

CoSN Sponsorship Opportunities 2013-14

For over two decades the Consortium for School Networking (CoSN) has been the premier professional association for school district/system technology leaders. Today the CoSN community represents 9 million students in school districts nationwide and continues to grow as a powerful and influential voice in K-12 education.

CoSN sponsorships provide a unique opportunity to reach the decision makers in the K-12 education technology market. Our sponsorship options offer:

- Valuable marketing opportunities** by providing access to education technology leaders throughout the year and at face-to-face meetings.
- Increased visibility** in the K-12 education market.
- Stronger understanding** of the K-12 education marketplace and trends impacting companies.

CoSN provides four annual sponsorship packages: Platinum, Gold, Silver and Bronze. There are also stand-alone sponsorship opportunities: Leadership Initiatives, CoSN Annual Conference, regional CTO Clinics, National Awards, Scholarships, CETL Certification, Advocacy and International Activities.

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

- Participation in monthly conference calls with CoSN staff to receive updated information on what is happening at CoSN, to answer specific questions, describe new offerings and address any concerns.
- Increased visibility on a special sponsor page with company profile, logo, and product descriptions linked from www.cosn.org (with over 100,000 unique visits a year).
- Opportunity to provide information about education-related (non-product pitch) company webinars and publication in the Member Bulletin reaching approximately 5,000 readers.

We are also ready to assist you with customized sponsorship packages to meet your marketing needs. Contact Irene Spero, Chief Strategy Officer, CoSN, Irene@cosn.org.

CoSN sponsorships provide a unique opportunity to reach the decision makers in the K-12 education technology market

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 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 2013-2014

- Empowering the 21st Century 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 the barriers and implement policies to effectively use mobile devices for the improvement of teaching and learning.
- Cyber Security for the Digital Districts** helps educators ensure the privacy and the security of data and protect the online safety of students.
- Data-driven Decision Making (3D)** offers resources to help educators use data to inform instruction and enable a data-rich culture.
- Participatory Learning in Schools: Leadership & Policy** provides a framework for educators to deal with the challenges and opportunities presented by digital media, particularly new collaborative, Web 2.0 tools.
- Small District Technology Leadership** creates resources and tools for education technology leaders in small districts and schools.
- SmartIT**, a new initiative that reflects the ongoing priority for technology leaders to strategically plan and manage IT investments. SmartIT combines CoSN resources on Total Cost of Ownership, Value of Investment, and Green Computing to offer district technology leaders the tools needed to effectively manage technology in times of fiscal constraint.

CoSN Annual Conference

Build connections and interact with key education technology decision makers at the 2014 CoSN Annual Conference, *Continuously Connected. Constantly Learning*, March 19-22, 2014 in Washington, DC. This is the leading event for school system education technology leaders. As a Platinum Sponsor, you will receive:

- A pre-conference reception to meet informally in a casual setting.
- Specially designated space for private sessions with potential customers.

- Informal networking opportunities in @Innovation Central with a pod.
- Pre- and post-registration lists for follow-up contacts.
- 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 with exhibit space, registration and an attendee list for follow up. For an additional fee you may upgrade to Tier One level.

Other Events

- Receive a post-event electronic copy of the participant list (for one-time use only) for the Feedback Focus Groups, held twice a year (at the ISTE and CoSN Annual Conferences) to enable school leaders (CTOs/Superintendents) to discuss the challenges they are facing.
- Receive a post-event electronic copy of the participant list (for one-time use only) for the CTO Council 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 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
- Ad on mobile application
- Opportunity to distribute literature to conference attendees
- Extensive branding at the conference as a Platinum Sponsor
- Logo placement as a Platinum Sponsor on conference website

CTO Clinics

- Logo placement and acknowledgment on website and all materials for the event

Events

- Branding at the CTO Forum, Leadership Feedback Forum and Webinar series with logo placement and acknowledgment on all marketing materials

Publications

- Branding on the new CoSN *Thought Leadership* series, the “must-have” 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 educators up-to-speed on the latest trends in educational technology – CoSN’s #1 ranked resource by members

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

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 designed to highlight key trends and issues in education technology.

