



## 2024 SETDA Leadership Summit Sponsorship Packages

SETDA offers a limited number of sponsorship opportunities at our annual [Leadership Summit](#) and Ed Forum event taking place October 27-30, 2024 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 more than 40 state education agencies attend the Leadership Summit conference.

Sponsorship opportunities are available **on a first-come-first-served basis through October 1, 2024** and available for purchase in the [SETDA Hub](#).

To determine which sponsorship package is best for your organization, please contact Jonathan Yang at [jyang@setda.org](mailto:jyang@setda.org) or Missy Greene at [mgreene@setda.org](mailto:mgreene@setda.org) 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 2024 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, October 27, 2024 (2.5 hours).
  - Your company logo is included on digital and print signage in conference meeting spaces.
  - Your company logo and website are listed on the 2024 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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# 2024 SETDA Leadership Summit Event Sponsorship Packages

## KEYNOTE SESSIONS

These highly attended sessions provide great exposure for the sponsoring company, with visibility on stage and online during the 2024 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, 10/28

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 three 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: \$8,000**

Sponsorships Available: 1

When: Tuesday, 10/29

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 five 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><b>Closing Keynote</b></p> <p><b>Cost: \$10,000</b></p> <p>Sponsorships Available: 1</p> <p>When: Wednesday, 10/30</p> <p>Audience Reach: Approximately 125 state leaders, edtech affiliates, and invited guests.</p>	<p>As the <b>Closing Keynote Sponsor</b>, your organization will receive these specific benefits:</p> <ul style="list-style-type: none"> <li>● Branded session recognition with your company logo on screens at the sponsored keynote session.</li> <li>● Verbal acknowledgement from the podium as core sponsor and introduction by SETDA's Executive Director.</li> <li>● A speaking opportunity on stage to provide remarks for three minutes by one (1) company representative before the closing keynote address to introduce your organization.</li> <li>● Opportunity to place marketing collateral at each table.</li> </ul>
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### BRAND AWARENESS AND LOGO PLACEMENT

Gain prominent exposure for your company at the 2024 SETDA Leadership Summit every time an attendee goes online or is wearing their name conference badge.

<p><b>Wi-Fi and Landing Page</b></p> <p><b>Cost: \$7,000</b></p> <p>Sponsorships Available: 1</p>	<p>As the <b>Wi-Fi and Landing Page Sponsor</b>, 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"> <li>● Exclusive branding on the conference Wi-Fi landing page.</li> <li>● 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.</li> </ul>
<p><b>Mobile App</b></p> <p><b>Cost: \$4,000</b></p> <p>Sponsorships Available: 4</p>	<p>Indispensable to attendees as the most reliable source of up-to-date information, the <b>Mobile App Sponsorship</b> will have your organization's logo as a conference schedule banner on the official event app.</p>
<p><b>Lanyard and Name Badge</b></p> <p><b>Cost: \$4,500</b></p> <p>Sponsorships Available: 1</p>	<p>As the <b>Name Badge and Lanyard Sponsor</b>, 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><b>Homecoming Reception</b></p> <p><b>Cost: <del>\$5,500</del></b></p> <p>Sponsorships Available: <del>2</del></p> <p>When: <del>Sunday, 10/27</del></p> <p>Audience Reach: Approximately <del>125</del> state leaders, edtech affiliates, invited guests, and corporate partners.</p>	<p>As the <del>Homecoming Reception Sponsor</del>, your organization will <del>co-host the kickoff celebration to welcome all Leadership Summit attendees back to Washington, DC during our tailgate-themed networking reception—a SETDA tradition. The sponsoring companies will receive:</del></p> <ul style="list-style-type: none"> <li><del>● A speaking opportunity during the reception by one (1) company representative for one minute to introduce your organization.</del></li> <li><del>● Verbal acknowledgment and introduction of hosting sponsors by SETDA’s Executive Director.</del></li> <li><del>● Onsite signage with company logo on all bar tops, cocktail tables, and food stations; branded cocktail napkins or coasters (optional).</del></li> </ul> <p style="color: red; font-weight: bold; text-align: center;">SOLD</p>
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### SOCIAL EXPERIENCES, NETWORKING AND “GIVE BACK”

