



2020 Partnership Opportunities

Fostering Public-Private Partnerships to Improve Education

The State Educational Technology Directors Association (SETDA) is a 501(c)3 not-for-profit membership association launched by state education agency leaders in 2001 to serve, support and represent their emerging interests and needs with respect to the use of technology for teaching, learning, and school operations.

SETDA secures strategic partnerships with organizations that align with our mission, priorities, and advocacy goals. SETDA's current work is guided by its [Strategic Plan 2017- 2020](#). With the help of our strategic partners and other national experts, SETDA and our members conduct in-depth analyses into and make recommendations about how best states and districts can manage and accelerate public education's inexorable 'shift to digital' and in so doing improve educational outcomes for all students.

Our strategic partnerships include non-profit and for-profit private sector partners (platinum/gold/emerging) and channel partners. Throughout the year, we also invite event sponsors, which include organizations seeking to showcase innovative products and services (at just one of our annual events) that can help meet the needs of our state members and the schools and districts that they serve.



LEADERSHIP



TECHNOLOGY



INNOVATION



LEARNING

Levels of Annual Partnerships

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 is available [here](#).

SETDA's Gold Annual Partnership

Benefits Include:

1. Display company branding in the following locations:
 - SETDA's home page: www.setda.org
 - Company-specific microsite on SETDA's website (includes company logo & description, listing of company contacts, and hyperlink to company website)
 - Signage at all SETDA events
 - Leadership Summit program, signs, corresponding webpages and mobile application (logo)
 - Emerging Technologies Forum program, signs, corresponding webpages and mobile application (logo and company description)
2. 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 twice monthly).

The candid feedback we gain from these discussions with state edtech leaders plays a continuous role in shaping the development of new BrainPOP features.

–Kari Stubbs, Ph.D,
Vice President,
Learning and
Innovation,
BrainPOP



3. 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

- **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
 - ◆ Company hosted Research & Development Focus Group for 1 hour with 10-12 state members
 - ◆ 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 webpages, signage and mobile application

SETDA truly believes in corporate partnerships. We are invited to sit down at the table and talk with the state leaders about our solutions.

**–Patrick Leonard,
COO MIDAS Education**



4. Receive discounted rates on event sponsorship opportunities at one of SETDA's annual events (e.g. speed meeting, additional focus group session, social networking sponsorship – see [SETDA.ORG/Events](https://www.setda.org/events) for sponsorships available.)
5. 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.
6. Access to SETDA members' contact information (phone and email addresses) and access to SETDA staff (technical assistance, connections or introductions & thought leadership).
7. Announce and/or promote new or important products and services in "Strategic Partner News" of SETDA newsletter, up to 75 words plus image (typically disseminated bi-weekly to SETDA membership & corporate partners).
8. Post company's research publications and white papers on SETDA's site in a section designed specifically to showcase corporate partner white papers.
9. Participate in SETDA's monthly membership webinars (and other virtual meetings, as appropriate, such as book talks).
10. Connect with SETDA for federal policy leadership, advocacy, and partnerships/projects.



The SETDA team and its state members provide guidance, insight, leadership, and vision about the key issues and future direction of educational technology.

**–Lillian Kellogg,
Senior Vice President,
ENA**

Customization of Benefits for Annual Partners

SETDA offers flexible customization and personalization of benefits for Gold and Platinum Annual partners to provide added value to the relationship. SETDA's annual partners are an important part of our work, our professional learning, and our family. While each company is encouraged to share and discuss its goals and needs, below are a few examples of the options that are available:

- ◆ SETDA Membership Webinar followed by blog post on "SETDA Says"
- ◆ Direct email campaign series (up to 3 emails) to entire SETDA mailing list (can include or exclude other private sector partners if desired)
- ◆ Speaking opportunity at SETDA event
- ◆ Co-publish brief case study with SETDA
- ◆ WiFi sponsorship at SETDA event - (directing each person to your website homepage upon log-in and table tents on each table at event)
- ◆ Other ideas welcomed (through collaborative brainstorming)
- ◆ Extended exhibit space for duration of event (as space allows)

For more information about SETDA's Private Sector Partnership Program, contact Melissa Greene at mgreene@setda.org or 202-715-6636 ext. 703.

