Help Accelerate Innovation in Higher Education — Become a WCET Sponsor

Since 1989, the WICHE Cooperative for Educational Technologies (WCET) has helped colleges and universities implement innovative technology-based programs and practices that extend the campus and open pathways to college degrees and relevant credentials. Our growing membership includes more than 350 institutions, state, and system-wide higher education agencies, nonprofit organizations, government agencies, and corporations in nearly all U.S. states and many Canadian provinces. WCET member institutions actively serve more than 4 million college students taking all or part of their academic programs via technology.

Be a Part of Transforming Higher Education

With state funding decisions and academic policies focusing on institutional performance, accrediting bodies keying in on learning outcomes, and employers demanding a skilled workforce, technology-enhanced learning is becoming increasingly more important.

WCET is the leader in the practice, policy, and advocacy of technology-enhanced learning in higher education.

WCET connects you with leaders, decision-makers, and early adopters in our community of technology-enhanced teaching and learning in higher education. Sponsorship provides opportunities to support the WCET community, while helping you achieve your objectives, providing valuable visibility for your brand, and producing a significant return on your investment.

"WCET sponsors are treated as community members and contributors to the conversation, not exiled to an exhibit hall."

"WCET provides a tremendous opportunity for thought leaders and innovators to participate in a useful dialogue on growing trends, such as new learning models that are increasing access to quality higher education and improving outcomes for all learner types. The recent Leadership Summit on Alternative Pathways to Credentials, which featured leaders in competency-based learning and prior learning assessment, provided insight into how leading programs serve the needs of adult and non-traditional learners who now comprise the majority of higher education students.

Pearson is proud to be a part of this conversation and other mission critical issues impacting online and blended learning across higher education."

Desiree M. Jewell, Director of Marketing - Online & Blended Learning
Pearson North America
WCET Sponsorship Opportunities

Choose Your Sponsorship Level

WCET Sponsors underwrite WCET’s many activities that help members connect, learn, and advance educational technology excellence. Sponsors receive generous benefits for a full 12 months including opportunities to present during WCET events, direct contact with members, attendee lists, complimentary registrations, logo placement on marketing messages, and much more. Visit wcet.wiche.edu/sponsorship for complete details.

Premier — $25,000
Champion — $15,000
Leader — $8,000
Friend — $5,000
Supporter - $3,500

À la Carte Options

À la carte pricing is available as an add-on to sponsorship packages for non-members. À la carte pricing without a sponsorship package is available to WCET Members.

WCET Membership ($reserved$ value)
Premium $25,000
Champion $15,000
Leader $8,000
Friend $5,000
Supporter $3,500
À la Carte Pricing *
$n/a$

Event Benefits (Summit and Annual Meeting)
Complimentary registrations to Summit or Annual Meeting
$n/a$
$7$ $5$ $3$ $2$ $1$

Opportunity to present at the Summit or Annual Meeting
Both
$n/a$

Attendee list(s) including emails
Both
$n/a$

Attendee lists including emails from webcasts (8-12/year)
$n/a$

Sponsorship of annual meeting mobile program app including logo on splash screen
$n/a$

Underwrite live streaming a program component
$n/a$

Sponsorship of reception at the Summit or Annual Meeting
$n/a$

Marketing Benefits
Listing on all marketing communications, event brochures, and webpages
$n/a$

Ad in Annual Meeting program
Full page color
$n/a$

Opportunity to participate in WCET Expo at the Annual Meeting
$n/a$

Special Opportunities
Opportunity to co-develop content, i.e. blogs, webcasts, white papers
$n/a$

Conduct a focus group or webinar with WCET members
$n/a$

WCET’s diverse membership of key institutional leaders and inherently inclusive community has allowed us to build relationships with executives which support our business goals. Unlike other organizations, WCET welcomes the voices of all members, embracing the concept of a cooperative wholeheartedly. Supporting WCET has been a wise investment for Blackboard.

Darcy Hardy, Assistant Vice President, Enterprise Consulting, Blackboard, Inc.

Become a WCET Sponsor Today

Current WCET members receive a 10 percent discount on sponsorship. If you are not already a member, we invite you to join today and maximize your benefits as a part of WCET.

Check out information on sponsoring or applying for membership at: wcet.wiche.edu/get-involved/sponsorship

Or contact:
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