of the CTO Forums
- Recognition in the CoSN *EdTechNext Reports*, a series of "mini-reports" developed to keep educator’s up-to-speed on the latest trends in educational technology

STRONGER UNDERSTANDING OF THE MAJOR TRENDS SHAPING K-12 EDUCATION TECHNOLOGY AND IMPACTING YOUR MARKETING

Publications

- Receive relevant and timely information in the CoSN *Thought Leadership series* and *EdTechNext Reports* , designed to highlight key trends and issues in education technology

Events

- Participate in the Feedback Focus Group, CTO Forums, and CoSN Webinar series to learn more about the challenges and issues facing education leaders

Enhanced Silver Corporate Sponsorship (\$30,000)

Enhance your sponsorship by supporting the *Monumental Impact! Advocacy Dinner & Auction* scheduled for Tuesday, April 4, 2017 in Chicago, IL. Make a difference by strengthening the voice of ed tech advocates in the legislative arena and ensuring a stronger economic future for your company. Sponsor a table at the Advocacy Auction and invite 10 of your leading customers and/or key staff to the event.

COMPARISON OF CORPORATE PARTNER BENEFITS

	Platinum (\$75,000)	Gold (\$50,000)	Silver (\$25,000)
Leadership Initiatives	All	Five	Three
Annual Conference	Five complimentary conference registrations	Three complimentary conference registrations	Two complimentary conference registrations
Branding	Branding as a Platinum Sponsor	Branding as a Gold Sponsor	Branding as a Silver Sponsor
Clinics	Four clinics at the Tier Two Level	Three clinics at the Tier Two level	Two clinics at the Tier Two level

Note: does not include benefits that are the same for each level of sponsorship

BRONZE SPONSOR (\$10,000)

As a Bronze Sponsor, your company will receive access to and visibility with decision makers at our CTO Clinics and CTO Forums.

In conjunction with our state chapter partners, CoSN provides strong regional professional development opportunities to better meet the needs of school district CTOs. The dates and locations for 2016-17 are still being finalized; last year clinics were held in Massachusetts, Missouri, New Hampshire, New Mexico, New York, Texas, and Wisconsin. The most up-to-date information on clinic dates and locations can be found on the [website](#).

Companies serving as Bronze Sponsors can customize their sponsorships investment to total \$10,000 and select the number of CTO Clinics as well as the level of support (Tier One or Tier Two).

[CTO Forums](#), convened two times a year (at the ISTE and CoSN Annual Conferences), provide opportunities for district-level technology directors to share information with their peers and address common challenges.

ACCESS TO EDUCATION TECHNOLOGY LEADERS AT EVENTS

- Networking opportunities throughout the clinic
- Pre- and Post-registration list for one-time use only
- Exhibit space at the clinic and the opportunity to network with attendees
- Post event participant list for the CTO Forums

INCREASED VISIBILITY OF YOUR PRODUCTS AND SERVICES WITH ED TECHNOLOGY LEADERS RESPONSIBLE FOR BUYING DECISIONS

- Logo placement and acknowledgment on website and all materials for the CTO Clinic
- Name of your company and link to your website on the CTO Clinic webpages
- Branding at the CTO Forum with logo placement and acknowledgment on all marketing materials
- Branding on the CoSN *Thought Leadership* series, the "must-have" leadership publication for education technology decision makers distributed to all CoSN members
- Recognition in the CoSN *EdTechNext Reports*, a series of "mini-reports" developed to keep educator's up-to-speed on the latest trends in educational technology

STRONGER UNDERSTANDING OF THE MAJOR TRENDS SHAPING K-12 EDUCATION TECHNOLOGY AND IMPACTING YOU'RE MARKETING

- Participate as a sponsor in the CTO Forums to learn more about the challenges and issues facing education leaders

Enhanced Bronze Corporate Sponsor (\$15,000)

Enhance your sponsorship by participating in the [CoSN 2017 Annual Conference](#). Build connections and interact with key education technology decision makers at the annual conference which will be April 3-6, 2017 in Chicago, IL. The conference brings together close to 1,000 school system technology leaders in North America with 75% of the attendees having decision making authority in their districts.

You will receive a pod in @InnovationCentral, CoSN's version of the exhibit hall, two registrations, branding as a sponsor, and logo placement on the conference website.