Events

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

NEW: Enhanced Platinum Corporate Sponsorship (\$80,000)

Enhance your sponsorship by supporting the CoSN Annual Advocacy Auction scheduled for March 20, 2014 in Washington, DC. Make a difference by supporting the ed tech community in the legislative arena and ensuring a stronger economic future for your company. Sponsor a table at the Advocacy Auction and get to invite 10 of your leading customers 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 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 2013-2014

- Empowering the 21st Century Superintendent** helps superintendents and aspiring superintendents teams build their knowledge, skills and confidence as effective technology leaders.
- Leadership for Mobile Learning** enables district leaders to overcome the barriers and implement policies to effectively use mobile devices for the improvement of teaching and learning.
- Cyber Security for the Digital Districts** helps educators ensure the privacy and the security of data and protect the online safety of students.
- Data-driven Decision Making (3D)** offers resources to help educators use data to inform instruction and enable a data-rich culture.
- Participatory Learning in Schools: Leadership & Policy** provides a framework for educators to deal with the challenges and opportunities presented by digital media, particularly new collaborative, Web 2.0 tools.
- Small District Technology Leadership** creates resources and tools for education technology leaders in small districts and schools.
- SmartIT**, a new initiative that reflects the ongoing priority for technology leaders to strategically plan and manage IT investments. SmartIT combines CoSN resources on Total Cost of Ownership, Value of Investment, and Green Computing to offer district technology leaders the tools needed to effectively manage technology in times of fiscal constraint.

CoSN Annual Conference

Build connections and interact with key education technology decision makers at the 2014 CoSN Annual Conference, *Continuously Connected... Constantly Learning*, March 19-22, 2014 in Washington, DC. This is the leading event for school system education technology. As a Gold Sponsor, you will receive:

- A pre-conference reception to meet informally in a casual setting.
- Specially designated space for private sessions with potential customers.

- Informal networking opportunities in @Innovation Central with a pod.
- Pre- and post- lists for follow-up contacts.
- 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 with exhibit space, registration and an attendee list for follow up. For an additional fee you may upgrade to Tier One level.

Other Events

- Receive a post-event electronic copy of the participant list (for one-time use only) for the Feedback Focus Groups, held twice a year (at the ISTE and CoSN Annual Conferences) to enable school leaders (CTOs/Superintendents) to discuss the challenges they are facing.
- Receive a post-event electronic copy of the participant list (for one-time use only) for the CTO Council 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 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
- Ad on mobile app
- Opportunity to distribute literature to conference attendees
- Extensive branding at the conference as a Gold Sponsor
- Logo placement as a Gold Sponsor on conference website

CTO Clinics

- Logo placement and acknowledgment on website and all materials for the event

Events

- Branding at the CTO Forum, Leadership Feedback Forum and Webinar series with logo placement and acknowledgment on all marketing materials

Publications

- Branding on the CoSN *Thought Leadership Series* the “must-have” 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 educators up-to-speed on the latest trends in educational technology- the #1 benefit according to CoSN members

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 designed to highlight key trends and issues in education technology.

Events

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

NEW: Enhanced Gold Corporate Sponsorship (\$55,000)

Enhance your sponsorship at the CoSN Annual Advocacy Auction scheduled for March 20, 2014 in Washington, DC. Make a difference by supporting the ed tech community in the legislative arena and ensuring a stronger economic future for your company. Sponsor a table at the Advocacy Auction and get to invite 10 of your leading customers 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 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 2013-2014

- Empowering the 21st Century Superintendent** helps superintendents, aspiring superintendents and district leadership teams build their knowledge, skills and confidence as effective technology leaders.
- Leadership for Mobile Learning** enables district leaders to overcome the barriers and implement policies to effectively use mobile devices for the improvement of teaching and learning.
- Cyber Security for the Digital Districts** helps educators ensure the privacy and the security of data and protect the online safety of students.
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- Participatory Learning in Schools: Leadership & Policy** provides a framework for educators to deal with the challenges and opportunities presented by digital media, particularly new collaborative, Web 2.0 tools.
- Small District Technology Leadership** creates resources and tools for education technology leaders in small districts and schools.
- SmartIT**, a new initiative that reflects the ongoing priority for technology leaders to strategically plan and manage IT investments. SmartIT combines CoSN resources on Total Cost of Ownership, Value of Investment, and Green Computing to offer district technology leaders the tools needed to effectively manage technology in times of fiscal constraint.

