

Sponsor Prospectus

2019 Open edX Conference

OPENedX 2019

UC San Diego

March 26 - 29

UC San Diego Campus
La Jolla, California



Collaborative Learning. Community Led.

The Open edX Conference is where the Open edX community and leading experts in ed tech discuss the latest research, new approaches to learning, and best practices for integrating new technology into the (virtual) classroom.

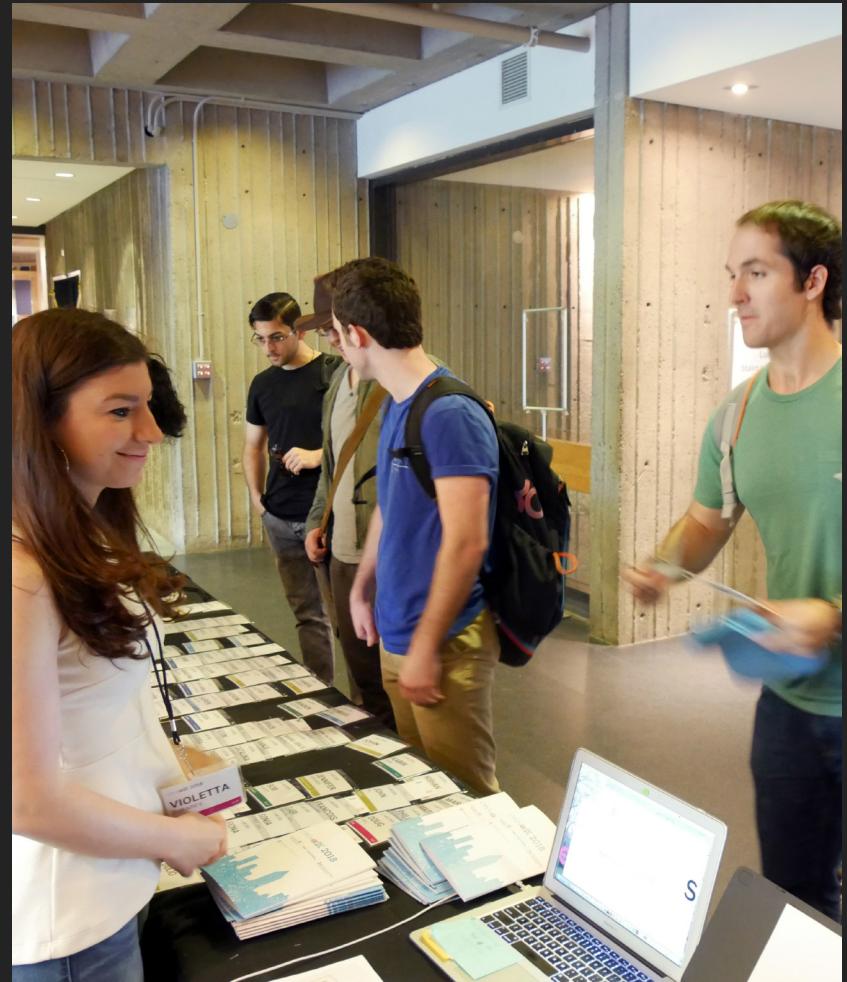
The enthusiastic, supportive community make this a unique, must-attend event.

This year's event is focused on the growing importance of collaborative learning and how educators, students and technologists are coming together to build the next generation of educational technology.

We will discuss innovative uses across higher education, lifelong learning, instructional design, course production techniques, and methods for operating, extending and enhancing the Open edX platform.

The Open edX project is a collaborative learning platform spawned by edX, a nonprofit online initiative created by founding partners Harvard and MIT and composed of dozens of leading global institutions.