COSN 2017 ANNUAL CONFERENCE

CoSN sponsors can build connections with key decision makers and gain visibility at our Annual Conference, the premier event for school system education technology leaders. [CoSN 2017 Annual Conference](#), *Invent the Future*, will take place from April 3-6, 2017 in Chicago, IL. The conference brings together close to 1,000 school system North American technology leaders with 75% of the attendees having decision making authority in their districts. Almost two thirds of the attendees in 2016 reported that they learned about a new product or service at the CoSN 2016 Annual Conference by meeting with sponsors.

Pod in @Innovation Central (\$2,500)

CoSN has created a new approach to bring our educator members and private sector partners together. Not through sales pitches, but through strategic conversations about realizing our shared vision of using technology to transform the learning process. @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. We have made your life easier. Just provide the graphics you want for your Pod, and it will be ready on your arrival. No set-up. No knock-down.

We strongly believe that the connections between our educator members and the corporate sector should occur throughout the year—not just at conference time. For this reason only CoSN corporate members will be eligible to participate in @InnovationCentral

- Pod in @Innovation Central and opportunity to distribute company literature at Pod
- Listing on the conference website, program and mobile app
- one complimentary conference exhibitor registration
- Pre and post conference list

Executive Briefings (\$4,500)

Hold a 90-minute facilitated focus group or briefing for a new product release during the CoSN Annual Conference. The Winter Group and CoSN will work with your company to recruit for, moderate, coordinate, and report on these events. Briefings can be presented in a variety of formats, including (but not limited to) focus groups and a competitive review of product demo.

Crystal Conference Sponsorship (\$7,500)

As a Crystal Conference Sponsor, you will receive:

- A 90-minute Executive Briefing to conduct a focus group or hold a presentation
- Informal networking opportunities in @InnovationCentral (includes pod), CoSN's version of the exhibit hall
- Opportunity to distribute literature to conference attendees in @InnovationCentral at your pod
- Pre- and post-registration lists for follow-up contacts (one time use)
- Extensive branding at the conference as a Crystal Sponsor
- Logo placement as a Crystal Sponsor on conference website and marketing materials
- Two complimentary conference registrations

Forum for Large School Districts (\$7,500) /Exclusive to One Sponsor

Sponsor the forum session focusing on the unique challenges confronting large school districts in terms of digital equity. As a sponsor, you will meet with the panelists prior to the forum, introduce the speakers, and moderate the discussion. You will also receive one conference registration.

NextGeneration Leaders (\$10,000)

CoSN is working to recognize and support aspiring CTOs as they advance in a career path within school systems.

Those selected to participate in the program will be invited to a "boot camp" at the CoSN 2017 Annual Conference starting with a social event. The focus will be on describing the essential skills for leading on technology, a discussion on how others have created their career path and tips on professional advancement. Sponsorship will support registration and one night of lodging for the participants.

As a sponsor, you will be able to meet and spend time with the invited NextGeneration Leaders listening to and gaining an understanding of the challenges they face, participate in the social event and planning sessions, and receive an attendee list for follow up. You will also be branded on the event and all announcements for the NextGeneration Leader "boot camp."

Meeting Room Rental (\$1,000/day)

Reserve a room during the conference to meet with current and potential customers and to network in an informal and relaxed setting. We will work with the hotel to reserve a spot and ensure that it is held at a time that does not conflict with other activities.

Second Annual CETL® Summit (\$15,000)

CoSN will be convening the second CETL Summit in recognition of our members who have earned their certification and continue to be an essential force in shaping technology use in K-12 school districts. The Summit will be a day and a half starting with a social event and continuing with an interactive and in depth problem solving session on the skills needed to be an effective district technology leader. The findings of the Summit will be documented in an easy to use format, distributed widely and posted on the CoSN website.

As a sponsor, you will be able to meet and spend time with the invited CETLs listening to and gaining an understanding of the challenges they face, participate in the social event and planning sessions, receive an attendee list for follow up. You will also be branded on the event and all announcements for the Summit.

CoSNCamp®

CoSNCamp, our version of an “un-conference”, is a place for people and their ideas to congregate in an informal setting. Remember being at summer camp as a kid, sitting around a campfire with friends and discussing things that mattered, forming new relationships, and finding common ground? That’s what we are trying to create at CoSNCamp.

Sponsorship will help you engage in dialogue with educators and dig deeper on items of mutual interest. You will also receive visibility with attendees and specific branding and the chance to follow-up after CoSNCamp ends. We welcome your creativity in the planning of CoSNCamp.