CoSN Annual Conference

Build connections and interact with key education technology decision makers at the 2014 CoSN Annual Conference, *Continuously Connected... Constantly Learning*, March 19-22, 2014 in Washington, DC. This is the premier event for school system education technology. As a Silver Sponsor, you will receive:

- A pre-conference reception to meet informally in a casual setting with educator attendees.
- Ability to purchase specially designated space for private sessions with potential customers.
- Informal networking opportunities in @Innovation Centra with a pod.
- Pre- and post-registration lists for follow-up contacts.
- Two 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 with exhibit space, registration and an attendee list for follow up. For an additional fee you may upgrade to Tier One level.

Other Events

- Receive a post-event electronic copy of the participant list (for one-time use only) for the Feedback Focus Groups, held twice a year (at the ISTE and CoSN Annual Conferences), to enable school leaders (CTOs/Superintendents) to discuss the challenges they are facing.
- Receive a post-event electronic copy of the participant list (for one-time use only) for the CTO Council 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 to talk about a topic of your choice
- Ad on mobile app
- Opportunity to distribute literature to conference attendees
- 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

Events

- Branding at the CTO Forum, Leadership Feedback Forum and Webinar series with logo placement and acknowledgment on all marketing materials.

Publications

- 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 YOUR MARKETING

Publications

- Receive relevant and timely information in the CoSN Compendium series designed to highlight key trends and issues in education technology.

Events

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

NEW: Enhanced Silver Corporate Sponsorship (\$30,000)

Enhance your sponsorship at the CoSN Annual Advocacy Auction scheduled for March 20, 2014 in Washington, DC. Make a difference by supporting the ed tech community in the legislative arena and ensuring a stronger economic future for your company. Sponsor a table at the Advocacy Auction and get to invite 10 of your leading customers to the event.

NEW: 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 Forum.

In conjunction with our state chapter partners, CoSN provides strong regional professional development opportunities to better meet the needs of school district CTOs. The CTO Council Forums, convened two times a year (at the ISTE and CoSN Annual Conferences), provide an opportunity for district-level technology directors to share information with their peers and address common challenges. Companies can customize their sponsorship according to the number of CTO Clinics selected, as well as the type of support (Tier One and Tier Two) chosen.

ACCESS TO EDUCATION TECHNOLOGY LEADERS AT EVENTS

- Networking opportunities throughout the clinic
- Pre and Post event registration list
- Exhibit space at the clinic and the opportunity to network with attendees
- Post event participant list for the CTO Council 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
- 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 – the #1 benefit of CoSN membership

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

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

New: Bronze Enhanced Corporate Sponsor (\$15,000)

Enhance your sponsorship at the CoSN Annual Advocacy Auction scheduled for March 20, 2013 in Washington, DC. Make a difference by supporting the ed tech community in the legislative arena and ensuring a stronger economic future for your company. Sponsor a table at the Advocacy Auction and get to invite 10 of your leading customers to the event.

CoSN ANNUAL CONFERENCE

CoSN sponsors can build connections with the key decision makers and gain visibility at our Annual Conference. The 2014 CoSN Annual Conference, *Continuously Connected. Constantly Learning*, scheduled for March 19-22, 2014 in Washington, DC, is the premier event for school system education technology. The conference attracts approximately 900 district, state and national education technology leaders and focuses on the ways technology can transform the learning process.

Crystal Conference Sponsorship (\$7,500)

Sponsors at this level receive a 90-minute Executive Briefing Room to conduct a focus group or hold a presentation **and** an @Innovation Central pod plus acknowledgment on all appropriate electronic media, conference website, signage, plenary sessions and program book, complimentary conference registrations, and an electronic copy of pre-registration and final attendee lists for one-time use only.

NEW: Demonstration Space (\$10,000)

This is a chance for companies to demonstrate their products and showcase their offerings to conference attendees. The rooms will be open throughout the conference to maximize your opportunities to reach decision makers and let them know how your products and services can help districts improve the learning experiences for all students, increase productivity and enhance professional development.

