

WCET Sponsorship Prospectus

WCET relies on member support and corporate underwriting to expand the reach of digital learning for all learners while ensuring the value and reliability of effective practices and policies. Thank you for considering sponsorship with WCET.

What is WCET?

[WCET](#) is the leader in the practice, policy, & advocacy of digital learning in higher education. WCET is a member-driven nonprofit that brings together colleges, universities, higher education organizations, and companies to collectively advance learner access and success through postsecondary digital learning for a more equitable world.

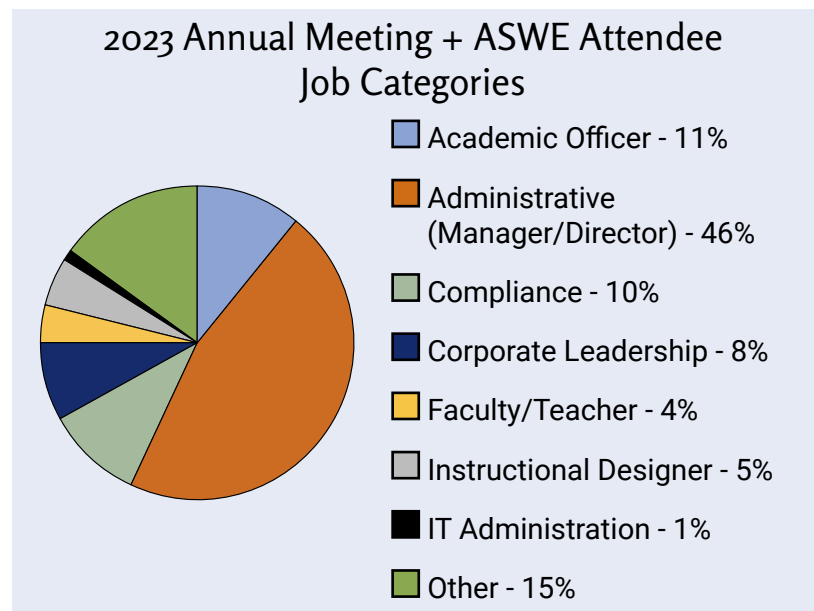
WCET helps organizations improve digital learning for all learners by focusing on the following:

- **Community**
WCET members cooperatively share solutions and lessons learned in implementing digital learning innovations.
- **Equity**
WCET seeks to improve educational equity by increasing access to high-quality digital learning educational options.
- **Policy**
WCET analyzes and interprets higher education policy for institutions supporting digital learning instruction and use.
- **Practice**
WCET shares promising and evidence-based practices for institutions supporting digital learning instruction and use.

WCET has over 400 [member institutions](#) across the U.S., some Canadian provinces, and Morocco. WCET's audience reflects that technology touches all aspects of an institution – academic affairs, student services, policy and compliance, faculty development, centers for innovation, accessibility, academic integrity, and academic technologies.

Through events and programs, WCET served over 3,100 people in 2023. **We continue attracting high-level academic officers and decision-makers during the WCET Virtual Summit and the Annual Meeting.**

Attendees of the 2023 WCET Annual Meeting + Annual Summit for Women in eLearning in New Orleans, LA, came from nearly every state.



Why Sponsor:

Through our digital learning community, we can help your company accomplish its objectives as thought leaders and partners for change and action in higher education.

Sponsoring WCET is a valuable opportunity to gain exposure to a large audience of higher education leaders. By supporting our organization, you will:

- Reach a targeted audience of higher education decision-makers,
- Increase brand recognition and visibility,
- Demonstrate your commitment to higher education,
- Support the success of our members and students.

Sponsorship Opportunities:

We offer a variety of sponsorship opportunities to fit your company's needs. Sponsorship spans 12 months and offers numerous touchpoints throughout the year. View full details about sponsorship packages. Some features of our sponsorship packages:

- Complimentary registrations to WCET events, including Summits and the Annual Meeting,
- Table at the edtech meet-up during the Annual Meeting,
- Featured thought leadership opportunities through webinars, blogs, and conference presentations,
- Opportunity to connect with members to provide discounts or invitations to participate in pilots,
- 12 months of brand visibility across the WCET website, event platforms, and membership community and communications.

