CITE
CALIFORNIA IT IN EDUCATION

2022-2023 Corporate Affiliate Program (CAP)

Year-round Sponsorship Benefits

CITE at a Glance

Mission

To lead, develop, and support technologists and education organizations to foster student success.

Vision

Shaping the Future of Education Through Technology

Values

Leadership | Advocacy | Learning | Community

ABOUT CITE

OUR BACKGROUND

California IT in Education is a not-for-profit, professional membership association supporting IT Professionals working in schools. We comprise over 1,700 professionals who support digital equity in schools. Specifically, our members are the dedicated individuals supporting hardware, software, help desk, data, wired/wireless, IoT, and all other aspects of technology leadership and support.

We are dedicated to providing high quality resources, professional learning, and a strong support community to our members. CITE was established in 1960 as the California Educational Data Processing Association (CEDPA). In 2003, the name was changed to California Educational Technology Professionals Association (CETPA). The organization has refocused on the IT Professionals, at all levels, working in California schools. To that end, we renamed again in 2019 to California IT in Education (CITE).

CITE is a California non-profit 501(c)6 organization as recognized by the Internal Revenue Service. Our Board of Directors are elected by ballot at the association's Annual Conference and are working professionals in California schools.

CITE is governed by a 12-member Board of Directors consisting of officers including President, President-elect, Past President, Secretary and Treasurer, along with seven other Directors At-Large.

OUR CORE VALUES EXPLAINED

Leadership - We believe that technology leadership is essential.
Advocacy - We believe Advocacy facilitates and accelerates change.
Learning - We believe technology can enhance learning. Learning is ongoing and lasts a lifetime.
Community - We believe a strong community enables the abilities of all of its members. There exists in our community the talent to solve any problem.

CORPORATE AFFILIATE PROGRAM

ANNUAL SPONSORSHIP OPPORTUNITIES

CITE's Corporate Affiliate Program (CAP) is the best way to partner with the leading professional membership organization for IT professionals working in schools. These benefits offer many ways for your company to interact with members and get your name recognized.
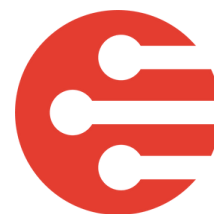
CAP Program Details

- Our CAP year runs from July 1-June 30.
- Conference benefits are applicable between July 1 and our Annual Conference in November.
- Additional Conference benefits for individual purchase are available in late summer.
- Our CAP program is structured into three parts. We offer you several options to create a custom sponsorship to support your needs.
  - Part I: Year-Round Benefits
  - Part II: Annual Conference Benefits
  - Part III: Customized Benefits

Contact

Laurel Nava, Director of Education & Partnerships

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(916) 704-0898

ANNUAL SPONSORSHIP OPPORTUNITIES

PART I: CAP YEAR-ROUND BENEFITS

BENEFIT	EXABYTE	PETABYTE	TERABYTE	GIGABYTE
Discount on media *(Including production or copywriting support.)*	25%	20%	15%	10%
Dedicated Social Media posts *(December - September)*	4 (quarterly)	3	2	1
Events sent to CITE added to community calendar	✓	✓	✓	✓
Logo on CITE e-Newsletter	✓	✓	N/A	N/A
Priority participation or invitation to additional CITE activities	✓	✓	✓	✓
Eligibility for creation of CITE member Resource Program or Discount Program *(based upon discussion)*	✓	✓	N/A	N/A

ANNUAL SPONSORSHIP OPPORTUNITIES

PART II: CAP ANNUAL CONFERENCE BENEFITS

BENEFIT	EXABYTE	PETABYTE	TERABYTE	GIGABYTE
Booth Credit	10x10 or kiosk	N/A	N/A	N/A
Pre-selection of booth	✓	✓	✓	✓
CAP full conference passes *(Includes access meals, sessions, and online community)*	8	5	3	1
Additional exhibitor conference passes	3	2	1	N/A
SWAG	Logo on bag Item in bag	Item in bag	N/A	N/A
Meeting Room during exhibitor show	✓	✓	$1,500 (discounted price)	$1,500 (discounted price)
Logo on standing signage	@Reg @General Session	@General Session	@Lunch	N/A
Logo on expo hall banners and Opening Keynote presentation	✓	✓	✓	✓
Conference breakout session *(Details must be sent to CITE by May 31 for guaranteed inclusion)*	1	1	1	N/A
Mobile App	9 second banner	6 second banner	15% Discount	10% Discount
Mobile Map	Logo + Link	Logo	15% Discount	10% Discount
Scavenger Hunt or Other Conference Game	✓	✓	15% Discount	10% Discount
Extended consideration for additional sessions *(Must have co-presenter from the field and be sent to CITE by May 31)*	✓	✓	N/A	N/A

ANNUAL SPONSORSHIP OPPORTUNITIES

PART III: CAP CUSTOMIZED BENEFITS

BENEFIT	Choose 4 EXABYTE	Choose 3 PETABYTE	Choose 2 TERABYTE	N/A GIGABYTE
Hosted webinar or online workshop with CITE staff support and participation *(January-September, max of 1)*				N/A
Product feedback focus group from CITE membership *(2-3 participants)*			N/A	N/A
Conference: Poker table sponsorship *(logo on table felt and drink tickets)*				N/A
Conference: Lunch-n-Learn at conference *(CITE provides box lunches and a breakout room)*				N/A
Conference: IT Ninja Warrior sponsor *(Choice: sponsored station equipment or logo on promotional items)*				N/A
~~Conference: #WIT breakfast or lunch, includes hosting or facilitating and logo on signage~~ *~~(additional fee for food may apply)~~*				N/A
Conference: CAPpy Hour participation during early badge pickup *(logo on signage, drink tickets)*			N/A	N/A
30 Second Podcast Ad *(written by sponsor, edited by CITE)*				N/A
Blog article or company spotlight description in e-newsletter *(must provide copy to be edited by CITE)*				N/A
Blog Ad *(must provide copy and graphics to be edited by CITE)*				N/A
Two additional dedicated social media posts *(must provide copy and graphics to be edited by CITE)*				N/A

Joining the CAP Program

CORPORATE AFFILIATE PROGRAM

PRICING

Level 1	Exabyte	$25,000
Level 2	Petabyte	$15,000
Level 3	Terabyte	$7,500
Level 4	Gigabyte	$2,500

If you would like to join CITE's CAP program, and benefit from the many opportunities that come with it, reach out to us via the channels below to get more information and start the process.

Contact

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