NEW: Keynote Speaker Sponsor (\$10,000)

Sponsor the 2014 closing keynote speaker, David Welch Pogue. Technology columnist for the [New York Times](#), an [Emmy](#)-winning tech correspondent for [CBS News Sunday Morning](#), and a columnist for [Scientific American](#). He will speak on Disruptive Technology: What's New, What's Coming and How it Will Disrupt Everything for Learning. As a sponsor you will invited to meet him prior to the speech, provide brief welcoming remarks at the Closing Plenary and be recognized as the sponsor.

NEW: Forum for Large School Districts (\$5,000)

Sponsor a forum session focusing on the unique challenges confronting large school districts. As a sponsor you will meet with the panelist prior to the forum, introduce the speakers and moderate the discussion.

NEW: Hospitality Suites

Reserve a suite at the Washington Hilton during the conference to meet with current and potential customers and to network in an informal and relaxed setting. If you would like to host a hospitality suite, please contact Irene Spero, irene@cosn.org. We will work with the Washington Hilton to reserve a spot and ensure that it is held at a time that does not conflict with other activities.

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

Host a dinner for CoSN Chapter Leaders on Friday, March 21, 2014 to be followed by a moonlight tour of Washington Monuments. As a sponsor you will attend the dinner, offer welcoming remarks and network with these leaders from our state chapters throughout the evening during the evening.

Executive Briefings (\$4,500)

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

SPECIAL EVENTS

New: 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 an opportunity to discuss, showcase or test products and services with selected CoSN educator members. Conducted 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 II: Leading Digital Conversion for Student Learning (\$5,000)

The Consortium for School Networking (CoSN) and Katy Independent School District, TX, are working together to improve student learning in a digitally rich learning environment.

Teaming for Transformation II: Leading Digital Conversion for Student Learning is a blended learning opportunity for district leadership teams including

- Membership in an online community of practice (CoP) for district/school leadership teams focused on transforming the culture of teaching and learning.
- Opportunities to collaborate virtually and face-to-face with district and school leaders across our nation June 2013–March 2014.

- Chance to observe an exemplary student centered learning environment during a two day visit (October 7-8) to Katy ISD, TX, one of the premier districts leading a digital conversion through mobile learning and also hear superintendents and national thought leaders recommendations for transforming the culture of teaching and learning.

Sponsorship provides the opportunity to gain access to district level leadership teams including K-12 superintendents, principals, curriculum, technology and financial leaders, to build connections with these key decision makers and to position your product or service as a solution to a digitally rich learning environment.

The benefits of sponsorship include:

- Acknowledgement of sponsorship, branding and visibility on all appropriate electronic and print materials and resources at the face-to-face meeting and within the online community of practice.
- Opportunity to provide materials to district leadership teams and attendees at the face-to-face meeting and to those who are part of the community of practice.
- Electronic copy of the attendee list from the face-to-face meeting for one time use.
- Two complimentary conference registrations for the October 7-8, 2013 meeting.
- Chance to offer brief welcoming remarks at the October 7-8, 2013 meeting.

REGIONAL CTO CLINICS

CoSN has created state chapters to better meet the needs of district-level technology CTO/CIOs. There are currently chapters in Alabama, California, Colorado, Florida, Georgia, Indiana, Illinois, Louisiana, Maryland, Missouri, Massachusetts, New Mexico, Pennsylvania Tennessee, and Texas, 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. Five clinics will be offered in 2013-2014 with dates and locations to be determined. Average attendance at these events is between 100-175.

Tier One and Tier Two level sponsorships of the CTO Clinics offer the opportunity to present information, interact with attendees, exhibit, distribute information and receive visibility and branding.

Tier One Sponsors (\$5,000) 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.

- 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 into the attendee conference bags.
- 175-word organizational profile and logo in conference program book.
- Electronic copy of the final attendee list for one-time use.
- Two complimentary conference registrations.

Tier Two (\$2,000) 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.
- 100-word organizational profile and logo in conference program book.
- Electronic copy of the final attendee list for one-time use.
- One complimentary conference registration.

**RECOGNIZE AND DEVELOP
EFFECTIVE LEADERSHIP**

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

Leadership Initiatives

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

CoSN Leadership Initiatives for 2013-2014

- Empowering the 21st Century 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 the barriers and implement policies to effectively use mobile devices for the improvement of teaching and learning.
- Cyber Security for the Digital Districts** helps educators ensure the privacy and the security of data and protect the online safety of students.