Gain premium exposure for your company at the 2024 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><b>Breakfast Guest Speaker</b></p> <p><b>Cost: \$5,000</b></p> <p>Sponsorships Available: 3</p> <p>When: Monday, 10/28, Tuesday, 10/29, and Wednesday, 10/30</p>	<p>As the <b>Breakfast Guest Speaker</b>, your organization will be introduced by SETDA’s executive director, then one (1) company representative will take the stage to speak for three minutes during breakfast.</p> <p>Your organization may place collateral at each table.</p>
<p><b>Lunch Guest Speaker</b></p> <p><b>Cost: \$6,000</b></p> <p>Sponsorships Available: 1</p> <p>When: Monday, 10/28</p>	<p>As the <b>Lunch Guest Speaker</b>, your organization will be introduced by SETDA’s executive director, then one (1) company representative will take the stage to speak for three minutes during lunch.</p> <p>Your organization may place collateral at each table.</p>

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<p><b>“Ed Forum Mingle” Networking Event</b></p> <p><b>Cost: \$6,000</b></p> <p>Sponsorships Available: 2</p> <p>When: Tuesday, 10/29</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 <b>Ed Forum Mingle Sponsor</b>, your organization will co-host the “mingle” networking event for SETDA members, partners, invited guests, and VIPs following the Ed Forum formal program activities.</p> <p>The sponsoring companies will receive:</p> <ul style="list-style-type: none"> <li>● A speaking opportunity during the “Ed Forum Mingle” by one (1) company representative for one minute to introduce your organization.</li> <li>● Verbal acknowledgement and introduction of hosting sponsors by SETDA’s Executive Director.</li> <li>● Onsite signage with company logo on all bar tops, cocktail tables, and food stations; branded cocktail napkins or coasters (<i>optional</i>).</li> </ul>
<p><b>Headshot Lounge</b></p> <p><b>Cost: \$7,000</b></p> <p>Sponsorships Available: 1</p> <p>When: As scheduled throughout the event.</p>	<p>As the <b>Headshot Sponsor</b>, your organization will provide onsite attendees with new headshots taken by a professional photographer. One of our most popular activities, professional profile photos are a highly sought-after service. Your organization will receive the following benefits:</p> <ul style="list-style-type: none"> <li>● Verbal recognition and introduction of your company by SETDA’s Executive Director during the Leadership Summit Welcome Meeting remarks on Sunday, October 27.</li> <li>● A table next to the headshot “booth” area where you can meet and mingle with attendees while they wait and hand out collateral.</li> <li>● Your company logo will be prominently displayed at the lounge and each attendee will receive a digital version of their headshots via an email after the conference with your customized message.</li> </ul>
<p><b>SETDA Awards Dinner</b></p> <p><b>Cost: \$10,000</b></p> <p>Sponsorships Available: 1</p> <p>When: Monday, 11/6</p>	<p><del>As the <b>SETDA Awards Dinner Sponsor</b>, 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 five minutes during the annual SETDA awards ceremony and dinner.</del></p> <p><del>Your organization may place collateral at each table.</del></p> <p style="color: red; font-weight: bold; font-size: 1.2em;">SOLD</p>

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### OTHER SPONSORSHIP OPPORTUNITIES

There are many additional sponsorship opportunities for your company to gain additional exposure during the 2024 SETDA Leadership Summit.

<p><b>Choose Your Own Adventure</b></p> <p><b>Cost: TBD</b></p> <p>Sponsorships Available: 2</p>	<p>Contact Missy Greene to pitch your <b>own unique sponsorship idea</b>—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><b>Conference Swag: Conference Notebook Sponsor</b></p> <p><b>Cost: \$4,000</b></p> <p>Sponsorships Available: 1</p>	<p>As the <b>Conference Notebook Sponsor</b>, your logo will be on the cover of our 2024 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 social hashtags. Your organization’s logo and branding will be printed in the notebook.</p>
<p><b>Conference Swag: Book</b></p> <p><b>Cost: \$5,000</b></p> <p>Sponsorships Available: 1</p>	<p>All registered conference attendees will receive a copy of a relevant professional learning book to be selected by SETDA staff. As the <b>Book Sponsor</b>, we will brand the book with a sticker or bookplate with your company’s logo.</p>