Lead Sponsor (\$6,000) will receive the following benefits:

- Acknowledgment with logo on all appropriate electronic media, conference website, signage, program book, and Guidebook
- Opportunity to organize a “spark session” to get input on development ideas
- Two complimentary conference registrations
- Electronic copy of pre-registration and final attendee lists for one-time use only

CoSNCamp Guidebook Sponsor (\$2,500)

The CoSNCamp Guidebook will describe everything you need to know to be a successful camper. As a sponsor of the Guidebook, you will receive the following benefits:

- Branding with logo and acknowledgement on the Guidebook distributed to all conference attendees, as well as signage

Sponsor of Camp Refreshments (\$1,000/three available)

Campers get hungry – help sponsor one of the breaks. As a refreshment break sponsor you will receive the following benefit:

- Branding with logo on signage

Chapter Leader Institute Dinner (\$5,000 Exclusive for one sponsor / or \$2,500 each for two sponsors)

Host a dinner and guest speaker for CoSN Chapter Leaders during the Annual Conference (date to be determined). As a sponsor, you will attend the dinner, offer welcoming remarks, and network with leaders from our state chapters throughout the evening. You will also have the opportunity to attend the State Chapter Meeting.

SPECIAL EVENTS

Virtual Focus Groups (\$4,000)

Modeled after the Executive Briefings held at the Annual Conference, these virtual briefings can be scheduled throughout the year at your convenience. Virtual Focus Groups provide opportunities to discuss, showcase, or test products and services with selected CoSN educator members by phone or via webinar. CoSN will work with the Winter Group to set up these virtual focus groups, facilitate the discussion, and provide follow-up information.

TEAMING FOR TRANSFORMATION - National (2016)

Teaming for Transformation, a hybrid professional development opportunity following the model of the highly successful previous TFT initiatives with a site visit and continued collaboration via an online community, will take place in High School District 214 in Arlington Heights, IL, October 19 -21, 2016.

Recognized as a leader for the fullest implementation of technology benchmarks in the evolution of digital education, High School District 214 is a Lincoln Baldrige Award of Excellence district, nationally known for its technology program and recipient of numerous awards for its achievements.

District teams from across the country will join together during the site visit to learn how to enhance digital learning transformation. This event will include visits to see teaching and learning in action, opportunities to assess current levels of work, and special breakout sessions to support planning for next steps. Teams will focus their work in the areas of Leadership, Professional Learning, Content and Instruction, Technology/Infrastructure, and Data/Assessment. Participants will be challenged to begin and/or continue efforts in their home districts.

The benefits of sponsorship include:

- Chance to offer brief remarks during the site visit to High School District 214, Arlington Heights, IL
- Network connections with K-12 leaders of digital learning during the site visit
- Feedback on the digital learning needs of districts in attendance
- Opportunity to provide materials to district leadership teams and attendees at the meeting and virtually
- Potential partnerships with districts and research/pilot opportunities
- Marketing opportunities with district leaders to understand their infrastructure needs in support of a digital transition
- Acknowledgement of sponsorship, branding and visibility on all appropriate electronic and print materials and resources at the face-to-face meeting and final deliverable.
- Electronic copy of the attendee list from the face-to-face meeting for one time use. Projected attendance of 150.

Additional information is available on the website.

The sponsorship investment is \$6,000. There is also an opportunity to be a supporting sponsor at \$2,500 without the opportunity to provide remarks.

TEAMING FOR TRANSFORMATION - Southeast Region (2016)

Teaming for Transformation (TFT) - Southeast is the first TFT event that will focus on just one region and involve districts from around the area.

In partnership with the Tennessee Educational Technology Association (TETA), the event will bring together a network of innovative districts that are working to improve student learning in a digitally rich environment. Teaming for Transformation- Southeast will take place on September 22-23, 2016 in Maryville, Tennessee. There will be an evening reception on the evening of September 21, 2016.

District teams from across the southeast will join together during the site visit to learn how to enhance digital learning transformation. This event will include visits to see teaching and learning in action, opportunities to assess current levels of work, and special breakout sessions to support planning for next steps. Participants will be challenged to begin and/or continue efforts in their home districts.

Lead Sponsors (\$4,000) will receive the following benefits:

- Chance to offer brief remarks during the site visit
- Network connections with K-12 leaders of digital learning during the site visit
- Feedback on the digital learning needs of districts in attendance
- Opportunity to provide materials to district leadership teams and attendees at the meeting and virtually
- Potential partnerships with districts and research/pilot opportunities
- Marketing opportunities with district leaders to understand their infrastructure needs in support of a digital transition
- Acknowledgement of sponsorship, branding and visibility on all appropriate electronic and print materials and resources at the face-to-face meeting and final deliverable.
- Electronic copy of the attendee list from the face-to-face meeting for one time use. Projected attendance of 100.

