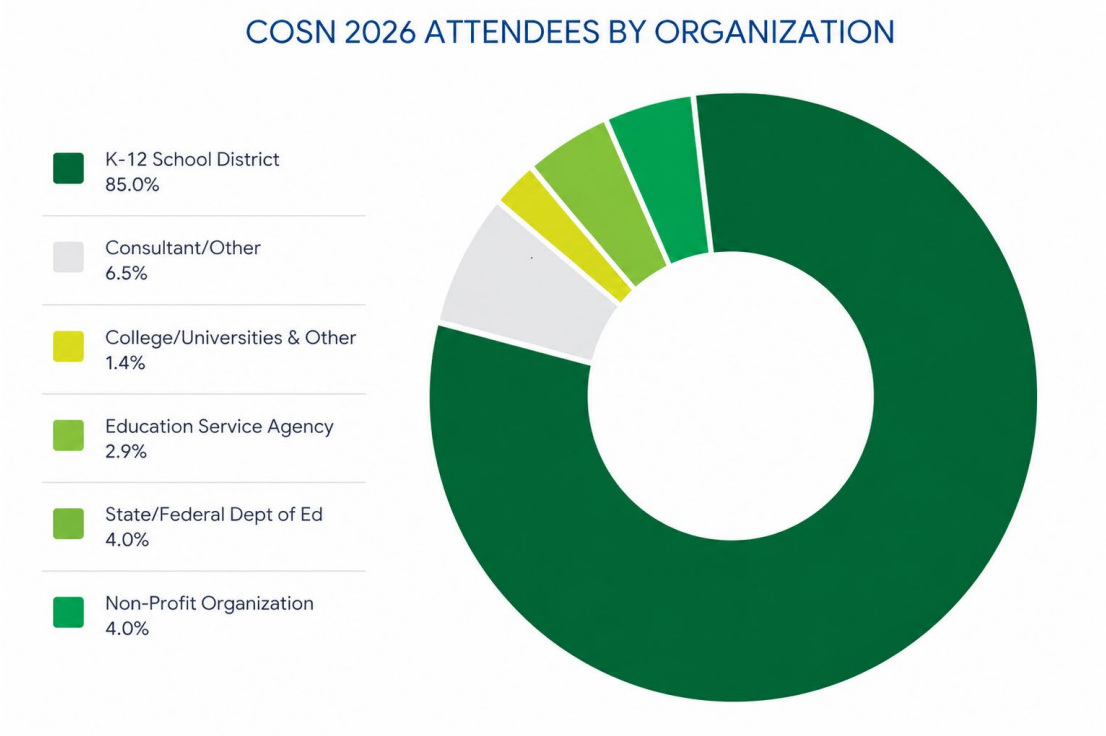
2026-27 CoSN Corporate Sponsorship Kit

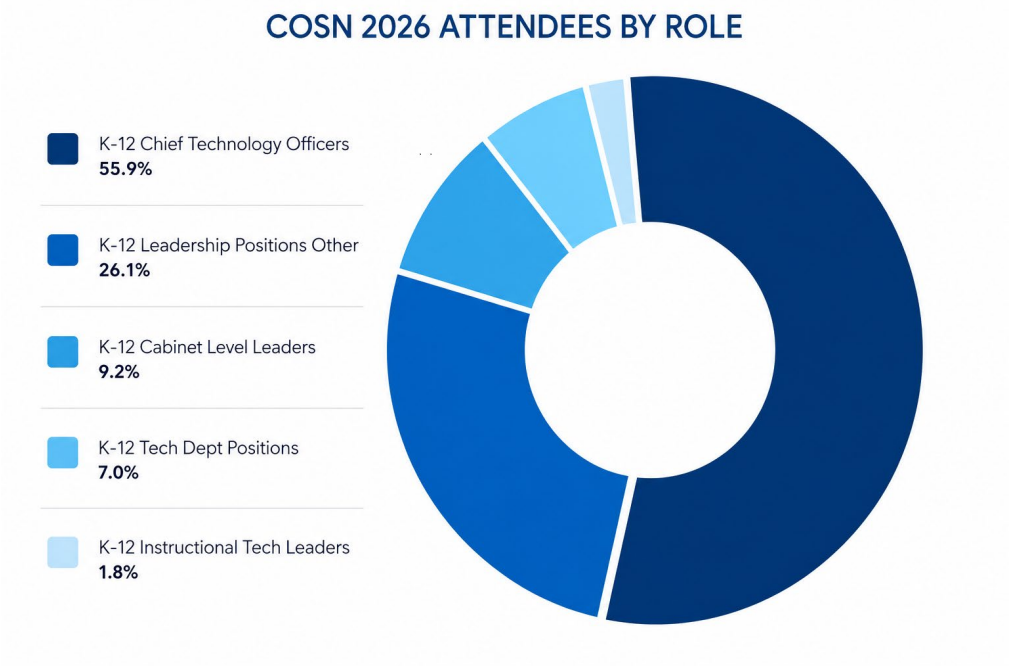
Book a Meeting with Carla Wade, Senior Director, External Relations

Become a CoSN Sponsor Today!



