



## Sponsor Benefits

### Help Accelerate Innovation in Higher Education -- Become a WCET Sponsor

Since 1989, WCET has helped colleges and institutions implement innovative technology-based programs and practices that extend the campus and open pathways to degrees and relevant credentials. Our growing membership includes more than 350 institutions, state, and system-wide higher education agencies, and corporations in nearly all U.S. states and many Canadian provinces. WCET member institutions actively serve more than 4 million college students.

### 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 important.

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.

### 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. Opportunities are available for all budgets. Visit [wcet.wiche.edu/sponsorship](http://wcet.wiche.edu/sponsorship) for complete details.

### 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 part of WCET.

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

Or contact:

**Megan Raymond**

Assistant Director, Programs and Sponsorship

[mraymond@wiche.edu](mailto:mraymond@wiche.edu)

303.541.0233

[@meraymond](#)



# Sponsorship Options

## Supporter Level Benefits

\$3,500 Annually

- One complimentary registration to WCET events to be used at either the WCET Annual Meeting or Leadership Summit.
- Space at the EdTech Meet-up during the Annual Meeting.
- Listing as a Supporter Sponsor on the WCET sponsor page and event pages including logo and link to homepage.
- Additional marketing includes a black and white quarter page ad in the Annual Meeting program and logo and links on email blasts to over 11,000 contacts.



## Friend Level Benefits

\$5,500 Annually

### *Supporter Level Benefits plus...*

- One additional complimentary registration (for a total of two) to WCET events to be used at either the WCET Annual Meeting or Leadership Summit.
- Attendee list from the Annual Meeting or Leadership Summit.
- Listing as a Friend Sponsor on the WCET sponsor page and event pages including logo and link to homepage.
- Additional marketing includes a full color quarter page ad in the Annual Meeting program and logo and link on email blasts to over 11,000 contacts.



## Leader Level Benefits

\$8,000 Annually

### *Friend Level Benefits plus...*

- One additional complimentary registration (for a total of three) to WCET events to be used at either the WCET Annual Meeting or Leadership Summit.
- Attendee list from the Annual Meeting and Leadership Summit.
- Opportunity to participate as a presenter or facilitator during the WCET Annual Meeting or Leadership Summit, if the Summit topic aligns with your company's product, service, and mission.
- Listing as a Leader Sponsor on the WCET sponsor page and event pages including logo and link to homepage.
- Additional marketing includes a full color half page ad in the Annual Meeting program and logo and link on email blasts to over 11,000 contacts.



## Champion Level Benefits

\$15,000 Annually

### *Leader Level Benefits plus...*

- One year WCET Membership (up to \$5,400 value) with access to email discussions among 3,000+ higher ed. professionals and receipt of WCET's popular Article Digests, announcements from WCET members, and more. Membership benefits extend to everyone in your organization.
- Two additional complimentary registrations (for a total of five) to WCET events to be used at either the WCET Annual Meeting or Leadership Summit.
- Opportunity to participate as a presenter or facilitator during the WCET Annual Meeting and Leadership Summit, if the Summit topic aligns with your company's product, service, and mission.
- Attendee lists from all WCET events including the Annual Meeting, Leadership Summit, and Webcasts (8 to 12 webcasts annually).



- Opportunity to collaborate with WCET on a webcast or relevant research projects, i.e. Talking Point resources, surveys, etc.
- Listing as a Champion Sponsor on the WCET sponsor page and event pages including logo and link to homepage.
- Additional marketing includes a full color full page ad in the Annual Meeting program and logo and link on email blasts to over 11,000 contacts.