Supporting Sponsors (\$2,000) will receive the following benefits:

- Network connections with K-12 leaders of digital learning during the site visit
- Feedback on the digital learning needs of districts in attendance
- Opportunity to provide materials to district leadership teams and attendees at the meeting and virtually
- Potential partnerships with districts and research/pilot opportunities
- Marketing opportunities with district leaders to understand their infrastructure needs in support of a digital transition
- Acknowledgement of sponsorship, branding and visibility on all appropriate electronic and print materials and resources at the face-to-face meeting and final deliverable.
- Electronic copy of the attendee list from the face-to-face meeting for one time use. Projected attendance of 100.

Additional information is posted on the [website](#)

REGIONAL CTO CLINICS

CoSN partners with state leaders to establish state chapters to better meet the needs of district-level technology CTO/CIOs. There are currently 24 chapters in Alabama, California, Colorado, Connecticut, Florida, Georgia, Illinois, Indiana, Louisiana, Maryland, Massachusetts, Missouri, Minnesota, Montana, New Hampshire, New Jersey, New Mexico, New York, Northwest (Oregon and Washington), Pennsylvania, Tennessee, Texas, Virginia, and Wisconsin with several additional ones in the process of being chartered.

In conjunction with our chapters, CoSN provides strong regional professional development opportunities through our joint [CTO Clinics](#). Each CTO Clinic is a high-level executive event bringing together senior district-level technology decision makers, superintendents, associate superintendents, business officers, and others interested in cutting-edge technology leadership. Sessions at the CTO Clinics include in-depth presentations and discussions on a wide range of topics of interest and relevance to technology leaders. The dates and locations for 2016-17 are still being finalized; last year, clinics were held in Massachusetts, Missouri, New Hampshire, New Mexico, New York, Texas, and Wisconsin with registration ranging from 75-300.

Sponsorships offer the opportunity to present information, interact with attendees, exhibit, distribute information, and receive visibility and branding.

Tier One Sponsors (\$5,000) will receive the following benefits:

- 30-minute sponsor session OR exclusive sponsorship of one of the meals/keynote speakers (1 breakfast, 2 lunches, 1 dinner/reception), including ability to make brief comments OR opportunity to address all attendees
- Table top exhibit/information table to distribute marketing and informational materials and to network with attendees
- Acknowledgment of sponsorship on all appropriate electronic and print marketing materials, conference website, conference signage, and program book and/or mobile app
- Two handouts at the registration/check-in table
- 100-word organizational profile and logo in conference program book and/or mobile app
- Electronic copy of the pre-registration and final attendee lists for one-time use
- Two complimentary clinic registrations

Tier Two Sponsors (\$2,000) will receive the following benefits:

- Table top exhibit/information table to distribute marketing and informational materials and to network with attendees.
- Acknowledgment of sponsorship on all appropriate electronic and print marketing materials, conference website, conference signage, and program book.
- One insert for the attendee conference bags handout at the registration/check in table
- 100-word organizational profile and logo in conference program book and/or mobile app
- Electronic copy of the pre-registration and final attendee lists for one-time use
- One complimentary clinic registration

RECOGNIZE AND DEVELOP EFFECTIVE LEADERSHIP

CoSN is committed to building and supporting effective district technology leadership. We have several sponsorship opportunities for companies who are equally committed to leadership in our education communities.

LEADERSHIP INITIATIVES

Over the past decade, CoSN has launched a series of educator-focused, vendor-neutral **Leadership Initiatives** to help education technology leaders address their key challenges.

Leadership for Mobile Learning

Leadership for Mobile Learning helps educational leaders overcome the barriers and develop, plan, implement, and manage policies and best practices to effectively enable mobile learning. Digital transformation is becoming a reality in many districts, while others are just beginning their journey. The LML initiative provides resources that are on-point and relevant to district leaders in the “new normal” of constant change.

This year the initiative released new resources including

- [Critical Conversations: CTO and CAO](#)
- [Rubric for the Framework of Fundamental Success Conditions](#)
- Critical Questions to ask your Vendor
- [Mobile Learning Deck for Districts](#)

What's Next

The initiative has plans to:

- Build on the Framework for Technology-Infused Schools and the associated rubric LML completed this year; up to 60 short videos (5 speakers, 12 questions) will be published that answer practical questions about how districts achieved success with various challenging aspects of the Framework.
- Paper /web resource explaining the different types of technology initiatives and the considerations that go into choosing an approach.
- Create case studies of districts that have chosen different approaches and highlight their decision making process.