If you want to reach senior K-12 education technology leaders, CoSN is the place! CoSN is where K-12 Education Technology decision makers are found.






COSN 2027: INNOVATE. ENGAGE. SPONSOR.
NETWORK WITH LEADERS
MEET CTOs & CIOs
Present to a national audience
SECURE YOUR LEGACY
MEET THE TECH CABINET
Showcase emerging security tech
ACCELERATE DATA INSIGHTS
MEET DATA & PRIVACY LEADS
Influence data strategy and interoperability
DRIVE ADOPTION & GROWTH
MEET INSTRUCTIONAL LEADERS
Launch new products and build partnerships
A Future-Focused Event for K-12 Innovators
COSN 2027 OPPORTUNITIES
Early Bird
Sponsorship Open


MARKET ALIGNMENT SEGMENTS
Instructional & Engagement
Dominant Presence
Infrastructure & Connectivity
Core Infrastructure
Data & Interoperability
Data Strategy
Cybersecurity & Risk
High-Priority Risk
CoSN attendees represent a balanced cross-section of the decision-making ecosystem, ensuring alignment with diverse product categories.


STRATEGIC MARKET ACCESS
40+
U.S. STATES REPRESENTED
CoSN provides a curated environment where industry leaders collaborate directly with district decision-makers.
Exclusive access to the EdTech "Cabinet"
Influencing millions of student experiences
Strategic partnership opportunities in Orlando 2027

CoSN Corporate Member Benefits

As a Corporate Member, you have access to all the Institutional benefits and more:

Connection:

- The CoSN Network
- CoSN Corporate Sponsor Channel on the Network
- CoSN Committees
- State Chapters

Knowledge:

- Access to CoSN member only publications
- CoSN Education Technology Webinars
- CoSN Corporate Leadership calls
- Member-only discounts to CoSN's Annual Conference

Leadership:

- 3 Corporate Representatives on the CoSN Board
- Advocacy
- Policy Resources
- Access to the CETL® Framework of Essential Skills Course for Corporate Members



Visibility

- CoSN Corporate Member Directors – public facing
- Access to the CoSN Logo to show your support of CoSN with and image we supply

For more information: https://www.cosn.org/membership-overview/member-benefits-and-pricing/

CoSN Offers Different Levels and Options to Fit Your Company's Budget

Sponsorship Levels

Sponsorship Level	Bronze $15,000	Silver $25,000	Gold $50,000	Platinum $75,000	Diamond $100,000
CoSN Corporate Membership Fee *(Required to become a Sponsor)* +$5,465					
Total Investment	**$20,465**	**$30,465**	**$55,465**	**$80,465**	**$105,465**

Corporate Sponsors receive the following benefits:

- Weekly CEO Updates from Keith Krueger, CoSN CEO
- Access to the CoSN Corporate Sponsors Channel in the CoSN Network
- Invitations to the Quarterly Corporate Conversations Call, which is a way to connect with other CoSN Sponsors and Partners to learn more about how to work better with CoSN members and gain visibility.
- Washington Policy Updates.
- Invitation to important industry events: CoSN/ISTE/SETDA/SIIA Advocacy Day.

Conference Sponsorship Packages options may include:

- Conference registrations
- Invitations to special events
- Opportunity to introduce a conference session
- CoSN Website ads
- Branding on CoSN2027 Website
- Lead retrieval device at CoSN2027
- Pre and Post conference (Opt-In) registration lists
- 1 (one) premium exhibit kiosk at CoSN2027



Sponsorship Benefits Per Sponsorship Level

	Bronze	Silver	Gold	Platinum	Diamond
Conference Registrations* ***Invited speakers/reps are included in this number. All must be registered— including educator guests**	Three (3)	Four (4)	Six (6)	Eight (8)	Ten (10)
Invitation to VIP Leadership Reception with key CoSN volunteer/chapter leaders	One (1) guest	One (1) guest	Two (2) guests	Three (3) guests	Four (4) guests
Introduce Spotlight Session at Conference				One (1) session	One (1) session
Invitation to Chair's Toast with CoSN Board of Directors			One (1) guest	Two (2) guests	Three (3) guests
Custom designed graphics on Exhibit kiosk ***Sponsor provides print ready design to Exhibitor company**	√	√	√	√	√
Opening Reception in EdTech Exchange	√	√	√	√	√
Company Logo in CoSN Conference Webpage	√	√	√	√	√
Company Logo in CoSN Conference Mobile App	√	√	√	√	√
CoSN2027 Annual Conference website ad (sponsor creates ad and sends to CoSN)			√	√	√
Dedicated Meeting Room at Annual Conference					√

