#imsondemand

SOLUTIONS FOR HIGHLY EFFECTIVE DIGITAL TEACHING & LEARNING

## UPDATED BENEFITS FOR Learning Impact Leadership Institute 2020 SPONSORS

<table>
<thead>
<tr>
<th>Sponsorship Benefits</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Acknowledgement</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor logo and level of support will continue to be listed on the Learning Impact Leadership Institute event page</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor logo and level of support will be listed prominently on the webinar series landing page</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsors will be recognized during each recorded discussion</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Digital ad(s)—provided by sponsor—including in emails promoting the Discussion Series</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsors will be recognized for their leadership support on the IMS @LearningImpact Twitter feed</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Engagement</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary registrations to a future IMS quarterly meeting. Registrations can be used at one time for the August 2020, November 2020, or February 2020 meetings, or spread out over multiple quarterly meetings.</td>
<td>4 registrations</td>
<td>3 registrations</td>
<td>2 registrations</td>
<td>1 registration</td>
<td>n/a</td>
</tr>
<tr>
<td>Each sponsor has the opportunity to play a key role in shaping the webinar series, including speaker participation. The series focuses on helping institutions address the &quot;new normal&quot; of enabling better online/virtual education. The series will highlight best practices offered by sponsors and institutions that have been using IMS standards for years to enable a digital ecosystem that improves the online teaching and learning experience. Webinars will be released roughly bi-weekly to the IMS database of 12,000+ subscribers and posted to the Discussion Series landing page for free on-demand viewing. Up to three sponsors may be recognized for each webinar topic and associated recording. All sponsors are recognized for their support of the complete webinar series.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
Updated Benefits for Learning Impact Leadership Institute 2020 Sponsors (continued)

<table>
<thead>
<tr>
<th>Engagement</th>
<th>✓</th>
<th>✓</th>
<th>✓</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity to write a blog for the Learning Impact Blog and linked from the monthly Member Community Dispatch Newsletter.</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Opportunity to participate on a panel or deliver a 10-minute product showcase during the November Quarterly Meeting in either the K-12, HED, or Developer track.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to distribute/place literature in the registration area at the November 2020 Quarterly Meeting.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to distribute a customer case study or research report (*the resource must be pre-approved by IMS marketing) to the IMS database of 12,000+ subscribers.</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Opportunity for 10-minute recorded interview with Rob Abel allowing the sponsor to provide perspective on the series theme. The recording will be posted and made available for the sponsor’s use and distribution.</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

Add-on Ala Carte Benefit Options (Select One)

- Recognition as the sole sponsor for the William H. Graves Leadership Award. RESERVED (No Longer Available) ✓
- Opportunity to have a senior executive participate in either the HED or K-12 Executive Session during the November 2020 Quarterly Meeting.
- One complimentary registration to the 2021 Digital Credentials Summit.
### Sponsorship Fees for Each Package Based on Annual Revenues

<table>
<thead>
<tr>
<th>Annual Revenues</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt;$50 Million Annual Revenues</td>
<td>$16,000</td>
<td>$13,000</td>
<td>$11,000</td>
<td>$6,500</td>
<td>$4,000</td>
</tr>
<tr>
<td>&gt;$10 Million Annual Revenues</td>
<td>$14,000</td>
<td>$12,000</td>
<td>$10,000</td>
<td>$5,500</td>
<td>$3,000</td>
</tr>
<tr>
<td>&lt;$10 Million Revenues</td>
<td>$12,000</td>
<td>$10,000</td>
<td>$8,000</td>
<td>$4,000</td>
<td>$2,000</td>
</tr>
<tr>
<td>&lt;$1 Million Annual Revenues</td>
<td>$10,000</td>
<td>$8,000</td>
<td>$5,000</td>
<td>$3,000</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

### Learning Impact On-Demand 2020 Sponsors
(Confirmed as of 5 June 2020)

#### DIAMOND SPONSORS
- Blackboard
- CANVAS
- CENGAGE
- D2L
- Desire2Learn
- LearningMate
- McGraw Hill
- Montage
- VitalSource

#### PLATINUM SPONSORS
- ACT
- AEFIS
- GG4L
- Sakai

#### GOLD SPONSOR
- Kaltura

#### SILVER SPONSORS
- examity
- ETS
- Exta
- Kimono
- Savvas
- Zoom

#### BRONZE SPONSORS
- IMS Global Learning Consortium