



2022 SETDA Event Sponsorship Packages

SETDA offers a limited number of sponsorship opportunities at our annual [Leadership Summit](#) and Ed Forum event taking place November 6-9, 2022 in Arlington, VA.

This invitation-only event brings together SETDA state and territory members, affiliates, corporate partners, and invited guests. Educational technology and digital learning leaders from over 40 state education agencies attend the Leadership Summit conference.

Sponsorship opportunities are available **on a first-come-first-served basis through October 14, 2022.**

To determine which sponsorship package is best for your organization, please contact Missy Greene directly at mgreene@setda.org or 202-715-6636 x703 or choose from the list below.

Sponsorships may be changed or unavailable. All benefits are delivered within the sponsorship/conference term established in the sponsorship contract.

All sponsors of the **SETDA 2022 Leadership Summit** event will be entitled to the following base benefits, included with each sponsorship package:

- A company-hosted table at our **Homecoming Reception** on Sunday evening, November 6, 2022 (2.5 hours).
 - Your company logo is included on digital and print event signage in conference meeting spaces.
 - Your company logo and website are listed on the 2022 Leadership Summit conference webpage and in the conference app.
 - An appreciation tweet including a link to your company's Twitter handle.
 - Access to a post-event attendee list (PDF version).
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KEYNOTE SESSIONS

These highly attended sessions provide great exposure for the sponsoring company with visibility on stage and online during the 2022 SETDA Leadership Summit. Keynote session sponsors receive acknowledgment in online event schedule and top-tier placement of company logo and link on the conference website.

Opening Keynote

Cost: \$10,000

Sponsorships Available: 1

When: Monday, 11/7

Audience Reach:
Approximately 125 state leaders, edtech affiliates, invited guests, and corporate partners.

As the **Opening Keynote Sponsor**, your organization will receive these specific benefits:

- Branded session recognition with your company logo on screens at the sponsored keynote session.
- Verbal acknowledgment from the podium as a core sponsor and introduction by SETDA's Executive Director.
- A speaking opportunity on stage to provide remarks for 3 minutes by one (1) company representative before the opening keynote address to introduce your organization and the keynote speaker.
- Opportunity to place marketing collateral at each table.

Ed Forum Address

Cost: \$15,000

Sponsorships Available: 1

When: Tuesday, 11/8

Audience Reach:
Approximately 200 state leaders, edtech affiliates, invited guests, education leaders from national organizations, VIPs, and corporate partners.

As the **Ed Forum Address Sponsor**, your organization will receive these specific benefits:

- Branded session recognition with your company logo on screens at the sponsored program.
- Verbal acknowledgment from the podium as core sponsor and introduction by SETDA's Executive Director.
- A speaking opportunity on stage to provide remarks for 5 minutes by two (2) company representatives before the Ed Forum address to introduce your organization and the featured speaker.
- Opportunity to place marketing collateral at each table.

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<p>Closing Keynote</p> <p>Cost: \$10,000</p> <p>Sponsorships Available: 1</p> <p>When: Wednesday, 11/8</p> <p>Audience Reach: Approximately 125 state leaders, edtech affiliates, and invited guests.</p>	<p>As the Closing Keynote Sponsor, your organization will receive these specific benefits:</p> <ul style="list-style-type: none"> ● Branded session recognition with your company logo on screens at the sponsored keynote session. ● Verbal acknowledgement from the podium as core sponsor and introduction by SETDA's Executive Director. ● A speaking opportunity on stage to provide remarks for 3 minutes by one (1) company representative before the closing keynote address to introduce your organization. ● Opportunity to place marketing collateral at each table.
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BRAND AWARENESS AND LOGO PLACEMENT

Gain prominent exposure for your company at the 2022 SETDA Leadership Summit every time an attendee goes online or is wearing their name conference badge.

<p>Wi-Fi and Landing Page</p> <p>Cost: \$5,000</p> <p>Sponsorships Available: 1</p>	<p>As the Wi-Fi and Landing Page Sponsor, your organization will be front and center every time an attendee accesses the internet by being the official sponsor of the SETDA Leadership Summit Wi-Fi network. The sponsoring company will receive:</p> <ul style="list-style-type: none"> ● Exclusive branding on the conference Wi-Fi landing page. ● Company logo and website address on table tents with Wi-Fi access information on all dining and meeting room tables for the duration of the event.
<p>Mobile App</p> <p>Cost: \$3,500</p> <p>Sponsorships Available: 4</p>	<p>Indispensable to attendees as the most reliable source of up-to-date information, the Mobile App Sponsorship will have your organization's logo as a conference schedule banner on the official event app.</p>
<p>Lanyard and Name Badge</p> <p>Cost: \$4,500</p> <p>Sponsorships Available: 1</p>	<p>As the Name Badge and Lanyard Sponsor, your organization will furnish branded lanyards with your company logo to be provided and worn by all event attendees.</p>

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<p>Homecoming Reception</p> <p>Cost: \$4,000</p> <p>Sponsorships Available: 2</p> <p>When: Sunday, 11/6</p> <p>Audience Reach: Approximately 125 state leaders, edtech affiliates, invited guests, and corporate partners.</p>	<p>It has been nearly three years since SETDA last hosted an in-person event. As the Homecoming Reception Sponsor, your organization will co-host the kickoff celebration to welcome all Leadership Summit attendees back to Washington, DC during our tailgate-table top networking reception—a SETDA tradition. The sponsoring companies will receive:</p> <ul style="list-style-type: none"> ● A speaking opportunity during the reception by one (1) company representative for 1 minute to introduce your organization. ● Verbal acknowledgment and introduction of hosting sponsors by SETDA’s Executive Director. ● Onsite signage with company logo on all bar tops, cocktail tables, and food stations; branded cocktail napkins or coasters (<i>optional</i>).
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SOCIAL EXPERIENCES, NETWORKING AND “GIVE BACK”

Gain premium exposure for your company at the 2022 SETDA Leadership Summit by sponsoring social experiences for conference participants to connect and network with each other.