60 min. On-Site Sponsor Content Session				√	√
60 min. On-Site Educator Session					√
45-min On-Site Sponsor Content Session			√		
Representative on Conference Leadership Panel to share expertise on AI, Cybersecurity, Data Privacy or TBD		√			
One minute Keynote Transition Video to be played during general sessions.				√	
Two-Minute Keynote Address during one of the keynote sessions					√
Ad in Annual Conference Mobile App				√	√
Diamond Level Sponsorship Amenity Opportunity **Select ONE option:** • ~~Conference Bag/Tote~~ • Social Media Wall • Branded Notebook					√
25 Grand Opening Reception in EdTech Exchange Drink Tickets				√	√

45% of the Sponsorship level covers conference benefits. 5% covers year-round benefits and updates.

The remaining 50% is used for Conference Add-Ons or Year-Round Activities.

Conference Add-Ons

VIP Leadership Reception $8,000

- Limit: Two sponsors at $8,000 each

Kick off the CoSN2027 Annual Conference and enjoy meeting CoSN leaders in a casual social setting.

Benefits:

- Host and network at a reception for CoSN VIPs at conference. Invited guests include CoSN Board of Directors, key chapter leaders, and VIP/international guests.
- Three-minute welcoming remarks
- Opportunity to provide giveaway
- Branding as a sponsor

Teaming for Transformation: SOLD OUT

- Limit: Two sponsors at $8,000 each

A dynamic event designed for district Superintendents and their key team members including CIO, CTO, CAO and other leaders. This dynamic summit is designed for district leadership teams to dive into the latest education technology trends, exchange insights, and explore cutting-edge resources. Through expert-led conversations and collaborative discussions, participants will gain the strategies and knowledge needed to harness technology for safe, effective, and transformative learning experiences.

Benefits:

- Branding and thought leadership positioning
- Attendance of one corporate sponsor representative
- Conversations with districts about how they address challenges of implementing new strategies
- Building relationships

Speed Networking: $4,000
Matching New and Experienced Leaders

Session Topics: Each session $4,000

- Cybersecurity & Data Privacy
- Leadership
- AI

Connect with fellow education technology leaders in a fast-paced, speed-dating-style format. You'll engage in a series of brief, one-on-one conversations—no prompts, just genuine dialogue. Participants will exchange contact information during each round to support ongoing connections and future collaboration.

These sessions are a great way to quickly build a network of trusted colleagues while learning valuable insights from those who've been there before. Whether you're just starting your journey or looking to give back, this is the perfect opportunity to exchange ideas and expand your professional network.

Who Should Attend:

- New or aspiring tech administrators seeking networking and connecting
- Experienced tech leaders eager to share their expertise and make a difference

Join us for this dynamic session that pairs knowledge with experience to create valuable and lasting connections!

Benefits:

- Three-minute speaking opportunity
- Opt-in participant list
- Ability to distribute company collateral on tables
- Event registration for two (2) company representatives

CoSN Open Mic: Talent Beyond Tech $7,500

- Limit: Two sponsors at $7,500 each

Step into the spotlight and showcase your talents at **CoSN's Second Annual Open Mic**, the ultimate talent night at CoSN2027! Whether you are a musician, stand-up comedian, poet, magician or have another unique talent, this event is your chance to shine, connect, and collaborate with like-minded creatives. Join us for a fun evening of amazing performances, networking opportunities, and inspiring conversations. Come share your passion, discover new talents, and be part of a community that celebrates creativity in all its forms!

Benefits:

- Three-minute welcoming remarks
- Opportunity to provide giveaway
- Branding as a sponsor

CETL Summit Reception $5,000

Enjoy meeting CoSN CETL ® leaders in a casual social setting.
The CETL® credential is important to professionals because it formally recognizes their expertise in education technology leadership, enhances their credibility, and demonstrates a commitment to continuous learning and ethical standards, positioning them as trusted leaders capable of driving innovation and improvement in K-12 education systems. The CETL® credential boosts careers by validating leadership expertise and opening doors to advanced opportunities in education technology.

