

2026

# SPONSORSHIP OPPORTUNITIES



wcet

[wcet.wiche.edu/sponsorshipwcet](http://wcet.wiche.edu/sponsorshipwcet)

# SUPPORT WCET

**WCET is the leader in the practice, policy, & advocacy of digital learning in higher education.**

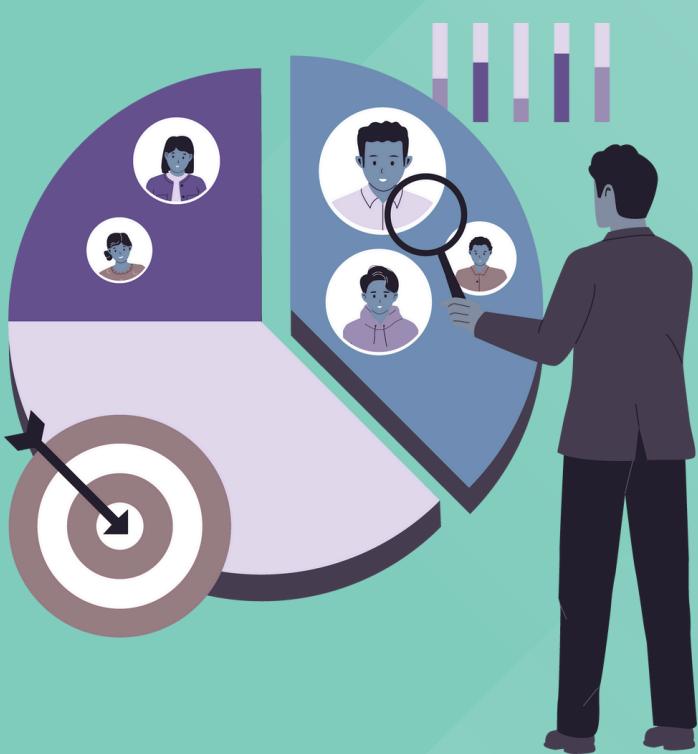
In a rapidly evolving education landscape, students' success in higher education hinges on access to high-quality digital learning opportunities.

WCET is committed to breaking down barriers and broadening access to digital education for every learner. To make this vision a reality, WCET relies on the generous support of its members and corporate partners.

Sponsorship with WCET:

- Helps WCET's nearly 500 member organizations improve the quality and reach of digital learning programs, benefiting more than 4 million students nationally.
- Provides options spanning 12 months, offering numerous touchpoints throughout the year and brand visibility.
- Connects you and your company to our robust and growing community of higher education professionals and decision-makers.
- Helps underwrite programs and events, including monthly webinars, Virtual Summit, the Annual Summit for Women in eLearning (ASWE), and WCET 2026, our annual conference.
- Supports WCET's renowned advocacy and policy work.

By aligning with WCET, you are not merely sponsoring an organization; you are joining a movement that champions student success and drives effective digital learning practices.



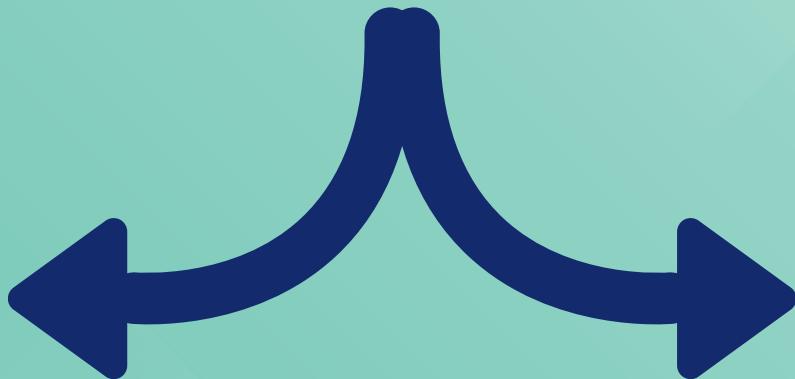
# WHY INVEST IN WCET?

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- 80% of WCET attendees are high-level campus administrators from the United States.
- We invite our sponsors to join the WCET community rather than just participate in an exhibit hall during a single event.
- We work together to help your company meet its objectives.
- Annual sponsorship runs for 12 months and renews on a calendar date. **Opportunities are available for all budgets.**

**If your organization joins WCET as a member, in addition to selecting a sponsorship package, you can maximize both the sponsor and member benefits. WCET members receive a one-time 10% discount on sponsorship packages.**

# YEAR-LONG OR WCET 2026 CONFERENCE SPONSORSHIPS AVAILABLE



## Select from Annual or Conference Sponsorships

### Annual Sponsorship

WCET sponsorship at the Leader, Champion, and Strategic Partner levels includes credit to apply to an à la carte menu of options that help you customize the opportunities to meet your objectives.

