

# WCET Sponsorship Opportunities - 2025

## Support WCET – Become a WCET Sponsor

In a rapidly evolving education landscape, students' success in higher education hinges on access to high-quality digital learning opportunities. This is at the heart of WCET's mission as the leader in the practice, policy, & advocacy of digital learning in higher education.

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 that span 12 months, providing numerous touchpoints throughout the year.
- Connects you and your company to our robust and growing community of higher education professionals and decision-makers.
- Provides valuable visibility for your brand.
- Helps underwrite programs and events, including monthly webinars, Virtual Summit, the Annual Summit for Women in eLearning, and WCET 2025, 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.

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## Why Invest in WCET?

80% of Annual Meeting attendees are high-level campus administrators from the United States.

We invite our sponsors to become part of the WCET community, not just participate in an exhibit hall during a single event.

We work collaboratively to help your company meet its objectives.

Annual sponsorship runs for 12 months and are calendar date renewals. Opportunities are available for all budgets.

<https://wcet.wiche.edu/sponsorship/sponsorship-overview/>

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.**

## Sponsorship Opportunities

### WCET Events Descriptions:

**WCET 2025** – WCET’s Annual Meeting in Denver, October 21-23. Up to 400 attendees.

**ASWE**- Annual Summit for Women in eLearning in Denver: October 23-24. Up to 100 attendees.

**WCET Virtual Summit** – Online event for WCET members, February 27. Up to 500 attendees.

Most WCET 2025 benefits have a deadline of September 2, 2025.

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

- Strategic Partner - \$17,500 credit for **À La Carte Opportunities**.
- Champion - \$7,500 credit for **À La Carte Opportunities**.
- Leader - \$2,500 credit for **À La Carte Opportunities**.

Benefits	Sponsorship Category		
	Strategic Partner	Champion	Leader
Priority option to secure a la carte opportunities	First	Second	Third
<b>Investment</b>	<b>\$25,000</b> Includes \$17,500 credit for A la Carte Opportunities	<b>\$15,000</b> Includes \$7,500 credit for A la Carte Opportunities	<b>\$7,500</b> Includes \$2,500 credit for A la Carte Opportunities
	4 available	8 available	Unlimited

Year-round access and benefits	Yes	Yes	Yes
<b>Event Access</b>			
WCET 2025 Conference Registrations	4	3	1
ASWE Registration	1	1	50% Discount
Virtual Summit Registrations	3	2	2
WCET 2025 Attendee list	Yes	Yes	Yes
Summit Registration List	Yes	Yes	+\$550
Spot at the Digital Learning Lounge at WCET 2025	Yes	Yes	Yes (Power not included)
Sponsor Recognition and Branding	Yes	Yes	Yes
WCET Membership (Benefits extend to all staff)	Included	Included	Not Included
<b>Credit for A la Carte Opportunities</b>	<b>\$17,500</b>	<b>\$7,500</b>	<b>\$2,500</b>
<b>À La Carte Opportunities</b>			
<b>Choose between any of the following categories (WCET25 Conference, ASWE, Summit, MIX, Thought Leadership)</b>			
<b>WCET 2025 Conference Opportunities</b> <i>Denver, CO October 21-23, 2025</i>			
\$10,000	Evening event attendee experience sponsorship <ul style="list-style-type: none"> <li>• Exclusive branding</li> <li>• Co-designed with WCET</li> </ul>		
\$10,000	Wi-Fi – network naming rights		
\$7,500	Conference mobile app sponsorship with exclusive branding and daily notifications		
\$7,500	Breakfast Sponsorship and Opening Remarks (2 available)		
\$7,500	Awards Lunch Sponsorship and Opening Remarks (1 available)		