Benefits:

- Host and network at a reception for CoSN CETL® recipients
- Three-minute welcoming remarks
- Opportunity to provide giveaway
- Branding as a sponsor

AI Playground Sponsor $10,000

• Four sponsorship opportunities at $10,000 each



The CoSN AI Playground offers a variety of stations led by K-12 companies and CoSN Members. Learn about writing effective prompts, school policies and practices, and what the future of AI holds for education. This is a hands-on learning opportunity to get excited about the possibilities for use of AI in education.

Each AI Playground table will include access to power, and participants are welcome to bring and use their own laptops or devices. A monitor can be provided upon request. You may personalize your table with a tablecloth, small pop-up displays, and signage, and you're also welcome to offer giveaways. All display materials must be approved by staff in advance to ensure a consistent and accessible setup for all participants.

Benefits:

- Branding in the public space, on conference websites, and on slides used in general sessions to promote the AI Playground
- Host 3 tables per day (during AI Playground hours)
- Scanner for lead retrievals
- Sessions promoted on Conference App and regular App notifications
- Additional 2 Conference Registrations for station hosts

Women in Technology Breakfast $10,000

• Three sponsorship opportunities at $10,000 each

CoSN is dedicated to fostering meaningful dialogue within the K-12 education technology community to support leadership, collaboration, and innovation. Everyone is welcome at this event! As the number of women-in-tech events continues to grow year over year, it highlights

the importance of celebrating and empowering female leaders in educational technology and growing the IT Pipeline.

The Women in Technology Event is an opportunity to recognize and celebrate female leadership in EdTech. This gathering provides a platform for sharing insights from our CoSN survey, discussing the latest statistics on women in education technology leadership, and exploring initiatives to support and elevate female leaders in the field. We'll also gather your feedback and suggestions to help shape future efforts in strengthening leadership pathways for women in education technology.

Benefits:

- Three-minute speaking opportunity
- Opt-in participant list
- Ability to distribute company collateral on tables
- Event registration for two (2) company representatives

State Chapter Leaders Meeting $8,000

- Two (2) sponsorship opportunities at $8.000 each



Build relationships by joining CoSN chapter leaders from across the nation in learning and sharing key topics such as cybersecurity, student data privacy, policy updates, and national trends.

Benefits:

- Five-minute speaking opportunity
- Ability to distribute company collateral on tables
- Registration for two (2) company representatives

Large District Summit $7,500

- Five (5) sponsorship opportunities at $7,500 each

Large school systems face unique challenges—and CoSN is working with these EdTech education technology leaders to help them to meet these challenges successfully. This is an opportunity for conversations with district leaders about their specific challenges and needs; a unique platform for sponsors to understand these issues.

Benefits:

- Branding and thought leadership positioning
- Exclusive session registration for two (2) company representatives
- Conversations with districts about strategies for addressing challenges and needs
- Building relationships
- Pre-survey data is collected from all participants to determine table conversation topics and resources. The full data set will be shared with sponsors.

Small District Summit $5,000

- Three (3) sponsorship opportunities at $5,000 each

Small and rural districts face challenges due to their size and remote locations. CoSN is working with small and rural district EdTech leaders to help them to meet these challenges successfully. This is an opportunity for conversations with district leaders about their specific challenges and needs; a unique platform for sponsors to understand these issues.

Benefits:

- Branding and thought leadership positioning
- Exclusive session registration for two (2) company representatives
- Conversations with districts about strategies for addressing challenges and needs
- Building relationships
- Pre-survey data collected from all participants to determine table conversations

CTO Forum $7,500

- Five (5) sponsorship opportunities

The CTO Forum is a member-only event where districts take a deep dive into the critical issues they face. They share challenges, best practices, and specific strategies to ensure that the learners and their families are effectively served. Roundtable discussions give participants opportunities to discuss their local challenges and strategies and learn from other districts working to address the same challenges. At the end of the session, participants leave with practical solutions and knowledge of the CoSN resources that are available to help them improve their systems. Corporate sponsors will have the opportunity to hear about the challenges, solutions, and ideas from other colleagues so that action items can be created to guide you and your team.

Benefits:

- Option to facilitate vendor-neutral learning segment
- Branding and thought leadership positioning (including post conference publication)
- Attendance of two participants
- Building relationships

CoSN Awards



CoSN annually celebrates the achievements of individuals and teams who demonstrate outstanding vision in K12 education. We are fortunate to work with many exceptional leaders and districts, and every year we recognize several of them with our annual awards. Awards are given to individuals and teams who demonstrate outstanding vision in K-12 education technology.