Unless noted, audience reach is approximately 125 state leaders, edtech affiliates, invited guests, and corporate partners.

<p>Breakfast Guest Speaker</p> <p>Cost: \$5,000</p> <p>Sponsorships Available: 1</p> <p>When: Monday, 11/7</p>	<p>As the Breakfast Guest Speaker, your organization will be introduced by SETDA’s executive director, then one (1) company representative will take the stage to speak for 3 minutes during breakfast.</p> <p>Your organization may place collateral at each table.</p>
<p>Lunch Guest Speaker</p> <p>Cost: \$7,500</p> <p>Sponsorships Available: 1</p> <p>When: Monday, 11/7</p>	<p>As the Lunch Guest Speaker, your organization will be introduced by SETDA’s executive director, then one (1) company representative will take the stage to speak for 3 minutes during lunch.</p> <p>Your organization may place collateral at each table.</p>

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<p>“Ed Forum Mingle” Networking Event</p> <p>Cost: \$7,500</p> <p>Sponsorships Available: 2</p> <p>When: Tuesday, 11/8</p> <p>Audience Reach: Approximately 200 state leaders, edtech affiliates, invited guests, education leaders from national organizations, VIPs, and corporate partners.</p>	<p>As the Ed Forum Mingle Sponsor, your organization will co-host the “mingle” networking event for SETDA members, partners, invited guests, and VIPs following the Ed Forum formal program activities. The sponsoring companies will receive:</p> <ul style="list-style-type: none"> ● A speaking opportunity during the “Ed Forum Mingle” by one (1) company representative for 1 minute to introduce your organization. ● Verbal acknowledgement and introduction of hosting sponsors by SETDA’s Executive Director. ● Onsite signage with company logo on all bar tops, cocktail tables, and food stations; branded cocktail napkins or coasters (<i>optional</i>).
<p>SETDA Awards Dinner</p> <p>Cost: \$10,000</p> <p>Sponsorships Available: 1</p> <p>When: Monday, 11/7</p>	<p>As the SETDA Awards Dinner Sponsor, your organization has the opportunity to be recognized and introduced by SETDA’s executive director and have up to two (2) company representatives speak for 5 minutes during the annual SETDA awards ceremony and dinner.</p> <p>Your organization may place collateral at each table.</p>
<p>Field Trip Networking Event</p> <p>Cost: \$6,500</p> <p>Sponsorships Available: 1</p> <p>When: Tuesday, 11/8</p>	<p>As the Field Trip Networking Event Sponsor, your organization has the opportunity to host an informal networking activity attended exclusively by SETDA members and staff at an exciting venue in the Washington, DC-metropolitan area.</p> <p>Your sponsorship package includes a speaking opportunity at the designated venue by one (1) company representative for 5 minutes to introduce your organization.</p>

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OTHER SPONSORSHIP OPPORTUNITIES

There are many additional sponsorship opportunities for your company to gain additional exposure during the 2022 SETDA Leadership Summit.

<p>Leadership Summit Breakout Session Sponsorship</p> <p>Fee: \$2,500</p> <p>Sponsorships Available: 5</p>	<p>As the Leadership Summit Breakout Session Sponsor, your company is the primary sponsor of one breakout room at SETDA's Leadership Summit event. The sponsoring company will receive:</p> <ul style="list-style-type: none"> ● Your company name listed on our setda.org website under the appropriate event breakout session. ● Acknowledgment slide with company logo at the beginning of each breakout session, and any company representatives in the session will be introduced by the facilitator. ● Opportunity to share a piece of physical or digital collateral with the participants by a company representative in the breakout room.
<p>Choose Your Own Adventure</p> <p>Cost: TBD</p> <p>Sponsorships Available: 3</p>	<p>Contact Missy Greene to pitch your own unique sponsorship idea—Choose Your Own Adventure. Plan to draft a short proposal naming your idea for the sponsorship, a description of the proposed activities and benefits, and a budget. SETDA staff will review each proposal individually.</p>
<p>Conference Swag: Conference Notebook Sponsor</p> <p>Cost: \$2,500</p> <p>Sponsorships Available: 1</p>	<p>As the Conference Notebook Sponsor, you will help us design and create a 2022 Leadership Summit branded notebook for attendees to capture important conference notes and reflections.</p> <p>Inside, we will display important event information like the event venue map, schedule of events, Wi-Fi details, and conference Twitter hashtag. Your organization's logo and branding will be printed in the notebook.</p>
<p>Conference Swag: Book</p> <p>Cost: \$4,000</p> <p>Sponsorships Available: 1</p>	<p>All registered conference attendees will receive a copy of Julie Evans' (CEO, Project Tomorrow) new book, <i>Free Agent Learning: Leveraging Students' Self-Directed Learning to Transform K-12 Education</i>. As the Book Sponsor, we will brand the book with a sticker or bookplate with your company's logo.</p>