## Premier Level Benefits \$25,000 Annually



### Champion Level Benefits plus...

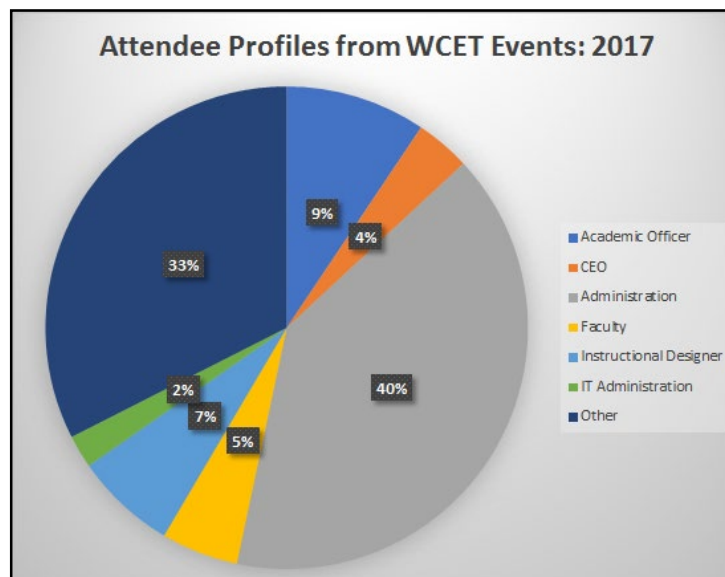
- Two additional complimentary registrations (for a total of seven) to WCET events to be used at either the WCET Annual Meeting or Leadership Summit.
- Opportunity to conduct a focus group or webcast with WCET members.
- Sponsorship of Annual Meeting mobile app including logo on splash screen.
- Sponsorship of reception at the Annual Meeting or Leadership Summit.
- Priority space at the EdTech Meet-up during the Annual Meeting.
- Listing as a Premier Sponsor on the WCET sponsor page and event pages including logo and link to homepage.
- Additional marketing includes a full color full page ad in the Annual Meeting program and logo and link on email blasts to over 11,000 contacts.

## À La Carte Options

Build or enhance your own sponsorship package by selecting from the following options:

- WCET Membership - up to \$5,400
- Sponsorship of WCET Annual Meeting Program App - \$3,500
- Reception sponsorship at the Annual Meeting or Leadership Summit - \$3,500
- Listing on all marketing communications, event brochures, and web pages - \$3,500
- Ad in Annual Meeting print program - \$500 for full page ad
- Opportunity to co-develop content, i.e. blogs, webcasts, white papers - \$1,500-5,000
- Conduct a focus group with WCET members - \$5,000

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.



Sponsorship Levels	Premier	Champion	Leader	Friend	Supporter	À La Carte Options
Annual Cost	\$25,000	\$15,000	\$8,000	\$5,000	\$3,500	Variable
<b>Event Benefits</b>						
# of Complimentary Event Registrations	7	5	3	2	1	n/a
Space at the EdTech Meet-up During the Annual Meeting	Yes	Yes	Yes	Yes	Yes	n/a
Attendee Lists to Live Events Including Email Addresses	Both	Both	Both	1	---	n/a
Attendee Lists to Webcasts (8-12/year) Including Email Addresses	Yes	Yes	---	---	---	n/a
Opportunity to Present at the Summit or Annual Meeting	Both	Both	1	---	---	n/a
Sponsorship of Reception at the Summit or Annual Meeting	Yes	---	---	---	---	\$3,500
Sponsorship of Annual Meeting Mobile App Including Logo on Splash Screen	Yes	---	---	---	---	\$3,500
Ad in Annual Meeting Print Program	Full Page Color	Full Page Color	Half Page Color	Quarter Page Color	Quarter Page	\$500 for Full Page Ad
<b>Special Opportunities</b>						
WCET Membership	Yes	Yes	---	---	---	Up to \$5,400
Opportunity to Collaborate with WCET on Relevant Research Projects	Yes	Yes	---	---	---	\$1,500 - 5,000
Opportunity to Conduct a Focus Group or Webcast with WCET Members	Yes	---	---	---	---	\$5,000
Listing on All Marketing Communications	Yes	Yes	Yes	Yes	Yes	\$3,500