

# SETDA Platinum Annual Private Sector Partnership

Fostering Public-Private Partnerships to Improve Education



**SETDA**  
setda.org

LEADERSHIP • TECHNOLOGY • INNOVATION • LEARNING

# 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](#).



Tagul.com



**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 Platinum Sponsorship Opportunities

### SETDA's Platinum Level Partnership Benefits and Responsibilities

#### Platinum Partner will:

1. Submit payment for **\$30,000** to SETDA for annual **Platinum** sponsorship within thirty days from receipt of the invoice.
2. Identify 3 company representatives to be the designee during the sponsorship term within thirty days from receipt of the invoice.
3. Submit branding materials (high res logo and company description) to SETDA within thirty days from receipt of the invoice.

#### SETDA will:

Offer the following benefits afforded **Platinum** Corporate Partners, including the ability to:

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 websites)
  - Signage at all SETDA events
  - Leadership Summit program, **corresponding** web pages and mobile application (logo)
  - Emerging Technologies Forum program, corresponding web pages and mobile application (logo and company description)
2. Access news and updates about important education technology-related announcements, events, SETDA advocacy efforts, and state member-specific information via SETDA's newsletter (typically disseminated bi-weekly).
3. Host a 90 minute Company hosted Research & Development focus group once per year with 15 – 20 SETDA state leaders. Additional focus groups are available at a discounted rate.
4. Participate in both of SETDA's in-person, annual events. Three (3) company executives will have full access to the entire events, including special "Platinum partner-only" activities as offered:
  - Leadership Summit - typically attended by 45-48 of the states (held in the Washington D.C. area in the fall)
  - ✓ Full Participation in the 3-day event for all 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

# Levels of Annual Partnerships

## 2018 Platinum Sponsorship Opportunities

- Breakfast and lunch with SETDA members
  - 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.
  - Emerging Technologies Forum - typically attended by 45 - 47 of the states (held prior to ISTE Conference in the summer)
    - ✓ Full Participation in the 3-day event for (3) three 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 discounted rates on all event sponsorship opportunities (see listing on [setda.org](http://setda.org))
- 6.** Participate in developing tools/reports on topics of interest to corporate partners (company will 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). NOTE: for research and targeted outreach purposes only (individual contacts, not mass solicitation).
- 8.** Announce and/or promote new or important products and services in "Strategic Partner News" of SETDA newsletter (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.** Access to SETDA staff (technical assistance & thought leadership).
- 12.** Connect with SETDA for federal policy leadership, advocacy, and partnerships/projects.
- 13.** Participate in SETDA's bi-monthly "States Sharing" webinars during which three to four states showcase important initiatives specific to educational technology and digital learning.


# Levels of Annual Partnerships

## 2018 Platinum Sponsorship Opportunities

14. Participate in quarterly Professional Development Webinars specifically designed to meet the needs of SETDA's Platinum sponsors (Platinum sponsors will determine topics to be covered)
15. Participate in Advisory Call with SETDA staff to provide planning input for monthly membership meeting agendas.
16. Company logo is included in the footer of every SETDA Newsletter – SETDA's bi-weekly publication disseminated to all of SETDA's current membership and sponsors.
17. Participate in one 2 hour and 30 minute state members-only session at the Emerging Technologies Forum. Topics vary and are designed so that states can share experience/strategy around a particular timely topic of mutual interest.
18. Participate in a Platinum Dinner (held in tandem with a SETDA event at FETC in Orlando, FL in January) – providing one-on-one time with Platinum sponsors, SETDA staff, SETDA Board, and Committee Chairs.
19. Annual Special Promotion – in cooperation/collaboration with SETDA staff, create an opportunity tailored to sponsor's needs. For example:
  - Conduct a Focus Group (webinar or conference call) with 10-12 specific state directors – at no cost, and SETDA will manage all logistics and invitations; speak at a SETDA event, create a case study, or take advantage of one of the fee-based event sponsorships at no cost; or other option TBD.



# Benefits At-a-Glance

Platinum 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>3 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>	✓

# Benefits At-a-Glance

Platinum Annual Sponsorship Benefits	
Participate in SETDA's quarterly <b>"Brown Bag" series</b> of webinars.	✓
Participate in SETDA's <b>state membership webinars</b> and other meetings, such as annual professional book talks.	✓
Access to SETDA staff for <b>technical assistance &amp; thought leadership</b> ; Connect with SETDA for federal policy, advocacy, and partnerships/projects.	✓
Use of SETDA Private Sector Partner Platinum Badge/Gold Badge for <b>print collateral and online assets</b> .	✓
Participate in SETDA's quarterly <b>"Brown Bag" series</b> of webinars.	✓
Participate in an <b>advisory call</b> to provide input on monthly membership meeting agendas.	✓
<b>Company logo</b> is included in the footer of every SETDA newsletter	✓
<b>Participate in Platinum Dinner</b> – provides one on one time with Platinum sponsors, staff, and board (held in tandem with a SETDA event).	✓
<p><b>Special Promotion</b> – in conjunction with SETDA staff, create an opportunity tailored to the sponsor's need (at no cost or at a significantly discounted rate), for example:</p> <ul style="list-style-type: none"> <li>• Conduct a focus group (webinar or conference call) with 10-12 specific state directors to discuss an issue – at no cost (SETDA will manage all logistics)</li> <li>• Take advantage of one of the fee based à la carte opportunities</li> <li>• Other? TBD (we welcome sponsor's ideas)</li> </ul>	✓

## FOR MORE INFORMATION

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