Smart Education Networks by Design (SEND) Initiative (\$12,500)

Advances in technology make it possible for students to experience personalized learning anytime and anywhere. But this can only take place if our school systems have well designed networks that support the increased demands of student devices and 24/7/365 access and that remain current in the face of rapidly evolving technologies.

In our first phase, the SEND Initiative developed guidelines for network design and a checklist for district network planning. Additional resources include:

- [Critical CTO Conversations: District Leadership](#)
- Questions to ask your Network Vendor
- Infographic: [Will Transformed Learning Break Your Network?](#)
- [Network and Infrastructure Deck for Districts](#)

What's Next

The initiative is building on its previous work with plans for the following:

- Superintendent Guide.
- Infographic on Infrastructure for Small District, Mid District, Large District (
- timeline for building out a new network
- Paper/web page on School-to-Home and how to build connections to support access and use while off campus.

Protecting Privacy in Connected Learning (\$12,500)

Educators and policymakers are increasingly realizing the potential in using student data to make informed decisions. But even with all that potential, balancing technology advances with the need to protect student privacy and data is a major challenge. CoSN's Protecting Privacy in Connected Learning initiative is here to help inform those efforts with a range of tools and resources for education leaders.

The initiative has developed a number of key resources.

Protecting Privacy in Connected Learning Toolkit

The [FREE Toolkit](#) is an in-depth, step-by-step guide to navigating four major federal laws: the Family Education Rights and Privacy Act (FERPA); Children's Online Privacy Protection Act (COPPA); Health Insurance Portability & Accountability Act (HIPAA); Protecting Pupil Rights Amendment (PPRA); and related privacy issues. Developed in partnership with Harvard Law School's Cyberlaw Clinic, additional resources include:

- [10 Steps Every District Should Take Today](#)
- [Security Questions to Ask of an Online Service Provider](#)
- [Suggested Contract Terms](#)
- [The new CoSN Privacy Online Course](#)

Infographics

CoSN and the National School Public Relations Association produced customizable infographics in English and Spanish to answer key questions such as: What data is collected and why? How does education data support student success and school improvement? How is education data protected?

What's Next

The Protecting Privacy in Connected Learning Initiative will develop new privacy resources to support school systems in improving their privacy and security programs. This will include guidance to school systems seeking to qualify for the TLE Seal, and expansion of the free Privacy Toolkit to include additional guidance on key areas of student data privacy law.

The Empowered Superintendent (\$12,500)

Education technology is a growing part of any superintendent's role. In focus groups and interviews with superintendents nationwide, we heard that ed tech projects inspire a lot of excitement, but also a lot of trepidation. To help empower superintendents in this area, we created an **Empowered Superintendent Toolkit** in partnership with [AASA, the School Superintendents Association](#), the toolkit explores **Five Imperatives for Technology Leadership**. Module One will be followed with additional resources, self-assessments and references.

What's Next

The initiative will continue to expand its dissemination efforts reaching out to superintendents and creating a dialogue with them about the importance of technology.

Digital Equity Action Agenda

Student access to robust digital tools is key to their success as 21st century citizens. Yet many students from economically disadvantaged families have limited access to these tools both at school and at home.

CoSN is working to close the access gap for learning no matter where students are. The Digital Equity initiative explores strategies that school systems, in partnership with their communities, are undertaking to address the lack of broadband access for learning outside of school, and particularly in the homes of low-income students.

The [Digital Equity Toolkit](#) helps school leaders and their students to get community-based collaborations underway. The kit offers case studies, survey tools and strategies for establishing partnerships to create collaborative and creative solutions for out of school access for students.

What's Next

The initiative will capture leadership stories regarding community collaborations working to narrow the access gap. We will also be working with national partners to launch a National Student Leadership Challenge encouraging school leaders and their students to take an active role in advancing digital equity within their communities.

SmartIT

[SmartIT initiative](#) is designed to help public school districts understand the true and total costs of their technology installations and operation, i.e. its *Total Cost of Ownership*, and justify that spending based the benefits to students, i.e.its *Value of Investment*.