- EmpowerED Digital Superintendent Award $7,500
- K-12 Technology Sustainability: NEW $5,000
- Withrow CTO Award $5,000
- District Team Leadership Award $5,000

Benefits:

- High visibility at the CoSN Annual Conference helping to present the Award at a general session
- Meeting with award recipients
- Branding on the CoSN Website as award sponsor

CoSN EdTech Advocacy Fundraiser & Auction

The CoSN Annual Conference Advocacy Fundraiser directly fuels CoSN's year-round advocacy work at a time when the education technology landscape is facing unprecedented challenges and opportunities. With new legislation emerging rapidly across states and at the federal level, and growing urgency around protecting and advancing powerful digital learning opportunities for students, strong industry partnership is more critical than ever.

This work cannot wait. CoSN is actively leading efforts to elevate the voice of school technology leaders, respond to harmful or restrictive proposals, and champion policies that ensure equitable access, cybersecurity, AI readiness, and innovative learning environments for all students.

By sponsoring the EdTech Advocacy Fundraiser & Auction, your organization demonstrates visible leadership and commitment to the future of education technology while gaining exclusive exposure to CoSN executives, board members, chapter leaders, and other influential education technology decision-makers and VIPs.

The following sponsorship opportunities are available for the EdTech Advocacy Fundraiser & Auction:

- Epic $10,000
- Grand $ 8,000
- Legendary $ 6,000
- Hero $ 4,000
- Champion $ 2,000

Sponsor Benefits:

- Recognition of your company support of CoSN's advocacy efforts with branding on CoSN website, and other CoSN2027 messaging about the EdTech Advocacy Fundraiser & Auction
- Early access to bid on the CoSN Online Auction
- Registration for the Auction Reception at the CoSN2027 Annual Conference
- Tickets for in-person Advocacy Auction Reception at CoSN2027
- Advocacy Auction Reception attendance list (sent post event)

Epic Advocate $10K

- Sponsor representative featured in recognition activity
- 15 tickets for in-person Advocacy Auction Reception at CoSN2027 Annual Conference
    - In addition: One drink ticket to hand out to each invited guest
- Ability to provide sponsor branded gift bags/items to hand out at on-site Advocacy Auction Reception
- Advocacy Auction Reception attendance list (sent post event)

Grand Advocate $8K

- Sponsor recognition
- 12 tickets for in-person Advocacy Auction Reception at CoSN2027 Annual Conference
    - In addition: One drink ticket to hand out to each invited guest

Legendary Advocate $6K

- Sponsor recognition
- 10 tickets for in-person Advocacy Auction Reception at CoSN2027 Annual Conference
    - In addition: One drink ticket to hand out to each invited guest

Hero Advocate $4K

- Sponsor recognition
- 5 tickets for in-person Advocacy Auction Reception at CoSN2027 Annual Conference
    - In addition: One drink ticket to hand out to each invited guest

Champion Advocate $2K

- Sponsor recognition
- 2 tickets for in-person Advocacy Auction Reception at CoSN2027 Annual Conference
    - In addition: One drink ticket to hand out to each invited guest

If you are interested in donating items for the CoSN EdTech Advocacy Online Auction, please contact Cutina Griffin at cgriffin@cosn.org**.**

Donating an item to the auction gives your company additional exposure!

Special Conference Opportunities

Looking for a sponsor opportunity with high visibility and a powerful return on investment? We have a variety of options for every budget.

Head Shot Station (One sponsorship available) $10,000

One sponsorship opportunity available



Everyone needs a new headshot! Your company can be the sponsor who provides a professional headshot for conference attendees to use for their headshot for their position, for social media or for whatever need they have. As the Head Shot Station sponsor, you will receive time with each attendee and the additional opportunity to network. Your company will be able to brand the invite as well as email the attendees with their headshots.

Benefits:

- Table for display of company collateral
- Signage in front of the display
- Mention in Conference Agenda
- Mention in Mobile App Push notifications

Floor Cling Sponsors

- Directional $2,500 ***Five (5) available**
- $5,000 for EdTech Exchange Map **SOLD OUT**

Help attendees find their way around the conference by being a directional signage sponsor. Your company's logo will be placed on floor clings throughout the Hotel to help direct attendees through the conference to sessions and events by guiding them by following your logo!

Refreshment Break in the EdTech Exchange $7,500

*Four sponsorship opportunities available



As a Refreshment Break sponsor, your company will welcome guests into the EdTech Exchange during breaks to recharge between sessions with snacks or sweets, sodas, coffee, and tea.
Sponsor will also receive:

- Cups and Napkins with Company Logo
- Signage
- Mention in Conference Agenda
- Mention in Mobile App Push notifications

Branded Hotel Keycards **Sold Out**

As the conference Hotel Keycard sponsor, your company logo will be in front of **every** conference hotel guest's hand's, pockets, and/or purse. This sponsor will get to have customized artwork on the keycard showing their **exclusive** sponsorship of the CoSN2027 conference.