Sponsoring the conference is an opportunity to engage with this incredibly enthusiastic community and reap the benefits of collaborative learning: more engaged customers and partners; more innovative employees; and better outcomes for your training initiatives. This year, for the first time, sponsors will be able to fund scholarships for underprivileged communities, national and international, who are doing amazing work but could otherwise not attend the conference. This is your chance to help us make these initiatives sustainable for a global audience. Sponsoring the Open edX Conference puts your name front and center on the cutting edge of collaborative learning.

Partners & Sponsorships

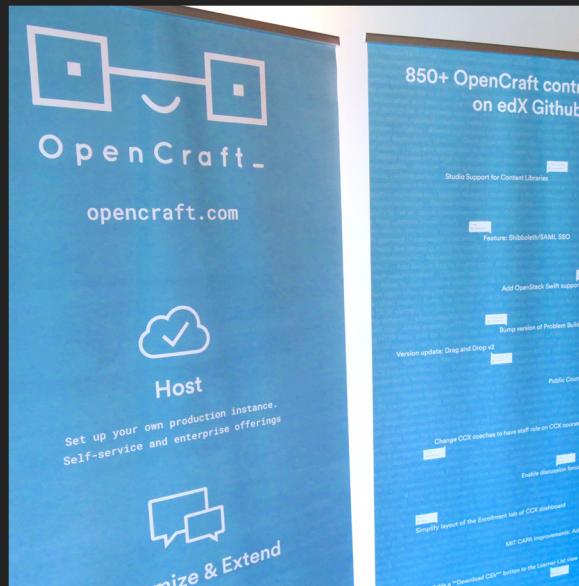


	Cornerstone \$25,000 *included in reception sponsorship	Premier \$15,000	Contributing \$5,000 *Included in breakfast, lunch and travel sponsorships	Friend of Open edX \$1,000 *Included in coffee sponsorship	Non-profit, NGO, Media, and In Kind
YouTube interview on Open edX channel	●				
Thank you & intro from Open edX team at plenary	●				
5 Minutes to address attendees at plenary	●				
Logo slide in conference video loop - shown in reg, sponsor and plenary areas	●				
Breakout talk in sponsor track	●	●			
Full page in program and logo on conference website	●	1/2	1/4	1/8	Listed in program and on conference website
Spotlight blog post with logo on website	●	●			
Access to opt-in attendee information	●	●			
Demo table during conference	●	●	●		
Social media announcement of sponsorship	●	●	●		
Opportunity to provide swag for swag table	●	●	●		
Access to Speakers and Sponsors Lounge	●	●	●	●	
Included in thank you email with call to action to all attendees post-conference	●	●			
Full conference passes	5	3	2	1	1

Sponsors are welcome to submit proposals for the CFP. Please e-mail openedx2019@edx.org with any questions.

Special Sponsorship Opportunities

This year, we give you more ways than ever to reach a broader audience, from sponsoring lunch, breakfast and coffee, to giving financial aid to deserving innovators with groundbreaking initiatives that others will benefit from hearing about.



Coffee: \$4,000

We serve coffee all day long at the Open edX Conference. These coffee connoisseurs will be eternally grateful if you sponsor their caffeine habit. Your logo will be on display, plus you'll be a Friend of Open edX sponsor.

Breakfast: \$8,000

Get these attendees off to a good start, so that they can make the most of their conference experience. Your logo will be front and center for breakfast, and you'll also be a Contributing sponsor.

Travel Sponsorship: \$10,000

Some of the most innovative work in ed tech is done in developing nations by those without resources. Your sponsorship will ensure that every deserving attendee or speaker will be able to participate and add to the experience. Your logo will be displayed on the travel sponsors pages, plus you'll receive the benefits of the Contributing sponsor level.