The initiative reflects the ongoing priority for technology leaders to strategically plan and manage IT investments. School districts, make major technology infrastructure investments, often without adequate analysis of their real benefits and without a true awareness of the long-term actual operational costs of those installations. To address this issue, SmartIT provides a set of workbook tools for districts to:

- see in quantitative terms the value of a proposed major IT investment, or alternatively, to choose between two different projects based on a quantitative score of their individual potential benefits.
- estimate the long-term financial impact of a major investment, i.e. [Total Cost of Ownership](#). Often

districts will neglect the hidden or indirect costs (staff labor, power draw, space, etc.) of an implementation, thus biasing their strategic decisions to the wrong, or less optimal solution.

What's Next

SmartIT is updating the materials and providing concise and focused set of resources, along with clear instructions and documentation.

Sponsorship Benefits for Leadership Initiatives

The sponsorship benefits associated with these leadership initiatives are substantial and include

- Participation on the advisory committee for the initiative helping to shape direction and focus by identifying best practices, tools, resources, webinars, presentations, and 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

NATIONAL AWARDS

Each year, CoSN recognizes outstanding leaders who use technology to transform learning in significant ways with the [Withdraw CTO of the Year and Team Awards](#).

Named for Frank Withrow, a longtime pioneer and champion of technology in K-12 education, the **Withdraw CTO of Year Award** 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.

The **Team Award** recognizes a team in a school district, consortium of school districts, or educational service agency whose impact on technology's role in transforming learning has been significant.

Benefits of an Awards Sponsorship

- High visibility at the CoSN Annual Conference with a representative helping to present the Award at a plenary session
- Acknowledgment on all appropriate materials and in the conference program book
- Two complimentary conference registrations for staff
- Meeting with award recipients
- An electronic copy of the conference pre-registration and attendee lists for one-time use only

Investment is \$15,000

COSN ANNUAL IT LEADERSHIP SURVEY

The [survey provides valuable information](#) about how education leaders are leveraging technology to achieve engaging learning environments and paints a picture of potential changes in the field. CoSN will conduct the 5th Annual Survey in 2016 to capture technology trends, challenges, and priorities. The survey provides important information about your customers, particularly in terms of district budgets, personnel, location, and size, and has generated considerable press coverage in its first two years.

Sponsorship includes:

- Help in planning the survey instrument
- Branding on the survey publication and recruitment which reaches over 100,000 impressions
- Quote in the press release and acknowledgement on all dissemination efforts
- Branding on the CoSN website with a click through URL

Investment is \$8,000

TECHNOLOGY LEADERSHIP SCHOLAR FUND

CoSN is committed to building effective leadership capacity for technology decision makers at the national, state, and district levels to ensure technology has a positive effect on learning. The Technology Leader Scholarship Fund and Awards are geared toward developing leadership capacity and recognizing excellence.

Scholarship support enables school district chief technology officers (CTOs) and state education technology leaders to participate in the CoSN Annual Conference April 3-6, 2017 in Chicago, ILL> . Scholarships cover registration fees and provide a travel stipend (\$750 p/p). The CoSN Annual conference provides quality professional development for district technology leaders who might not otherwise be able to participate because of budget constraints.

Benefits of Scholarship Fund Sponsorship

- Acknowledgment on all invitations and correspondence sent to state and district educators
- Recognition on all appropriate electronic and print materials
- Opportunity to meet with scholarship recipients
- Chance to distribute literature or giveaways at sponsored function(s)

Sponsorship Investment

Sponsorship of \$5,000 covers two scholarships. Additional scholarships may be sponsored in \$5,000 increments. Sponsors may either authorize CoSN to select the recipients or select them to reward their valued customers/prospective customers.

CERTIFICATION

CoSN developed the [Certified Education Technology Leader \(CETL®\)](#) certification program for K-12 school district technology leaders. Those who pass this rigorous exam demonstrate they have the knowledge and skills to lead and advance education technology in their school systems. CoSN is seeking partners who recognize the importance of having skilled and knowledgeable ed tech professionals in our nation's schools.

Benefits to Partners

The CETL certification program will significantly improve the knowledge base of education technology leaders and their decision-making abilities. Because it is a key strategic goal of CoSN, the certification generates substantial publicity and awareness.

CETL certification strengthens the education technology marketplace by empowering CETLs to pursue more informed purchasing and implementation strategies. It is the first aspirational designation for senior education technology leaders in the world. Those seeking and holding this designation bring strong leadership and a clear vision of how technology can profoundly transform the learning environments in their school districts.

