



Leadership Summit 2020 Event Activities for Event Partners

SETDA's [2020 Leadership Summit](#) is a virtual event that will take place November 16-17, 2020.

Basic event sponsorship: Attendance for 2 execs, branding on website & promo on social media before, during and after event, and participation in 1:1 meetings, social networking event - \$2,000

Lunch-n-Learn: 90-minute interactive workshop style activity (with Panera or Starbucks card for participants) during pre-conference event (Friday, Nov. 13) 1:00 - 2:30 pm ET (limited to 2 companies) - \$3750. (**SOLD OUT** for the November event - but 60-minute Lunch-n-Learn sessions throughout the winter are still available for sponsors to purchase.)

Focus Group: Design, lead and present a 1-hour interactive virtual focus group session to an audience of approximately 8 - 10 state education leaders. These sessions are one of the most highly valued and coveted benefits of the Gold & Platinum annual partnerships because of the valuable insights and focused feedback companies get from SETDA during this time. Discuss national and state trends, brainstorm, troubleshoot, and plan ahead with state level thought partners from around the nation. **Due to limited availability, focus groups will be staggered to take place from October 2020 – March 2021, to be scheduled at an agreed upon time mutually convenient for SETDA and the sponsor. - \$4500.*

SETDA LIVE: Stories of Impact & Change – 10-minute podcast-style interview with company on their remote/hybrid learning solution and how it has supported continuity of learning for schools/districts. Will be followed by questions from audience members for 10 minutes. Hosted by TBD and conducted on SETDA's event conference platform. (limited to 3 companies). Includes follow up email to event attendees. - \$3500. (**SOLD OUT**)

Webinar: Either before or after the Leadership Summit event, SETDA will host a "Spotlight webinar" for a company as part of our Spotlight Webinar Series. 1-hour webinar, with follow up email and sharing of recording with the membership. - \$4500.

Breaks: Regularly scheduled 15-minute breaks will take place throughout the 2-day event. Sponsors can have their company logo on the main stage and have 1 minute to speak/share a brief message to all participants to kick off each break. Branding as event sponsor & attendance at the event for 2 executives are included in this sponsorship. (Limited to 5 sponsorships available) - \$2500.

For more information on [SETDA's annual partnership](#) programs, or to register as an event sponsor, please contact Missy Greene, Director of Strategic Partnerships at mgreene@setda.org.