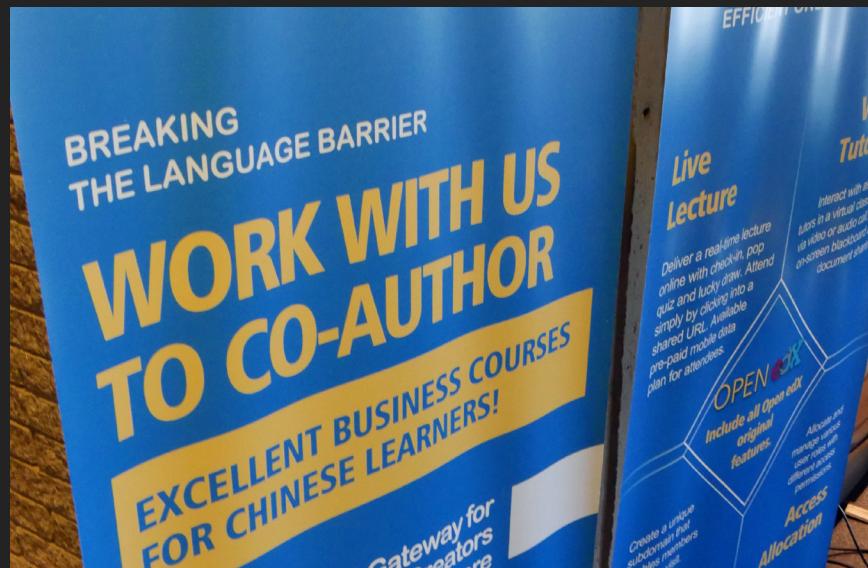
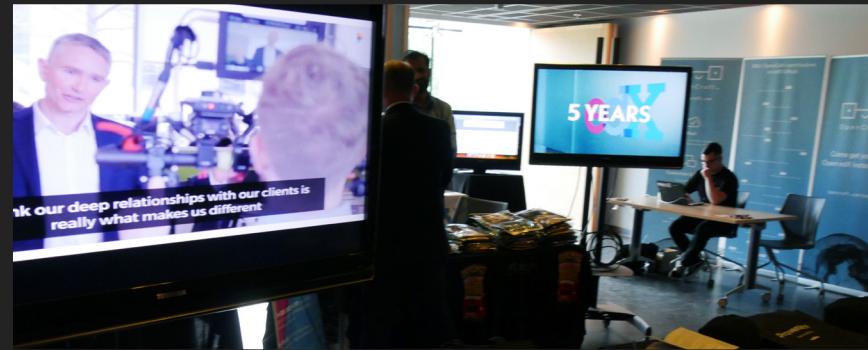
Special Sponsorship Opportunities (continued)

Lunch: \$10,000

Lunchtime is a great opportunity to hobnob and learn what others are doing in the community. By sponsoring a lunch, not only will attendees see your logo on display, you'll also be a Contributing sponsor.

Reception: \$30,000

Our premier evening event is the annual reception, traditionally held on the first day of the conference. This is a great chance to get front and center with technology partners, developers, potential employees and educational experts from around the world. Your logo will be displayed prominently at the reception, plus we'll give you 5 minutes in the morning plenary and the benefits of a Cornerstone sponsorship.



Innovation Partner (Annual Membership)

contact us for details

As we look to the future, we are building a consortium of interested parties who wish to lead ground-breaking educational initiatives. Now that we live in an open source world, everyone expects to be able to collaborate, regardless of occupation - except in the educational industry. We aim to change that. The purpose of this consortium will be to bring together leading technologists, educators, learners, course designers, researchers and other interested parties as we create a next generation collaborative learning platform and community. Open edX was just the start - now it's time for the collaborative learning movement. The Open edX journey leads to a collaborative learning consortium.

The arbitrary barriers between educator, learner and technologist are rapidly eroding. This is our chance to design new systems built from the ground up for collaboration.

Educators will be able to build and share course materials, regardless of learning platform. Students will be able to collaborate with each other and their educators. Course content will be shared and used in multiple contexts and platforms.

To make this happen, let's bring people together at the Open edX Conference and plot our course. Innovation Partners will have a front row seat. By signing up for an annual membership, you will have a say in the direction and governance of this consortium. Your sponsorship gives us the opportunity to launch and sustain a global effort that will pay off in the form of accelerated innovation in ed tech and more engaged learners and educators.

