

## 2019 Year in Review | The K-12 Cybersecurity Resource Center – Sponsorship Opportunity –

Since its launch in March 2017, the [K-12 Cyber Incident Map](#) has grown to become the [definitive source](#) of publicly-disclosed school cybersecurity incident data in the United States. To date, it has documented over 700 school cyber incidents, resulting in mass identity theft, the loss of hundreds of millions of taxpayer dollars, and the loss of significant instructional time.



Data from the K-12 Cyber Incident Map has been:

- Cited in testimony to the U.S. Congress, State legislatures, and Federal agencies (including the FCC, FTC, and U.S. Department of Education);
- [Cited in major media, education and cybersecurity trade outlets, podcasts, and blogs](#);
- Used by education, technology, and cybersecurity companies as part of their marketing and communications; and
- Used by school district leaders and educators to help advocate and plan for better cybersecurity practices.

Complementing the K-12 Cyber Incident Map are a growing array of K-12 education-specific resources and commentary available at the [K-12 Cybersecurity Resource Center](#) (which launched April 2018), including:

- a catalog of over [240+ TV video news reports on school cybersecurity incidents](#),
- a [school district lookup tool](#) (to help visitors determine if their district has experienced an incident captured on the K-12 Cyber Incident Map),
- a curated list of [K-12 specific cybersecurity resources](#),
- original commentary and news ([over 100 posts and growing](#));
- a popular [email newsletter](#); and
- a growing presence on LinkedIn ([K-12 Cyber Security Collaboration Group](#)) and Twitter ([@K12CyberMap](#)).

Last year, the K-12 Cybersecurity Resource Center compiled what it had learned and published a first-of-its-kind, interactive report (“[The State of K-12 Cybersecurity: 2018 Year in Review](#)”) on school cyber incidents affecting U.S. public elementary and secondary (K-12) education institutions during calendar year 2018. Based on its successful reception—and in anticipation of *your support*—we are pleased to announce that an updated report will be prepared for calendar year 2019 (expected release by mid-February 2020).

## Sponsorship Levels and Benefits

The K-12 Cybersecurity Resource Center is managed by [EdTech Strategies, LLC](#), which accepts custom research/consulting engagements, speaking fees, donations, and sponsorships to underwrite the costs of its K-12 cybersecurity research, outreach, and advocacy. This support is necessary to ensure that the K-12 Cyber Incident Map and related services remain up-to-date, high-quality, independent, and freely available to the K-12 community. The need for trusted research and technical support has never been greater.

To that end, organizational sponsorship is being made available for the forthcoming ‘*The State of K-12 Cybersecurity: 2019 Year in Review*’ report at the following three levels: Champion (\$12,500), Defender (\$7,500), and Ally (\$2,500).

Details of the benefits of each level are summarized in the chart below:

Benefits	Organizational Sponsorship Levels		
	Ally - \$2,500 -	Defender - \$7,500 -	Champion - \$12,500 -
Advance (pre-release) access to interactive 2019 report and promotional messages	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Acknowledgment of support and link in all versions of 2019 report (print, online, presentations)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Abridged PDF version of report, including unrestricted redistribution rights (e.g., to distribute on your website/via your email newsletter)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo placement in all versions of 2019 report (print, online, presentations)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Acknowledgment of support in national press release (to be issued by EdTech Strategies) and in email newsletter and social media outreach	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
One (1) custom executive briefing/ presentation of findings (at mutually agreeable time)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	- For additional fee -	Video/teleconference	Video/teleconference or in-person (plus travel costs, if any)

Regularly updated and enhanced, the K-12 Cybersecurity Resource Center (<https://k12cybersecure.com>) has literally put the issue of K-12 cybersecurity ‘on the map’ of policymakers, school administrators, and IT staff. By supporting the release of ‘*The State of K-12 Cybersecurity: 2019 Year in Review*,’ you can associate your brand with the most trusted source for school-specific cybersecurity news and ensure that a light remains shining on this critical issue.

**Deadlines:**

- To reserve your sponsorship: **December 15, 2019**
- For full payment of sponsorship fees and collateral: **January 15, 2020**  
(i.e., confirmation of company/brand name, URL – no 3rd-party tracking links, and high-res logo files, if applicable)

**Terms:**

In soliciting sponsorships, EdTech Strategies, LLC is seeking relationships with organizations that provide relevant and useful services to members of the K-12 community. We may forgo sponsorship requests from organizations that we – in our sole discretion – believe do not reflect our values or those of our audience. Furthermore, payment in full by the deadline is required before sponsorship will be considered confirmed. Sponsorship payments are final and nonrefundable. EdTech Strategies, LLC reserves the right to waive that policy on a case-by-case basis, but is not obligated to do so. Finally, sponsorship of ‘*The State of K-12 Cybersecurity: 2019 Year in Review*’ does not grant any editorial rights to sponsoring organizations.

**For Further Information:**

To reserve your sponsorship, request an invoice, or to address any questions you may have, please email:

Douglas A. Levin  
President, EdTech Strategies, LLC | The K-12 Cybersecurity Resource Center  
[sponsorships@k12cybersecure.com](mailto:sponsorships@k12cybersecure.com)