

# SPONSORSHIP OPPORTUNITIES

2018 - 19



Contact | William Fritz | [william@learn21.org](mailto:william@learn21.org)

# Who we are

**Learn21 is a non-profit located in Southwest Ohio dedicated to serving school districts and their students in innovative ways.**

## Vision

Learn21 will be regarded as the leading educational consortium in Ohio which integrates flexible learning environments and business operations through innovative technology.

## Mission

Learn21 is a nonprofit agency who provides cost-effective instructional technology support, services, and solutions to member educational organizations.

## Core Values

**I** - Integrity is not compromised

**N** - Never lose sight of customer satisfaction

**S** - Strategic focus ensures results

**P** - Pursue efficiency

**I** - Innovation is embraced

**R** - Require quality in service and products

**E** - Expect value

# Sponsorship Packages

Platinum \$6,000	Gold \$4,500	Silver \$3,000	Bronze \$2,000	Virtual \$750
Sponsor of all Learn21 leadership initiatives with the ability to participate on the advisory panel to shape the events.	Sponsor of one Learn21 leadership initiative with the ability to participate on the advisory panel to shape the event.			
Annual Conference - November 2, 2018				
<ul style="list-style-type: none"> <li>● 30 minute spotlight session.</li> <li>● Advertisement featured on mobile app.</li> <li>● Invitation to special event honoring Ohio CoSN volunteers.</li> <li>● Table available in Vendor Hall.</li> <li>● Four complimentary registrations to the conference.</li> <li>● Logo featured at breakfast, afternoon snack, and on lunch card.</li> <li>● Acknowledgement of sponsorship on all appropriate electronic and print marketing materials</li> </ul>	<ul style="list-style-type: none"> <li>● 30 minute spotlight session.</li> <li>● Advertisement featured on mobile app.</li> <li>● Invitation to special event honoring Ohio CoSN volunteers.</li> <li>● Table available in Vendor Hall.</li> <li>● Three complimentary registrations to the conference.</li> <li>● Logo featured at breakfast and afternoon snack.</li> <li>● Acknowledgement of sponsorship on all appropriate electronic and print marketing materials</li> </ul>	<ul style="list-style-type: none"> <li>● 30 minute spotlight session.</li> <li>● Advertisement featured on mobile app.</li> <li>● Invitation to special event honoring Ohio CoSN volunteers.</li> <li>● Table available in Vendor Hall.</li> <li>● Two complimentary registrations to the conference.</li> <li>● Logo featured at afternoon snack.</li> <li>● Acknowledgement of sponsorship on all appropriate electronic and print marketing materials</li> </ul>	<ul style="list-style-type: none"> <li>● Invitation to special event honoring Ohio CoSN volunteers.</li> <li>● Table available in Vendor Hall.</li> <li>● Two complimentary registrations to the conference.</li> <li>● Acknowledgement of sponsorship on all appropriate electronic and print marketing materials</li> </ul>	<ul style="list-style-type: none"> <li>● Acknowledgement of sponsorship on all appropriate electronic and print marketing materials.</li> </ul>
Mentoring Program - August 2018-July 2019				
<ul style="list-style-type: none"> <li>● Acknowledgement of sponsorship on all appropriate electronic and print marketing materials, Learn21 Ohio CoSN website, and agenda/program materials pertaining to Mentoring Leadership Program.</li> <li>● Involved in development of program.</li> <li>● Name recognized at all events.</li> </ul>	<ul style="list-style-type: none"> <li>● Acknowledgement of sponsorship on all appropriate electronic and print marketing materials, Learn21 Ohio CoSN website, and agenda/program materials pertaining to Mentoring Leadership Program.</li> <li>● Name recognized at all events.</li> </ul>			

## Ohio CTO Clinic - Summer 2019

<ul style="list-style-type: none"> <li>● Platinum level sponsor at the CTO Summer Clinic.</li> <li>● 30 minute spotlight session.</li> <li>● Name featured on event program.</li> </ul>	<ul style="list-style-type: none"> <li>● Gold level sponsor at the CTO Summer Clinic.</li> <li>● 30 minute spotlight session.</li> <li>● Name featured on event program.</li> </ul>	<ul style="list-style-type: none"> <li>● Name featured on event program.</li> </ul>		
---	---	---	--	--