To learn more about this effort, contact us at openedx2019@edx.org.

2018 Attendee Survey Results

Appendix

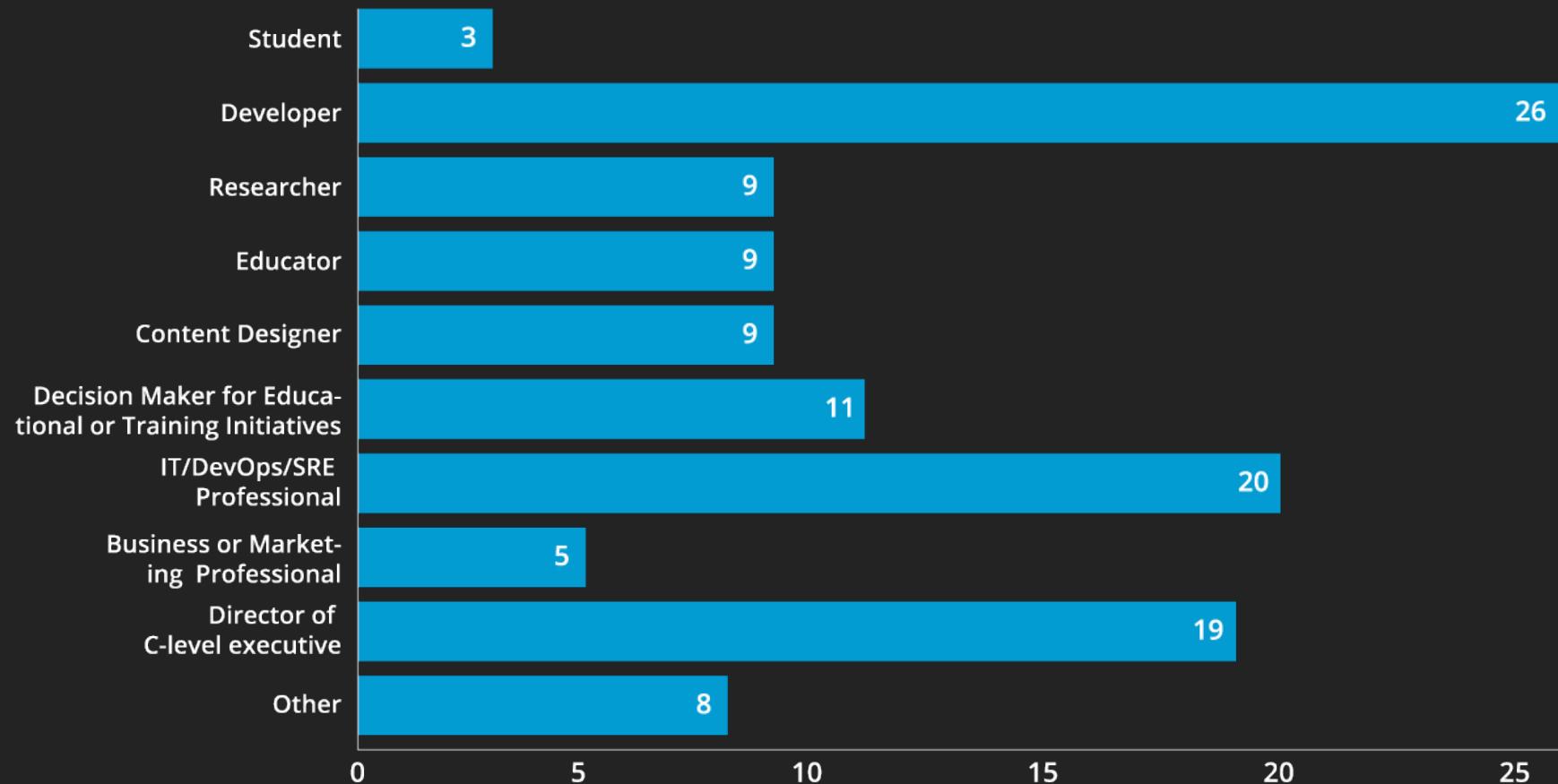
We received 84 responses to our 2018 conference follow up survey. In order to give you a better picture of the types of attendees you will be able to reach at this year's conference, we have included select survey response summaries.