- Sponsorships are for 12 months, except for WCET 2025 Friend, which is specific to WCET's Annual Conference.
- Strategic Partner and Champion Level sponsorships include the annual cost of your **WCET membership**.

### WCET 2026 Conference

By sponsoring the WCET Conference, WCET 2026, you and your organization will:

- Connect with up to 400 decision-makers and digital learning leaders from across the United States.
- Be welcome and encouraged to attend sessions and networking events instead of staying in the exhibit hall.
- Partner with WCET to meet your objectives.

Details begin on page 11.

# ANNUAL SPONSORSHIP

WCET sponsorship at the Leader, Champion, and Strategic Partner levels includes credit toward an à la carte menu of options that help you customize opportunities to meet your objectives.

- Sponsorships are for 12 months, except for WCET 2026 Friend, which is specific to WCET's Annual Conference.
- Strategic Partner and Champion Level sponsorships include the annual cost of your **WCET membership**.

**Strategic  
Partner  
\$25,000**

**\$17,500 options credit  
4 Available**

**Champion  
\$15,000**

**\$7,500 options credit  
8 Available**

**Leader  
\$7,500**

**\$2,500 options credit  
Unlimited**

# ANNUAL SPONSORSHIP BENEFITS

Sponsorship Category			
Benefits	Strategic Partner	Champion	Leader
<b>Priority option to secure à la carte opportunities</b>	1	2	3
<b>Annual Investment</b>	\$25,000 Includes \$17,500 credit for à la Carte Opportunities	\$15,000 Includes \$7,500 credit for à la Carte Opportunities	\$7,500 Includes \$2,500 credit for à la Carte Opportunities
<b>Quantity Available</b>	4	8	Unlimited

Event Access			
WCET 2026 Conference Registrations	4	3	1
Virtual Summit Registrations	3	2	1
WCET 2026 Attendee List	✓	✓	✓
WCET 2026 Digital Learning Lounge Table	✓	✓	Yes (Power not included)
Sponsor Recognition and Branding	✓	✓	✓
WCET Membership (Benefits extend to all staff)	✓	✓	✗

Credit for à la Carte Opportunities	Strategic Partner \$17,500	Champion \$7,500	Leader \$2,500
<p><b>À La Carte Opportunities</b></p> <p><b>Choose between any of the following categories (WCET 2026 Conference, ASWE, Summit, MIX, Thought Leadership)</b></p>			
<p><b>WCET 2026 Conference Opportunities</b></p> <p><i>Minneapolis, MN October 14-16, 2026</i></p> <p><i>Excerpted list, see full list at <a href="http://wcet.wiche.edu/sponsorshipwcet">wcet.wiche.edu/sponsorshipwcet</a></i></p>			
\$10,000	Evening event attendee experience sponsorship -Exclusive branding -Co-designed with WCET		
\$7,500	Conference mobile app sponsorship with exclusive branding and daily notifications		
\$5,500	Dedicated Conference Session Slot - 45 minutes		
\$5,000	Badge lanyards branding		
\$3,000	Opportunity to provide opening remarks at a WCET Annual Conference general session or concurrent session		

**Annual Summit for Women in eLearning Opportunities (ASWE)**  
***Book Club and Reception in Conjunction with WCET 2026***

**\$2,000**

Sponsorship of Book Club Session and Reception

**February Virtual Summit and WCET 2026 Opportunities**

**\$1,500**

Sponsorship of WCET Student Panel (provides stipends to student panelists) WCET 2026 or Summit

**Virtual Summit Opportunities**  
***Online February 26, 2026***

**\$7,500**

Exclusive sponsorship of the Virtual Summit (500 attendees in our virtual platform)  
-Branding and ads throughout the event platform and communications

**Thought Leadership Opportunities**  
***Year-Round***

***Excerpted list, see full list at [wcet.wiche.edu/sponsorshipwcet](http://wcet.wiche.edu/sponsorshipwcet)***

**\$10,000**

Cosponsored Research Paper or Survey

**\$5,750**

WCET Webcast:  
- Co-branded and designed with WCET  
- Attendee list with emails provided