As a partner, your company will demonstrate its commitment to transforming our schools into 21st century learning environments. Partner benefits include:

- Branding on certification-related presentations and marketing materials at conferences and events nationwide
- Branding on materials specifically designed for district superintendents, school boards, HR departments, and senior school administration teams. These materials will include information on how the CETL certification can be used in the hiring and professional development of district technology staff members and how a CETL-certified staff will ensure that school districts are implementing technology to transform learning environments
- Branding on materials aimed at CTOs and aspiring CTOs on how the certification will enhance their careers and demonstrate their commitment to improving our nation's schools

- Links from the [certification page](#) on the CoSN website to your company's website
- Recognition as a Silver Conference Sponsor with significant benefits at CoSN's Annual Conference

Investment is \$35,000

SUPPORTING ADVOCACY EFFORTS

CoSN maintains a *strong and effective voice* in policy formation and implementation to ensure the strategic use of technology at the federal level by:

- Promoting advocacy efforts to ensure that policymakers hear from educators through [CoSN Advocacy Network](#)
- Focusing on adequate funding for education technology under federal legislation, strengthening the critical E-Rate program, and laying out a vision for how technology can transform our schools

Monumental Impact: Advocacy Dinner and Auction

To support CoSN's advocacy efforts and raise awareness of the necessity of funding for technology in our nation's schools, CoSN will hold the Monumental Impact: Dinner and Auction for Advocacy on April 4, 2017 in Chicago, ILL.

Sponsorship options at all levels are structured to optimize the value of your investment and increase your visibility with key stakeholders.

WASHINGTON MONUMENT SPONSOR

\$10,000 – Limited to two companies

- Recognition at CoSN conference with the opportunity to offer brief remarks to the 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 GLOBAL EXCHANGE

CoSN is committed to a global dialogue focused on the strategic uses of technology for the improvement of teaching and learning in elementary and secondary schools. Each year, CoSN invites delegates from abroad to attend the Annual K-12 CoSN Conference and organizes an International Symposium. In addition, CoSN has led delegations to Europe (2002), Australia (2004), Scandinavia (2007), Scotland and the Netherlands (2009), London and Paris (2011), South America (2011), Portugal (2013), Singapore (2015) and India (2015).

2016 CoSN SENIOR LEVEL DELEGATION TO IRELAND

To continue our global exploration and dialogue, CoSN is planning a senior level delegation to Ireland from September 22–October 1, 2016. The delegation will be an exciting professional advancement opportunity allowing the participants to discover, learn and experience the innovative ICT policies and practices that are occurring in Ireland and explore its applicability to US education.

FOCUS AND GOALS OF UPCOMING 2016 DELEGATION TO IRELAND

The Republic of Ireland is the tech center of Europe with many major companies based there and a leading player in the development of the ICT industry.

Starting in the late 1990s, the country experienced a tech boom making considerable investments in ICT infrastructure in schools and in training for teachers and other professionals. With the economic downturn in 2007/2008, funding for technology experienced a sharp decline but it is now slowly coming back with major new efforts to spark innovation.

The delegation will be visiting schools, learning about innovative policies and implementation approaches to ICT, meeting with key policymakers and government officials and traveling to Northern Ireland/Belfast to meet with Department of Education officials there. Northern Ireland has its own significant history, particularly around a coordinated strategy for the effective use of ICT as an educational and a management tool. They provide a high quality, sustainable ICT infrastructure, connectivity and resources in support of school management, teacher professional development and delivery of the Northern Ireland curriculum.

We will be focusing on the following questions:

- How can an ongoing commitment to ICT investments in education be sustained in the face of economic shifts and cycles?
- What are the policies that are helping to transforming Irish schools into e-learning environments?
- How is the government sparking innovation by supporting programs such as the Maker Movement and coding?
- How is Ireland developing skills essential for the 21st century learner?
- What are the main differences between the ICT investment strategies in the Republic of Ireland and Northern Ireland?

COSTS

We are working with EF Tours, a company specializing in educational tours to secure the best possible pricing. It is anticipated that sponsors will provide a partial subsidy to technology leaders from school districts and educational institutions or organizations.

OUTCOMES OF THE DELEGATION

We will broadly disseminate valuable information obtained during the visit to U.S. education technology community via a delegation website, blogging, webinars and a report summarizing our findings and experiences. Our goal is to share the information collected and enable human and organizational linkages which are developed on the trip to be available to a wide audience in the U.S. In addition, we will work with the education media to promote the delegation findings. We know this trip will undoubtedly have great benefit for the members of the delegation. Our goal is to move beyond that and provide value to educators and policymakers not on the trip.