Water Bottle/Hydration Station Sponsor $7,500



Sponsor will receive:

- Table for display of company collateral
- Signage
- Mention in Conference Agenda
- Mention in Mobile App Push notifications

Books for Hall of Fame Awardees $7,000

Books Given to the Hall of Fame and other CoSN VIPS

Benefits:

- 2 min. Welcome message to VIPs
- Label on each book with logo
- Signage with logo

Conference Wi-Fi Sold Out

Who doesn't need Internet? In today's world it is an essential item to have to get work done.

Benefits:

- Splash Page on hotel login Wi-Fi site
- Mention of Wi-Fi in session in sessions
- On screen general session with login information
- Signage at registration desk
- App mention



Social Media Wall $ 8,000

Have your company brand on a digital display that shows a live feed of social media posts allowing attendees to see their shared content in real-time.



Conference Phone Charging Stations *$7,500

*2 Sponsorship opportunities available



Conference attendees use their devices throughout conference and there are times when a good charge is needed. Be that attendees charging savior and provide a safe place to charge their device or devices! Your company's logo will be displayed on signage, and the charging device will have your company's logo displayed on the units.

Benefits:

- Signage
- Mention in Conference Agenda
- Mention in Mobile App Push notifications

Mobile Conference App SOLD OUT

This exclusive opportunity to be the official Mobile Conference App sponsor is open to one company who will receive unlimited exposure before, during and after CoSN2027. As the Mobile App sponsor, attendees will have the opportunity to see your logo as the App opens and will be mentioned throughout promotion of the Know Before You Go, throughout the conference in mentions to download the App, and also post conference by attendees who are still networking and using the app to access the Post Conference Survey, Session information and other conference items.

AI Photo Booth in EdTech Exchange $7,500



Company Name CoSN2027

As the AI Booth Sponsor, your company will have exclusive exposure to get the party going at the Grand Opening Reception in the EdTech Exchange and during all EdTech Exchange hours. Your company will be able to greet the attendees and welcome them to CoSN2027.

Benefits:

- Table for display of company collateral
- Signage
- Mention in Conference Agenda
- Mention in Mobile App Push notifications

Year-Round Opportunities

Initiatives

CoSN/SETDA@ISTE Reception $7,500

CoSN & SETDA are joining to host a social event at ISTE Live 2027.

Sponsor Benefits:

- Recognition of your company support of for both SETDA and CoSN
- Building relationships with the members of both SETDA and CoSN

Thought Leadership Initiatives $7,500

- $7,500 each initiative

Each of the Thought Leadership Initiative provides an opportunity to participate in committee work where you work side-by-side with institutional members to develop resources for CoSN members.

CoSN is nationally recognized for thought-leadership resources that help school system leaders tackle critical technology issues. Project directors for each initiative lead educator advisory boards to define priorities, research leading edge solutions and develop tools (such as case studies, toolkits, rubrics, webinars, and podcasts) customized for EdTech leaders. Each initiative sponsor may have two corporate representatives on the advisory board.

- Cybersecurity
- Cybersecurity Readiness for Education (CCRE)
- EmpowerED Superintendents
- Circuits (formerly Network Systems and Design)
- Student Data Privacy
- EdTech Innovation
- K-12 Technology Environmental Sustainability
- AI in K-12 Education

Benefits:

- Representation on the initiative advisory board, up to two reps
- Be a part of research on leading edge solutions, tools, and/or services.
- Building relationships

Professional Learning

CTO Clinics (pending availability, limit 5)

- Tier 1 $6,000
- Tier 2 $3,500

CoSN partners with our state chapters on high-level executive events bring together senior district-level technology decision makers, superintendents, associate superintendents, business officers, and others interested in cutting edge technology leadership. The Chapters choose the date, activities, and content therefore benefits vary from chapter to chapter.

Most Common Benefits:

- Branding and thought leadership positioning
- Building relationships
- Deeper understanding of the challenges and solutions

Tier 1 Partners

- Speaking session** or exclusive sponsorship of either meal/keynote speakers with ability to make brief comments. **speaking sessions vary per clinic
- Display corporate collateral.
- Acknowledgment on all appropriate materials; conference website, conference signage, program, and/or mobile app
- 100-word organizational profile and logo in conference program and/or mobile app
- Electronic copy of the pre-registration and final attendee opt-in lists for one-time use.
- Two complementary clinic registrations

Tier 2 Partners

- Display corporate collateral
- Acknowledgment on all appropriate materials; conference website, conference signage, program, and/or mobile app.
- 100-word organizational profile and logo in program and/or mobile app
- Electronic copy of the pre-registration

CoSN/edWeb Leadership Panel Webinars $8,500

edWeb.net is an award-winning professional learning network designed to serve a community of educators allowing them to share innovative ideas and resources. CoSN has partnered with edWeb to provide corporate partners with the opportunity to highlight educators and support professional learning and thought leadership. edWeb Leadership Panels are not for the purpose of selling a product or service.