## CETL Leadership Awards - Feb 2019

<ul style="list-style-type: none"> <li>● Acknowledgement of sponsorship in electronic and print materials, on the Learn21 Ohio CoSN website, and in agenda/program materials pertaining to CETL Leadership Awards</li> </ul>	<ul style="list-style-type: none"> <li>● Acknowledgement of sponsorship in electronic and print materials, on the Learn21 Ohio CoSN website, and in agenda/program materials pertaining to CETL Leadership Awards</li> </ul>	<ul style="list-style-type: none"> <li>● Acknowledgement of sponsorship in electronic and print materials, on the Learn21 Ohio CoSN website, and in agenda/program materials pertaining to CETL Leadership Awards</li> </ul>		
--	--	--	--	--

## OETC CTO RoundTable - Feb 2019

<ul style="list-style-type: none"> <li>● Recognition at CTO-only invite forum focused on leadership discussion at the Ohio EdTech conference.</li> <li>● Involved in development of program.</li> </ul>	<ul style="list-style-type: none"> <li>● Recognition at CTO-only invite forum focused on leadership discussion at the Ohio EdTech conference.</li> </ul>			
---	--	--	--	--

## Contact Lists

<ul style="list-style-type: none"> <li>● Electronic copy of the final attendee list from November 2018 and Summer 2019 events for one time use.</li> </ul>	<ul style="list-style-type: none"> <li>● Electronic copy of the final attendee list from November 2018 and Summer 2019 events for one time use.</li> </ul>	<ul style="list-style-type: none"> <li>● Electronic copy of the final attendee list from November 2018 and Summer 2019 events for one time use.</li> </ul>	<ul style="list-style-type: none"> <li>● Electronic copy of the final attendee list from November 2018 and Summer 2019 events for one time use.</li> </ul>	
--	--	--	--	--

## Webinars

<ul style="list-style-type: none"> <li>● Two (2) sponsor product webinars.</li> </ul>	<ul style="list-style-type: none"> <li>● One (1) sponsor product webinar.</li> </ul>	<ul style="list-style-type: none"> <li>● One (1) sponsor product webinar.</li> </ul>	<ul style="list-style-type: none"> <li>● One (1) sponsor product webinar.</li> </ul>	<ul style="list-style-type: none"> <li>● One (1) sponsor product webinar.</li> </ul>
---	--	--	--	--

# Additional Opportunities

(for purchase separately OR portions included with sponsorship based on package)

## Learn21 Annual Conference - \$75/attendee, \$2,500/vendor table

Attend the annual Learn21 Conference, Living in Beta, to experience the innovative initiatives from around the country. This year's conference features two separate tracks -- one for administrators and district leaders, and one for teachers and instructional innovators. In addition to all of the wonderful networking and learning opportunities, each attendee will be provided with breakfast, lunch, and an afternoon snack. Join us on November 2 in Columbus, Ohio. Sponsors receive complimentary registrations.

As a vendor at the annual Learn21 Conference, you will have a captive audience of those that push for changes in educational technology and leadership (over 250 CTOs/Superintendents/Administrators/Teachers). Tables are located in a central area that will provide foot traffic and generate interest in your products and services. Sponsors tables are featured in the Vendor Hall.

## Mentoring Program -\$2,500 Annually

The Mentoring program joins together 50 -100 Ohio CTO mentors and mentees. The Mentoring program is a yearlong engagement designed to support new CTOs. Mentors and mentees meet face to face three (3) times per year at the Learn21 annual conference, OETC, and summer CTO clinic. Sponsors are involved with supporting and planning the mentorship work and are acknowledged for their contributions in relevant literature and advertising, as well as at each of the meetings.