Some selected tidbits not reflected in the data below:

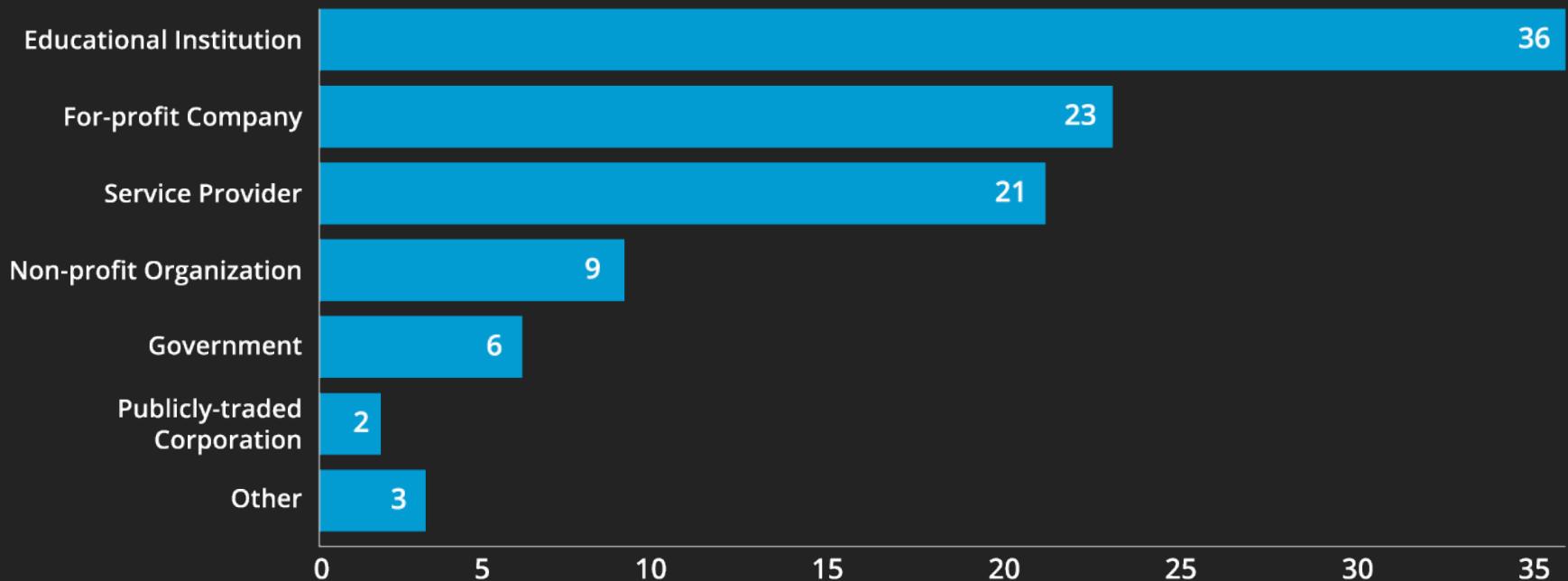
- 85% of respondents planned to work on engagements begun at the conference
- 65% of respondents manage learning sites, reaching over 10 million learners
- 78% of respondents use 3rd party vendors for their Open edX solutions
- Attendees represented 30 countries and 6 continents