Benefits:

- Promotion of company as a partner in thought leadership and strategies for improving the learning environment.
- Branding and thought leadership positioning.

- edWeb Program Manager for personal support getting ready and hosting your edLeader Panel, including a tech check and the live broadcast.
- One-hour edLeader Panel for up to four on-camera participants, one host/moderator and up to three presenters.
- edWeb's webinar room accommodates up to 1,000 live attendees; registrations are unlimited, and all registrants receive the recording.
- edLeader Panel event page for registrations before the event, updated with the recording link the day after the event, posted on the edWeb calendar.
- Email marketing includes a targeted solo campaign (approximately 75,000 email circulation) and the edWeb e-News (approximately 350,000 email circ) to the most recent, engaged edWeb members.
- Admin e-News (approximately 90,000 email circulation) to edWeb's exclusive school and district administrator list (two deployments)
- Social media campaign before and after the presentation to edWeb's 20,000 followers.
- Post-ed Leader Panel email to all registrants and attendees with continuing education certificate information and a link to the recording. Continuing education certificates are provided for educators who attend the live presentation or view the recording on our edWeb on-demand player.
- Closed captioning added to the recording on the edWeb recording player within a week of the presentation.MP4 file of recording provided within a week of the presentation.
- Podcast version of the presentation posted on all edWeb podcast channels. MP3 file provided.
- An article written to summarize the presentation posted on edWeb's blog and social media and provided to the sponsor to use in their marketing communications.

Podcast, Blog, and Op-Ed Combo

- Series of 3 $9,000
- Series of 2 $5,000
- One Podcast/Blog Post $3,500

The CoSN Podcast provides a platform for organizations to **share thought leadership** with K–12 decision-makers nationwide.

CoSN partners with edCircuit, a strategic and media partner of CoSN, to develop the CoSN Podcast, working closely with us to produce, distribute, and grow the series. Since its launch, the CoSN Podcast has published **100+ episodes**, featuring conversations with education leaders, innovators, and district decision-makers across the country. The results show clear growth across production, engagement, discovery, and audience alignment. We had a 610% increase in podcast listens in the past year.

We're seeing meaningful acceleration—not just in plays, but in how the content is being discovered and who it's reaching. What began as a content initiative has become a reliable system for engaging and influencing K–12 education leaders. Also noteworthy, we have "**strong presence in leadership age bands (35–59)",** the leaders with the money!

Episodes are distributed across leading platforms, including Spotify, Apple Podcasts, Amazon Music, iHeartRadio, Goodpods, and Pocketcasts, ensuring broad visibility and engagement with

a highly targeted audience of superintendents, CIOs, CTOs, principals, and district decision-makers.

Benefits:

- Addressing a topic of interest for the company and the districts it serves
- Up to two guests per episode. Guests should be educators, administrators, or subject-matter experts
- Branding and thought leadership positioning.
- Distribution on CoSN Community Network, News brief, and social media

Special Opportunities

CoSN has additional opportunities for sponsorship and engagement that provide a high level of sponsor engagement.

State of EdTech Leadership Survey & Report $15,000

CoSN's signature survey on EdTech Leadership with a focus on leadership and infrastructure provides valuable information on the key concerns of district leaders, emerging trends, challenges, and priorities. This report generates significant media coverage.

Benefits:

- Attribution on press release announcing the 2026 State of EdTech Leadership Report
- Access to the data
- Branding with a link to your webpage included on the report

Driving K-12 Innovation Survey and Report

- Tier 1/Gold $12,500
- Tier 2/Silver $ 9,500
- Tier 3/Bronze $ 7,000

In this initiative, a global advisory board of more than 100 K-12 leaders, practitioners, and changemakers engages in discourse about the major themes driving, hindering, and enabling teaching and learning innovation at schools. The purpose is to enable purposeful, strategic, value-led innovation and technology application in K-12 schools and districts via a high-quality report.

This initiative helps position CoSN Sponsors as thought leaders and action partners in K-12 innovation by providing them with explicit opportunities to:

- connect with fellow education leaders and changemakers,
- demonstrate leadership & investment in innovation, and
- receive privileged access resources.

New to Driving K-12 This Year

As an innovative initiative, it's imperative that we're open to iteration! This year, we're excited to announce a shift in the Driving K-12 Innovation annual schedule and several key refinements designed to increase the impact of this work and better serve our community (including sponsors) – while maintaining the integrity of the project. These changes are inspired by Advisory Board feedback, CoSN's new Strategic Plan, and corporate partner/sponsor needs.