Custom Sponsorship Opportunities

We are happy to work with your organization to create a custom sponsorship package that meets your needs. Please get in touch with us for more information.



WCET Summary of Sponsor Levels and Benefits

	Premier	Champion	Leader	Friend	Supporter
Annual Commitment	\$25,000	\$15,000	\$8,550	\$5,550	\$3,775
Complimentary event registrations	Annual Meeting: 6 Virtual Summit: 2	Annual Meeting: 4 Virtual Summit: 2	Annual Meeting: 2 Virtual Summit: 2	Annual Meeting or Virtual Summit: 2	Annual Meeting or Virtual Summit: 1
Connect with WCET members and attendees	<p>Opportunity to conduct a focus group or webcast with WCET members.</p> <p>WCET membership.</p> <p>Opportunity to welcome Annual Meeting attendees during a general session.</p> <p>Attendee lists from all WCET events, including the Annual Meeting, Virtual Summit, Annual Summit for Women in eLearning, and all webcasts.</p> <p>Opportunity to provide discounts and/or invitations to participate in a pilot to WCET members.</p>	<p>WCET membership.</p> <p>Opportunity to welcome Annual Meeting attendees during a general session.</p> <p>Attendee lists from all WCET events, including the Annual Meeting, Virtual Summit, Annual Summit for Women in eLearning, and all webcasts.</p> <p>Opportunity to provide discounts and/or invitations to participate in a pilot to WCET members.</p>	<p>Attendee list from the Annual Meeting, Virtual Summit, and the three most popular webcasts in 2024.</p> <p>Opportunity to provide discounts and/or invitations to participate in a pilot to WCET members.</p>	<p>Attendee list from the Annual Meeting or Virtual Summit.</p> <p>Opportunity to provide discounts and/or invitations to participate in a pilot to WCET members.</p>	<p>Opportunity to provide discounts and/or invitations to participate in a pilot to WCET members.</p>
Thought leadership	<p>Concurrent session at the Annual Meeting <i>and</i> Summit.</p> <p>Opportunity to collaborate with WCET on a webcast or relevant research projects, i.e., Closer Look resources, podcast, etc.</p>	<p>Concurrent session at the Annual Meeting <i>or</i> Summit.</p> <p>Opportunity to collaborate with WCET on a webcast or relevant research projects, i.e., Closer Look resources, podcast, etc.</p>	<p>Invitation to moderate a session at the Annual Meeting or a webcast.</p> <p>Opportunity to write a blog post for WCET Frontiers.</p>		



	Premier	Champion	Leader	Friend	Supporter
Recognition and brand visibility	<p>Title sponsorship of WCET's Annual Summit for Women in eLearning (October 2025).</p> <p>Annual: Top-tier logo placement on WCET website, webcast slides, and marketing emails throughout the year.</p> <p>Annual Meeting: Top-tier logo placement on event website, mobile app, sponsor signage, and welcome slide loop. Sponsor profile on the mobile app.</p> <p>Summit: Top-tier logo placement on event website and virtual platform. Sponsor profile on the virtual event platform.</p>	<p>Annual: Top-tier logo placement on WCET website, webcast slides, and marketing emails throughout the year.</p> <p>Annual Meeting: Top-tier logo placement on event website, mobile app, sponsor signage, and welcome slide loop. Sponsor profile on the mobile app.</p> <p>Summit: Top-tier logo placement on event website and virtual platform. Sponsor profile on the virtual event platform.</p>	<p>Annual: Mid-tier logo placement on WCET website, webcast slides, and marketing emails throughout the year.</p> <p>Annual Meeting: Mid-tier logo placement on event website, mobile app, sponsor signage, and welcome slide loop. Sponsor profile on the mobile app.</p> <p>Summit: Mid-tier logo placement on event website and virtual platform. Sponsor profile on the virtual event platform.</p>	<p>Annual: Mid-tier logo placement on WCET website, webcast slides, and marketing emails throughout the year.</p> <p>Annual Meeting: Mid-tier logo placement on event website, mobile app, sponsor signage, and welcome slide loop. Sponsor profile on the mobile app.</p> <p>Summit: Mid-tier logo placement on event website and virtual platform. Sponsor profile on the virtual event platform.</p>	<p>Annual: Lower-tier logo placement on WCET website, webcast slides, and marketing emails throughout the year.</p> <p>Annual Meeting: Lower-tier logo placement on event website, mobile app, sponsor signage, and welcome slide loop. Sponsor profile on the mobile app.</p> <p>Summit: Lower-tier logo placement on event website and virtual platform. Sponsor profile on the virtual event platform.</p>
Advertising Opportunities					
wcetMIX, WCET's member community	<p>Sponsorship of the wcetMIX online community platform, including branding and advertisements (to be collaboratively determined with WCET).</p>	<p>Numerous ads in wcetMIX and weekly member e-newsletters to over 4,000 contacts, including MIX homepage, threaded discussions, and discussion posts providing visibility throughout the year.</p>	<p>Home page ad in wcetMIX for 30 days.</p> <p>Ad on the member resources page.</p> <p>Featured for one month in a weekly e-newsletter.</p> <p>Ad in the WCET online community, wcetMIX, for 30 days or featured for one month in a weekly e-newsletter to over 4,000 members.</p>	<p>Three banner ads in wcetMIX threaded discussion posts.</p> <p>Featured for one month in a weekly e-newsletter.</p>	<p>Ad in wcetMIX for 14 days.</p>