\$5,500	Dedicated Concurrent Session Slot (45-minute session slot, sessions must meet WCET guidelines)
\$5,000	WCET 2025 drink station throughout the event
\$5,000	Name Badge Lanyard Branding
\$4,500	Attendee Experience Area <ul style="list-style-type: none"> <li>• Lounge area with branding</li> <li>• Stress balls with branding</li> <li>• Charging stations</li> <li>• Coloring sheets and markers</li> </ul>
\$3,500	Young Professionals Meet-Up Sponsorship <ul style="list-style-type: none"> <li>• Branding and acknowledgment</li> </ul>
\$3,000	Opportunity to provide opening remarks during a general session.
\$2,500	WCET Welcome Experience Sponsorship (a session with F&B for 1 <sup>st</sup> Time Attendees) branding, signing, and acknowledgment
\$2,500	WCET Welcome Experience Morning Buzz branding, signage, and acknowledgment
\$2,500	Sponsor the Annual Meeting Attendee Postcard <ul style="list-style-type: none"> <li>• Logo printed on postcard attendees receive at the conclusion</li> <li>• Co-designed with WCET</li> </ul>
\$2,000	Ask Me Anything Session (1:1 Convos with Experts and Attendees) Branding and signage throughout the space
\$1,000	Sponsor a VIP Awardee's registration <ul style="list-style-type: none"> <li>• Branding and acknowledgment at the WCET Awards luncheon</li> </ul>
<b>Annual Summit for Women in eLearning Opportunities (ASWE)</b> <i>Denver, CO October 23-24, 2025</i>	
\$10,000	Title sponsor for ASWE (available in odd years beginning in 2025)
\$5,500	Evening Networking Activity and Reception
\$3,500	Headshot Lounge
\$2,500	Sponsorship of Book Club Session and Reception
<b>Virtual Summit and Conference Opportunities</b>	
\$1,500	Sponsorship of WCET Student Panel (provides stipends to student panelists) WCET 2025 <b>or</b> Summit
<b>Virtual Summit Opportunities</b> <i>Online February 27, 2025</i>	
\$7,500	Exclusive sponsorship of the Virtual Summit (500 attendees in our virtual platform) <ul style="list-style-type: none"> <li>• Branding and ads throughout the event platform and communications.</li> </ul>
\$1,000	Moderate a Summit Panel

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<b>Thought Leadership Opportunities</b> <i>Year-Round</i>	
\$10,000	Cosponsored Research Paper or Survey
\$10,000	Focus Group
\$5,500	WCET Webcast: <ul style="list-style-type: none"> <li>• Co-branded and designed with WCET</li> <li>• Attendee list with emails provided</li> </ul>
<b>WCET Online Community Opportunities</b> <i>Year-Round</i>	
\$12,000	Sponsorship of the Online Community (available for sponsors with WCET membership) <ul style="list-style-type: none"> <li>• Branding across the site</li> <li>• Rotating ads online and in the newsletter for 12 months</li> <li>• Includes sponsorship of two leadership communities (one for emerging leaders and one for chief learning officers)</li> </ul>
\$2,500	Ads in the WCET online community and newsletters, MIX
\$1,000	Homepage ad in MIX for 30 days
\$1,000	Featured spotlight in the newsletter co-authored with WCET
\$500	Homepage ad in MIX for 14 days

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.**

**À la carte pricing without a sponsorship package is available to WCET Members (<https://wcet.wiche.edu/join-us/meet-our-members/>).**

Create your sponsorship package OR add-on options! [Contact us](#) for complete details on any of these options.

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WCET + ASWE Sponsorship

<b>Benefits</b>	<b>WCET 2025 Friend</b>
<b>Investment</b>	<b>\$3,000</b>
Year-round access and benefits	Limited to Annual Meeting
WCET 2025 Conference Registrations	2 total. Can be used for WCET 2025 or ASWE
ASWE Registration	2 total. Can be used for WCET 2025 or ASWE
WCET 2025 Attendee list	+1500

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Spot at the Digital Learning Lounge (small expo and attendee experience area) at WCET 2025	Yes (Power not included)
Sponsor Recognition and Branding	Yes (via digital signage, app ad spots, and more)