

Awards

Help recognize the very best throughout the year with our numerous award sponsorship opportunities.

Become a sponsor of an eSchool News award program and receive extensive branding and market coverage!

Sponsorship Benefits

Corporate goodwill, brand identification, and prestige through extensive and repeated image reinforcement with the more than 600,000 education technology buyers who read and visit eSchool News and eSchool News Online each month.



- Featured role in a months-long, multimedia program showcasing student video in the nation's schools, community colleges, and universities.
- Customized eMail marketing program delivering your exclusive message to more than 70,000 ed-tech buyers.
- Opportunity to showcase your products in a high-profile, high-status national awards program that will be covered by major news media at the seat of national government.
- 3 four-color, full-tabloid pages within a special, three-part editorial series on integrating video into the curriculum in the Education In Focus department of eSchool News, North America's No. 1 ed-tech newspaper.
- Inclusion in two major eSchool News feature articles.
- 300,000 banner impressions on the minds of education technology buyers who visit eSchool News Online.
- Corporate recognition as Sponsor of an Awards micro-site at the world's No. 1 ed-tech publication web site—eSchool News Online.
- Qualified leads with full-contact information on the registered education technology buyers who visit the Awards micro-site.
- Comments from your corporate representative during the awards ceremony.
- Full-page, four-color advertisement in the souvenir program.
- Photo Opportunity—corporate representative photographed with each winning team.
- Reproduction of award and matted photo of presenter and award winners.

Total value of Sponsor benefits at open rates: **\$65,700**

SPONSORSHIP FEE:

\$39,000 net per exclusive category

Sponsors pay for all travel, expenses, and accommodations for their corporate representatives

Example of Awards Process

1. Issue call for video entries (print, online, eMail with accompanying ads), Months 1/2
2. Post video clips for community voting (with sponsor banner), Month 3/4
3. Announce finalists, select winners (print and online with accompanying ad), Month 5
4. Produce awards ceremony (luncheon, breakfast) at appropriate conference
5. Carry awards coverage (print and online with tab print page ad.) Month 8
6. Archive program on eSchoolNews.TV, Awards Library, Month 7/11
7. Make DVD available for sponsor's site, sales force, resellers, etc..., Months 7 to Perpetuity



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