SPONSORSHIP OPPORTUNITIES

We are seeking sponsorships to keep costs at an affordable level for CoSN leaders. The benefits of sponsorship are significant and include:

- Participation by a sponsor representative in all the meetings and briefings (travel and lodging for the representative are not included and can be arranged as part of the EF group rates)
- High-level access and interaction with CoSN leaders and key decision makers from Ireland
- Branding on all reports, toolkits, webinars and public dissemination activities regarding the trip.

Each sponsor will also be invited to host a dinner for the delegation with any local or company representatives you designate. In addition, sponsors may provide additional scholarships for educational leaders unable to cover their fees.

One Lead Sponsorship is available at \$20,000 (includes two representatives to participate in the delegation and in all the meetings and briefings (travel and lodging are not included and can be arranged as part of the EF group). Additional sponsorships are available at \$10,000.



CORPORATE PARTNERS (2015-2016)

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SPONSOR TESTIMONIALS

FileWave is excited to continue its partnership with COSN as they celebrate their 25th anniversary this year. Any organization that is able to stay in this field for this length of time is not only a great accomplishment, but also comes with great responsibility to both customers and the community alike.

With all the changes happening from year-to-year, or even month-to-month, in education, FileWave feels COSN provides our organization the ability to stay at the forefront. This partnership not only ensures that we continue to provide what institutions need today, but also allows us to continue to strengthen partnerships with State and District leaders to provide for the future.

--Stephen Mirante, VP of Sales & Strategic Relations, FileWave Multi-Platform Management

Our sponsorship of CoSN allows us direct access to a wide array of education leadership in a timely and efficient manner. We are able to interact collaboratively with the education teams that most impact the use of technology to enable education and gives us valuable feedback that translates directly into improved technology and solutions.

--Bill Kilcullen, Director of Education Solutions, Microsoft US National Services

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, Vice President, ENA

With the mission to inform, advocate, collaborate, and celebrate education technology leaders and their priorities, CoSN's footprint on the industry is unique, impactful, and powerful. McGraw-Hill Education reaches out to CoSN when looking for innovative solutions to drive its business operations and public policy development, and believes CoSN's impact can be felt by education technology partners and the education industry as a whole.

--Heath Morrison, Senior Vice President of Government Affairs and Education Policy, McGraw Hill Education

CoSN has been a fabulous partner to Cisco over the years. Our participation in the CoSN SEND initiative will help schools across the country to implement the right technologies in the right ways to help them transform for the future. CoSN's leadership in this area is truly a value-add as they bring relevance, credibility, and concrete approaches to our education leaders.

--Renee Patton, US Public Sector Director of Education, Cisco

I have worked with CoSN for many years. They are a fantastic organization and are really a 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, SVP, Assessment & Instruction, Pearson

CoSN and itslearning's participation in CoSN activities is more than a business relationship; it is a partnership. We believe CoSN is one of our nation's most well-respected thought leadership organizations for educational leadership. While we are positioned as a software platform for K12 Schools, we also share a grander vision to enable educational transformation. A key goal for us is to contribute and learn from the community of outstanding technology leaders and help support the development of "human capacity" to support innovation in the K12 arena. We share a common bond with CoSN's laser focus on creating engaging environments for teachers, students and parents – both in and out of the classroom.

--Bailey Mitchell, Chief Academic Officer, itslearning, inc.

CoSN continues to respond effectively to questions about how best to safeguard student privacy and data security, providing an evolving suite of best practices, professional development and other tools to support the effective and appropriate school use of student information.

*--Mark Schneiderman, VP Government Affairs,
West's Education group / SchoolMessenger solutions*

Being a CoSN corporate member and sponsor provides JAMF the opportunity to engage as a partner with our customers and the larger educational community. The CoSN organization and its members are the best source of thought leadership on educational technology issue, trends, and needs available. As a corporate member and sponsor we share the responsibility to participate in productive dialog and contribute appropriately to improve the educational experience for all students.

--David J. Saltmarsh, M.Ed., CETL, Global Educational Evangelist, JAMF Software

CoSN has been a tremendous association to work with. They are a rare breed these days amongst professional development organizations in that they actively include industry for direction, input and knowledge. I feel the members of CoSN have benefitted through these interactions as much as we have, an honest win-win for all.

--Chris Oskuie, Brocade

CoSN has proven to be a valuable partner in staying abreast of key trends in the education market. Their approach to supporting their vendors and connecting individuals is collaborative and engaging. Fortinet values our strategic relationship with CoSN.

--Bryan Wood, Vice-President, US SLED Market