In the past, the Driving K-12 Innovation project kicked off in late August with the report published in February. Starting in 2027, the project will officially begin at the CoSN Annual Conference in April; most of the Advisory Board's work will take place in June and July; and the report will be published in November.

Shifting from the old schedule to the new opens the opportunity for a unique transitional Advisory Board & publication this year (2026). The 2026 innovation trend report has already been published (Feb 2026) and the 2027 trend report won't be released until November 2027. Rather than spending this transition year revising work on the 2026 trends, **a new *Driving K-12 Innovation in Action* Report** will be created to **model operationalizing key innovation trends.** This year, the Fall 2026 Advisory Board will engage in strategic discussion and case study development to **demonstrate innovation in action** around the Top Topics for Driving K-12 Innovation in 2026 and provide districts with concrete examples to shape and validate their own efforts.

This is a unique opportunity for sponsors to demonstrate their investment in **actionable edtech innovation,** meet educators actively leading change in their schools, and – depending on sponsorship tier – publicly share case studies from one of their own customers.

New! In-Person Kick-Off Event

The first in-person Driving K-12 Innovation Celebration & Kick-Off event will be held at CoSN 2027 in Orlando, Florida. This event will recognize contributions of the Fall 2026 project team (including sponsors) and kick-off the project cycle for 2027.

This is a new opportunity for sponsors to be recognized by a national audience and build relationships by standing shoulder-to-shoulder with leaders in cultivating the future of edtech & education. And, for sponsors who choose to participate in the Advisory Board (or nominate a representative to do so), this is a unique chance to meet the edtech practitioners and innovation leaders you've interacted with on the Advisory Board.

Benefits:

Sponsor Levels and Associated Benefits

International Education Exchange $10,000

CoSN is continuing our nearly three-decade commitment to a global dialogue focused on the strategic uses of technology for the improvement of teaching and learning in primary and secondary schools.

CoSN has obtained special access to join Digital Promise's GCEN Symposium. The CGEN international learning community seeks to share promising practices to address systemic education problems.

CoSN is partnering with Digital Promise for an exciting delegation in Lisbon, Portugal from **November 16-20, 2026**. The delegation will be an exciting professional advancement opportunity allowing educator participants to discover, learn and experience inclusive education, workforce readiness and the innovative EdTech education policies and practices that are occurring in Portugal and explore their applicability to U.S. education systems.

Outcomes of the Delegation
We will broadly disseminate valuable information obtained during the exchanges via an exchange via webpage, blogging, webinars, and a report summarizing our findings and experiences. Our goal is to share the information collected and enable human and organizational connections which are developed to be available to a wide audience both in the US and abroad.

Benefits:

- Participation by a sponsor representative in the delegation meetings and briefings
- High-level access and interaction with CoSN leaders and key decision makers
- Branding on all CoSN reports, toolkits, webinars and public dissemination activities regarding the trip and lessons learned.

Sponsorship includes one representative to participate in the delegation and in all the meetings and briefings. Travel and lodging are not included.

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R&D and Building Connections

Solution Session National Webinar $7,500

- $7,500 per webinar (total of eight available)

Highlight a school or district that has implemented your company's tool or service through the voice of a local educator. Each 30–45-minute webinar is designed to promote a stage for CoSN corporate sponsors to have conversations with education leaders from across the nation. Webinar is hosted on the sponsor's preferred platform for presentation so that you have all controls for preparing and planning.

Benefits:

- CoSN will post the calendar of sessions and promote via social media.
- Corporate sponsor maintains the registration and attendee list.
- Branding and thought leadership positioning.
- Email blast to CoSN database and social media promotion of the event
- CoSN will promote and share the archives.
- Building relationships and opportunities

Express Demos $4,500

Express Demos (15-minutes online only) - Option to provide a demonstration via a webinar or live feed. CoSN members will be invited and asked to register. Demo session is hosted on the sponsor's preferred platform for presentation so that you have all controls for preparing and planning.

Benefits:

- CoSN will post the calendar of sessions and promote via social media.
- Corporate sponsor maintains the registration and attendee list.
- Branding and thought leadership positioning.
- Email blast to CoSN database
- Building relationships
- CoSN will promote and share the archives

CoSN Media is a Great Way to Engage with School Technology Leaders!

By advertising with CoSN, you're reaching decision-makers who are in the only professional association that is dedicated to K-12 education technology. Go to our CoSN Media Guide for a list of great advertising opportunities!

If you have any questions, please contact **Carla Wade at** cwade@cosn.org**.**