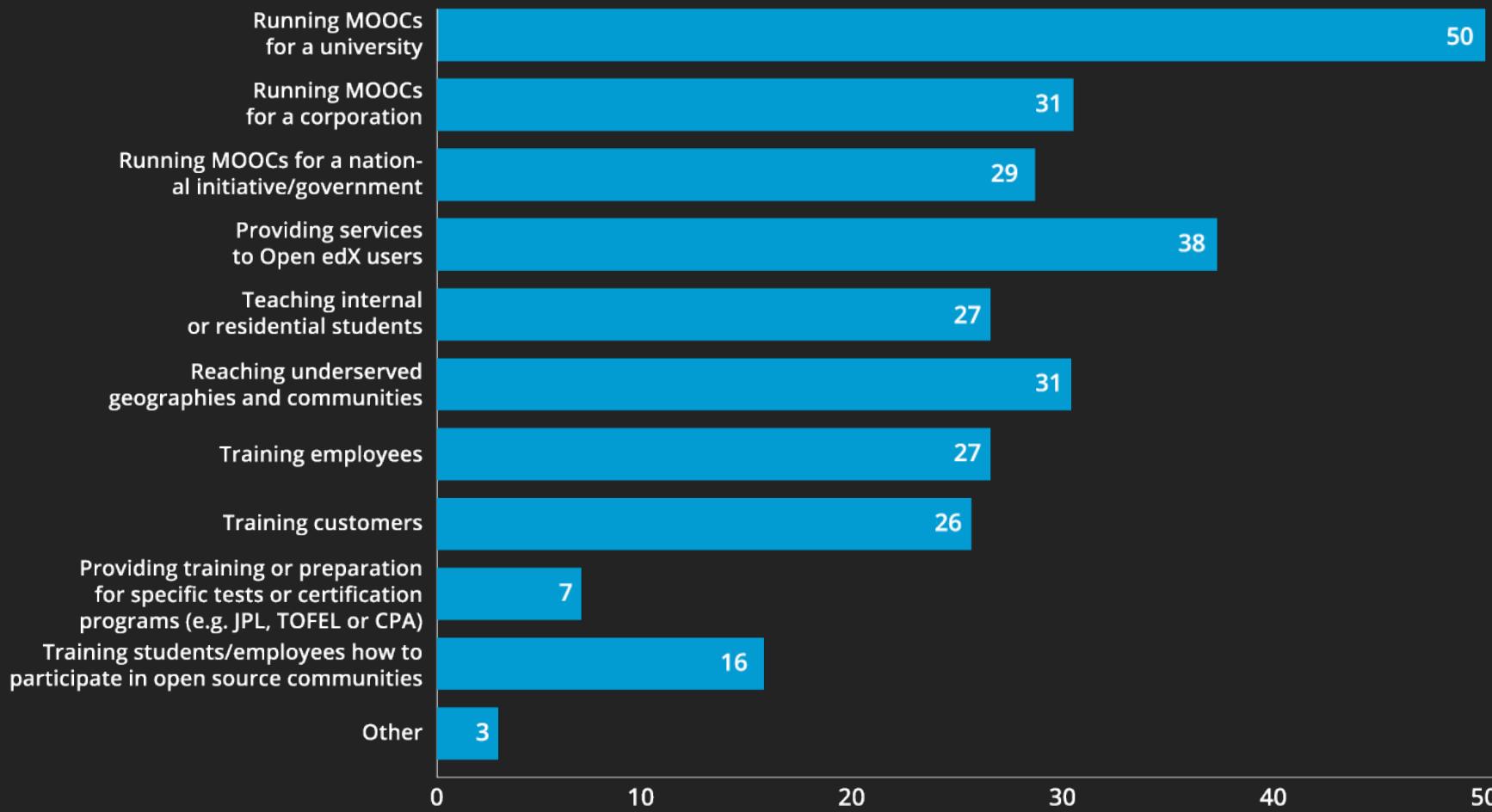
Respondents by Vocation/Title



Diversity of Organization Types



Diversity of Use Cases



Why did you decide to attend Open edX 2018?

