

# SETDA Gold Annual Private Sector Partnership

Fostering Public-Private Partnerships to Improve Education



# Who is SETDA?

SETDA members are 230 state level education leaders from all 50 states and 3 U.S. Territories.

## Fostering Public-Private Partnerships to Improve Education

SETDA secures strategic partnerships with organizations that align with our mission, priorities, and advocacy goals. Our strategic partnerships include non-profit and for-profit private sector partners (platinum/gold/emerging) and channel partners. Throughout the year, we also work in tandem with event sponsors, which include organizations seeking to showcase innovative products and services that can help meet the needs of our state members and the schools and districts that they serve. SETDA's Strategic Plan for 2017 – 2020 is [here](#).



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**Emerging Technologies Leadership Forum**

**80** State Education Leaders representing at least **45 states**

**Leadership Summit + Ed Forum Day**

**100** State Education Leaders representing **47 states**  
+ 75 invited guests from national education organizations.

# Levels of Annual Partnerships

## 2018 Gold Sponsorship Opportunities

### SETDA's Gold Annual Partnership Benefits Include:

The Gold Annual Partnership is \$18,000 per year. The Platinum Annual Partnership is \$30,000 per year. Current Annual Partners are [here](#). Additional information about the benefits of Platinum Partnership are available [here](#).

#### 1. Display **company branding** in the following locations:

- SETDA's home page: [www.setda.org](http://www.setda.org)
- Company-specific [web page](#) on SETDA's web site (includes company description, listing of company contacts, and hyperlink to company website)
- Signage at all SETDA events
- Leadership Summit program, signs, corresponding web pages and mobile application (logo)
- Emerging Technologies Forum program, signs, corresponding web pages and mobile application (logo and company description)

#### 2. Company hosted **Research & Development Focus Group for 1 hour with 10 -12 state members** once per year. Additional focus group sessions are available at a discounted rate.

#### 3. **Access to news and updates** about important education technology-related announcements, events, SETDA advocacy efforts, and state member-specific information via SETDA's newsletter (typically disseminated monthly).

#### 4. Participation in **SETDA's in-person, annual events**. Two (2) company executives will have full access to both events:

- **Leadership Summit** – typically attended by 45-49 of the states (held in the Washington D.C. area in the fall)
  - ✓ Full Participation in the 3-day event for both representatives including:
    - One company demonstration table at the Tabletop Showcase Reception
    - Invitations to the annual awards gala dinner
    - Participation in discussion sessions with state members, corporate partners and senior leadership from other national education agencies
    - Access to online collaborative tools for sharing resources and developing products during and after conference
    - Invitation to all networking meals with SETDA members
  - ✓ Access to the pre-registration list (for individual contacts, not mass solicitation)
  - ✓ Branding in event booklet, corresponding web pages, signage and mobile application.

# Levels of Annual Partnerships

## 2018 Gold Sponsorship Opportunities

- **Emerging Technologies Leadership Forum** – typically attended by 45-49 of the states (held prior to ISTE Conference in the summer)
  - ✓ Full Participation in the 3-day event for both representatives, including:
    - One company demonstration table at the Tabletop Showcase Reception
    - Breakfast and lunch with SETDA members
    - Attendance at corporate partner professional development sessions provided by SETDA staff
    - Access to the pre-registration list (for individual contact, not mass solicitation)
    - Branding in booklet, corresponding web pages, signage and mobile application
- 5. **Receive discount rates on event sponsorship opportunities** (e.g. speaking opportunity, speed meeting, additional focus group session, wifi sponsorship)
- 6. **Participate in development of tools/reports on topics of interest to corporate partners** (companies receive attribution and branding for substantive contributions). SETDA retains editorial control and all rights to completed products, which will likely be produced under creative commons licensing. Corporate partners possess no IP rights of any contributions (e.g. feedback, thoughts, materials) submitted for inclusion of SETDA products.
- 7. **Access to SETDA members' contact information** (phone and email addresses) and access to SETDA staff (technical assistance, connections or introductions & thought leadership).
- 8. **Announce and/or promote new or important products and services** in “Strategic Partner News” of SETDA newsletter 8 times per year, up to 75 words plus image (typically disseminated bi-weekly to SETDA membership & corporate partners).
- 9. **Post company's research publications and white papers on SETDA's site** in a section designed specifically to showcase corporate partner white papers.
- 10. **Participate in SETDA's monthly membership webinars** (and other virtual meetings, as appropriate, such as book talks).
- 11. **Connect with SETDA for federal policy leadership, advocacy, and partnerships/projects** like Advocacy Day co-sponsored with CoSN and ISTE, or Hill visits with SETDA members.

# Benefits At-a-Glance

Gold Annual Sponsorship Benefits	
<p><b>Company logo</b> is included in the following locations:</p> <ul style="list-style-type: none"> <li>• SETDA website</li> <li>• Company-specific <a href="#">web page</a> within SETDA's site (includes company description, listing of company contacts, and hyperlinks to company's site)</li> <li>• Mobile App and Event Signs</li> </ul>	✓
<p><b>Access to news and updates</b> about important education technology related announcements, events, SETDA advocacy efforts, and state member-specific information via SETDA's newsletter and SETDAConnects online.</p>	✓
<p><b>Participate in both in-person annual events:</b></p> <p><b>Leadership Summit</b></p> <ul style="list-style-type: none"> <li>• Tabletop Showcase Reception</li> <li>• Participation in Ed Forum Day activities with state members and over 100 invited guests</li> <li>• Participation in SETDA working groups, meals and networking activities with members</li> <li>• Access to the pre-registration list (for individual contact, not mass solicitation)</li> </ul> <p><b>Emerging Technologies Forum</b></p> <ul style="list-style-type: none"> <li>• Tabletop Showcase Reception</li> <li>• Access to the pre-registration list (for individual contact, not mass solicitation)</li> <li>• R&amp;D Focus Group</li> <li>• Participation in meals and networking activities with SETDA members</li> </ul>	<p><b>2 executives</b></p> 
<p>Receive <b>discount rates</b> on a la carte event sponsorship opportunities</p>	\$
<p>Collaborate with state members while developing <a href="#">tools/reports</a></p>	✓
<p><b>Access SETDA members' contact information</b> (phone and email addresses). NOTE: for research and targeted outreach purposes (individual contacts, not mass solicitation).</p>	✓
<p><b>Announce/promote new or important products in SETDA newsletter</b> disseminated to SETDA membership &amp; sponsors.</p>	✓
<p>Post company's research publications and white papers on SETDA's site in a section designed specifically to showcase <a href="#">Sponsor White Papers</a>.</p>	✓
<p>Participate in SETDA's <b>state membership webinars</b> and other meetings, such as annual professional book talks.</p>	✓
<p>Access to SETDA staff for <b>technical assistance &amp; thought leadership</b>; Connect with SETDA for federal policy, advocacy, and partnerships/projects.</p>	✓
<p>Use of SETDA Private Sector Partner Platinum Badge/Gold Badge for <b>print collateral and online assets</b>.</p>	✓

## FOR MORE INFORMATION

Please contact Melissa Greene, Director of Strategic Partnerships, at [mgreene@setda.org](mailto:mgreene@setda.org) or 202-715-6636 x703.