**WCET Online Community (MIX) Opportunities**  
***Year-Round***

<b>\$10,000</b>	Sponsorship of the Online Community (available for sponsors who are WCET members) -Branding across the site -Rotating ads online and in the newsletter for 12 months -Includes sponsorship of two leadership communities
<b>\$2,500</b>	Ads in the WCET online community and newsletters, MIX
<b>\$1,000/\$500</b>	Homepage ad in MIX for 30 days/ 14 dayd
<b>\$1,000</b>	Featured spotlight in the member newsletter



**The digital community for WCET + SAN members**

# WCET 2026 CONFERENCE SPONSORSHIP

October 14-16  
Minneapolis, MN

WCET attendees are high-level administrators from colleges and universities across the United States. The meeting is capped at around 400 attendees to maintain a collegial feel that fosters collaboration and networking.



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*"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 is a wise investment for the Hardy Group."*

Darcy Hardy, Independent Consultant



## WCET 2026 SPONSORSHIP DETAILS

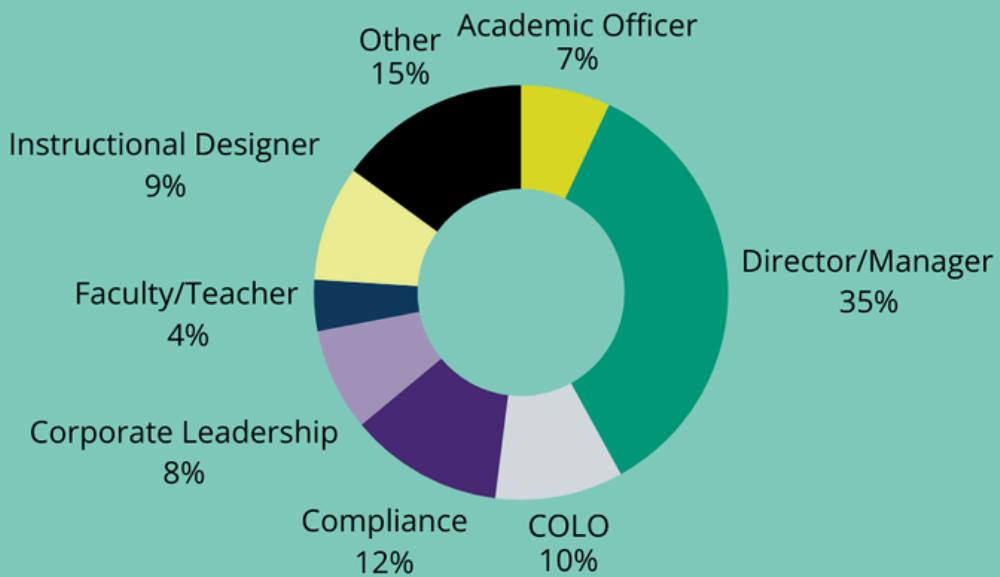
Minneapolis, MN | October 14-16

<b>Investment</b>	\$3,000
<b>Deadline</b>	September 2, 2026 unless sold out
<b>Sponsorships Available</b>	10 Total
<b>Complimentary Registrations Included</b>	2
<b>Attendee List</b>	Available for \$1,500
<b>Participation at the Digital Learning Lounge (table-top expo and attendee experience area)</b>	Tabletop space provided. (Power available for an additional fee.)
<b>Sponsor Recognition and Branding</b>	Digital signage, acknowledgment at general sessions, welcome slides, and more.

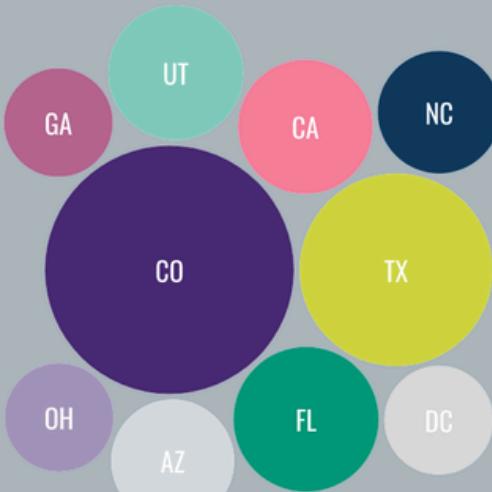
# ATTENDEE PROFILES FROM WCET 2025

## Denver, CO

### Job Categories of WCET + ASWE Attendees



### WCET + ASWE Attendees Top 10 States Represented



# Thank you!

Sponsorship Form



wcet.wiche.edu/  
sponsorshipwcet

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Contact us for more information:



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