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Additional Annual Meeting Benefits					
EdTech Meet-up	Complimentary table, premium placement, and power included.	Complimentary table, premium placement, and power included.	Complimentary table; premium placement and power may be purchased as an upgrade.	Complimentary table; premium placement and power may be purchased as an upgrade.	Complimentary table; premium placement and power may be purchased as an upgrade.
Registration	Early bird rate guaranteed for registrations beyond allocated complimentary registrations.	Early bird rate guaranteed for registrations beyond allocated complimentary registrations.	Early bird rate guaranteed for registrations beyond allocated complimentary registrations.	Early bird rate guaranteed for registrations beyond allocated complimentary registrations.	Early bird rate guaranteed for registrations beyond allocated complimentary registrations.
Event Space	Preconference or evening event space in the conference hotel, subject to availability. F&B, AV, and other costs are the sponsor's responsibility. Option to brand a networking area, subject to availability.	Option to brand a networking area, subject to availability. Must commit by August 15, 2024.			

Additional Sponsorship Opportunities

À La Carte Options

Enhance your sponsorship package by selecting from the following options:

Connect with WCET Members and Attendees:

- Conduct a focus group with WCET members – \$5,500.

Thought Leadership:

- Opportunity to co-develop content, i.e., blogs, webcasts, podcasts – \$1,500-5,000.

Advertising Opportunities:

- Advertisement in w cetMIX, WCET's active member community – \$500-2,500,
- Featured advertisements for one month in a weekly e-newsletter to over 4,000 member contacts – \$1,500.

Annual Meeting Opportunities – Most have a deadline of September 4:

- Exclusive sponsorship of WCET Annual Meeting student panel session which provides stipends to students - \$500,
- Sponsorship of networking reception for young professionals at the Annual Meeting – \$2,500,



- Sponsored drink station throughout the event – \$3,000,
- Breakfast or lunch sponsorship – \$3,500,
- Exclusive Annual Meeting mobile application sponsorship, including branding and daily push notification – \$5,500.
 - Only one is available and must be committed by June 1, 2024.

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.**

Friend of ASWE - \$500 – 1,000 Annually

- Show your support for women in eLearning by sponsoring WCET’s ASWE, Annual Summit for Women in eLearning, in conjunction with the WCET Annual Meeting,
 - ASWE will host a networking reception on October 9, 2024, in Long Beach, CA, and
 - ASWE 2025 will be held October 15-17 in Denver, CO.
- Logo placed on ASWE webpages, materials, and resources,
- Acknowledgment at ASWE events,
- Sponsors of the ASWE 2025 Summit will receive a discount toward meeting registration.

Create your own sponsorship package OR add on options!

Contact Us



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[Visit our website at this link](#)
or via the QR code to see
sponsorship details online.