## Ohio CTO Summer Clinic - \$2,500 Annually

The CTO Summer Clinic is an opportunity for CTOs and/or technical staff to learn from experts in the field. The event is a one day hands-on approach that invites sponsors to provide expertise/training while engaging with educational technology leaders in the field. Sponsors will be recognized in all literature as well as have an opportunity to present to the attendees and gain interest in products and services offered.

## CETL Leadership Awards - \$1,500 Annually

The CETL Leadership Awards recognize and honor individuals that have passed the CoSN Certified Educational Technology Leadership exam. This is a special event held annually at the Ohio Educational Technology Conference in February. Sponsors will be acknowledged for their support and involvement with CETL. Branding on certification-related presentations and marketing materials at conferences and events.

## OETC CTO RoundTable - \$1,500 Annually

The OETC CTO RoundTable is an opportunity for Ohio CTO's to gather in a collaborative forum to discuss successes, challenges and needs. Sponsors have the opportunity to moderate/facilitate a focus group or briefing during the OETC CTO Roundtable at the OETC Conference. Choose the type of format that makes the most sense – focus group, competitive review or product demo.

## Webinars - \$1,000/Webinar

Webinars are an ideal opportunity to partner with Learn21 to reach over 600 CTOs/educational technology leaders with new products and updates.

# Become a Sponsor!



## LEARN21 SPONSORSHIP AGREEMENT

This Sponsorship Agreement know hereafter as the "Agreement" is executed on \_\_\_\_\_ between Learn21 and \_\_\_\_\_, known hereafter as the "Sponsor". Agreement term August 1, 2018-July 31, 2019. Learn21 agrees to provide the benefits listed under the sponsorship level for the duration of the term listed above.. Sponsor will be a \_\_\_\_\_ level sponsor/opportunity.

### **SPONSORSHIP OBLIGATIONS:**

The sponsor agrees to pay the amount \_\_\_\_\_ listed above made payable to Learn21 for the term of August 1, 2018 - July 31, 2019. *Payment can be in full or installments.*

### **SPONSORSHIP TRADEMARKS AND MATERIALS:**

Subject to the terms and conditions of this agreement, the Sponsor grants Learn21 the right to use the Sponsor's trade names, logo designs, trademarks and company descriptions as provided in Sponsor marketing materials. These assets may be used in any medium of advertising, promotional products, or marketing materials distributed solely in connection with Learn21 events defined in the Sponsorship Levels. Learn21 agrees to use materials according to Sponsor's trademark usage guidelines.

### **INDEMNITY:**

The Sponsor will indemnify, defend and hold Learn21 harmless from and against any claims relating directly or indirectly to, or arising out of, content posted on the Sponsor's respective website, use of Sponsor materials, or use of Sponsor's logos and trademarks.

### **TERM AND TERMINATION:**

Learn21 may terminate this Agreement at any time at any reason. In the event Learn21 terminates this Agreement for any reason other than the Sponsor's breach of Agreement, Learn21 shall refund any fees received from the Sponsor and return any materials, equipment, hardware, software loaned by the Sponsor.

### **ENTIRE AGREEMENT AND NOTICE:**

This agreement is binding on both parties and cannot be cancelled except as hereinafter provided. **Learn21** and the Sponsor mutually agree that all parties shall be released from any and all liability or damages hereunder if **Learn21** or the Sponsor is unable to fulfill the terms of this agreement due to an act of God, illness or physical disability of the Sponsor, acts or regulations of public authorities, labor difficulties, civil tumult, strike, epidemic, flood, fire, interruption or delay of transportation, or any other cause beyond the control of the parties. If, for any reason, the Sponsor cannot fulfill the Agreement, the Sponsor will promptly notify **Learn21**.

### **SPONSORSHIP CONTRACT EXECUTION:**

The parties have agreed to and executed this Sponsorship Contract as of the dates indicated below:

ACCEPTED BY:

Learn21

Executive Director

By:

Date: June 18, 2018

ACCEPTED BY:

SPONSOR: \_\_\_\_\_

REPRESENTATIVE: \_\_\_\_\_

(Please Print)

Signature: \_\_\_\_\_

Date: \_\_\_\_\_