- Data-driven Decision Making (3D)** offers resources to help educators use data to inform instruction and enable a data-rich culture.
- Participatory Learning in Schools: Leadership & Policy** provides a framework for educators to deal with the challenges and opportunities presented by digital media, particularly new collaborative, Web 2.0 tools.
- Small District Technology Leadership** creates resources and tools for education technology leaders in small districts and schools.
- SmartIT**, a new initiative that reflects the ongoing priority for technology leaders to strategically plan and manage IT investments. SmartIT combines CoSN resources on Total Cost of Ownership, Value of Investment, and Green Computing to offer district technology leaders the tools needed to effectively manage technology in times of fiscal constraint

Benefits of sponsorship include:

- Branding on all appropriate materials, presentations and meetings including the relevant pages on the CoSN website.
- Acknowledgment on all training materials developed by the Initiative.
- Opportunity to identify school leaders and highlight best practices.
- Participation in the project steering committee for the Initiative, helping to shape it and contribute to its growth.

Sponsorship Investment: \$12,000 per Initiative

New: Designing Education Networks (\$25,000)

New advances in technology are making it possible for students to learn anytime anywhere and to experience personalized and individualized learning. Putting “always on, always connected” mobile devices in the hands of K-12 students and teachers has the potential to dramatically transform learning by providing expanded access to educational resources beyond the limits of the classroom and the school day and by enabling an increased capability to collaborate with peers and advisors in and out of the classroom.

These advances can only take place if school systems have networks in place that support the new and dynamic context of learning. Most school systems lack the technical sophistication to design the networks or develop the next generation network infrastructure necessary to support multiple mobile devices on and off campus, as well as the delivery of digital content and administration of online assessments.

The *Designing Education Networks* Initiative will address the challenges faced by school systems by providing school system leaders with the knowledge to invest wisely in educational networks for today and tomorrow.

Benefits include:

- Participation on the Designing Education Networks advisory committee helping to shape direction and focus by identifying best practices, tools, resources, webinars presentations and case studies.
- Visibility with links from the Initiatives 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 ***Withrow Outstanding Achievement in Education Leadership and TEAM Awards***.

Named for Frank Withrow, a longtime pioneer and champion of technology in K-12 education, the ***Withrow Outstanding Achievement Award***, recognizes an individual CTO or equivalent in a U.S. K-12 school district, consortium of school districts or education agencies who is a true technology champion.

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

Benefits of an Awards Sponsorship

- 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.
- Complimentary conference registrations for staff.
- @Innovation Central pod.
- An electronic copy of the conference pre-registration and attendee lists for one-time use only.

Sponsorship Investment: \$15,000

CoSN IT Leadership Survey (\$7, 500)

CoSN launched its first annual [IT Leadership survey](#) in the fall of 2012. 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 2nd Annual Survey in 2014 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.

Sponsorship includes branding on the survey publication, quote in the press release and acknowledgement on all dissemination efforts.

Technology Leadership Scholar Fund

CoSN is committed to building effective leadership capacity of 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 (March 11-13, 2013) in San Diego and/or CoSN/ISTE Washington Advocacy Day in spring of 2013. Scholarships cover registration fees plus a travel stipend (\$750 p/p). These events provide quality professional development and up-to-date research knowledge to 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 of \$5,000 covers four scholarships. Additional scholarships may be sponsored in \$5,000 increments. Sponsors may either authorize CoSN to select the recipients or select them to reward to your 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 that they have the knowledge and skills to lead education technology in their school system. 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 this is a key strategic goal of CoSN, it is expected to generate substantial publicity and awareness.

CETL certification will strengthen the education technology marketplace through more informed purchasing and implementation strategies. It is the first aspirational designation for senior education technology leaders in the world. CoSN is confident that those seeking and holding this designation will bring strong leadership and a clear vision of how technology can profoundly transform the learning environment 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

- Participation on the CETL project advisory committee, helping to shape the program's direction and focus.
- Branding on certification-related presentations and marketing materials at conferences and events.
- 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 Opportunity: \$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 ETAN, www.edtechactionnetwork.org.
- Focusing on adequate funding for education technology under federal legislation and strengthening the critical E-Rate program, and laying out a vision for how technology can transform our schools.

Corporate Friends of Advocacy

Become a Corporate Friend of Advocacy and make a difference by supporting the ed tech community, and ensuring a stronger economic future for your company. Corporate sponsorships are available for auction tables:

- Full Table Donation (Corporate: Seats 10): \$5,000
- Full Table Donation (Corporate: Seats 12): \$7,500

Advocacy Auction & Dinner

To support CoSN's advocacy efforts and raise awareness of the necessity of funding for technology in our nation's schools, CoSN will hold **Silent & Live Auction and Reception for Advocacy** during our 2014 annual Conference on March 20, 2014 in the Washington Hilton Hotel.

Benefits of Sponsorship

- Access to Timely and Essential Information about policy development
- Recognition at CoSN's 2014 Annual Conference with announcement at the Opening Plenary Session, listing on Friends of Advocacy signage and on the the CoSN Friends of Advocacy website; VIP seating at Opening & Closing Plenary sessions
- Special name badge indicating President/Senate/House donor level
- Tickets to the auction as part of the table purchase

PROMOTING GLOBAL EXCHANGE

CoSN is working to open a world-wide dialogue about the issues of technology and school networking. By inviting delegates from abroad to attend the Annual K-12 CoSN Conference, by organizing an annual International Symposium, and by leading senior VIP delegations in 2002, 2004, 2007, 2009 and 2011. CoSN plays a significant role in the US in promoting a global exchange on issues pertaining to the use of technology in K-12 schools.

13th Annual International Symposium

Each year the International Symposium brings together key education and policy leaders from the U.S. and other nations to examine global responses to the effective use of technology in education, as well as share best practices. The 2014 International Symposium will be held on March 20 in Washington, DC. The focus of the 2014 International Symposium will be *Connected Learning: What Does This Mean for Formal Education?*

Benefits of Symposium Sponsorship

- Acknowledgement on all relevant marketing materials, announcements, invitations, and program book
- Complimentary conference and symposium registrations for staff
- Dinner with international VIP attendees and the CoSN Board of Directors
- An electronic copy of the symposium pre-registration and attendee lists for one-time use

Sponsorship Investment: \$12,000

CoSN Senior Level Portugal Delegation: October 18–26, 2013

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. To further this purpose, we will lead a delegation to Portugal from October 18-26, 2013.

The 2013 senior-level delegation continues CoSN's long-term strategic efforts as a global leader in promoting a conversation around issues related to the successful use of ICT/technology in schools. CoSN also organizes an annual International Symposium, and has led delegations to Europe (2002) Australia (2004), Scandinavia (2007), Scotland and the Netherlands (2009), London and Paris (2011) and South America (2011).

Focus and Goals of Upcoming 2013 Delegation

Over the last decade Portugal has put in place policies and programs to provide all students with laptops, connectivity, and free educational content as part of a larger initiative to help fuel economic development and transform society. Our goal is to provide the delegation with an outstanding professional development experience allowing the participants to learn about the innovative and unique programs and practices surrounding the uses of education technology in Portugal.

The goals of the CoSN Delegation are to:

- Learn about Portugal's one-to-one initiative, how it is preparing students for a knowledge based world and working towards educational equity
- Hear how the MilleniumEDU Project, in partnership with the UN, is taking Portugal's experience globally
- Explore scalability in large-scale one-to-one initiatives and understand the unique roles the public and private sector have played in national ubiquitous technology initiatives
- Create opportunities for the delegates to share practices and learn from each other
- Visit schools to see the impact of these programs
- Meet with global ICT leaders to learn about efforts underway , including leading efforts by UNESCO, OECD and the European SchoolNet

Outcomes of the Delegation

We plan to produce a toolkit with best practices, examples and resources for scalability of one-to-one programs that can be utilized in North America as a tangible outcome of the delegation.

In addition, CoSN will broadly disseminate valuable information obtained during the visit to U.S. education technology community via a delegation website, podcasting, 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 aggressively 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.

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 Portugal and representatives from OECD, UNESCO and European School; and
- 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.

