



# IC<sup>3</sup> INSTITUTE<sup>®</sup>

## Purpose and direction for every child

### **Support Opportunities:**

Partnerships that enable direct engagement with schools and an opportunity to shape the career and college counseling practices within schools.



# ABOUT THE IC3 INSTITUTE

The IC3 Institute is a mission-driven non-profit that brings together high schools, colleges, universities, and industry to provide early access to career and college counseling, paving the path for students' college readiness, workforce preparedness, and career success. It is on a global mission to ensure career and college guidance in every high school, and supports high schools through guidance and training resources for high school administrators, teachers, and counselors to help establish and maintain robust career and college counseling departments.

## IC3 INSTITUTE'S FOCAL AREAS

- Building the capacity of schools through training, resources, and professional development opportunities to run robust career and college counseling departments
- Raising the standards of career guidance offered in schools by recognizing their counseling departments and setting the benchmark for career and college counseling through an accreditation process
- Informing the practice, shaping domain knowledge, and serving as a think tank in the field through timely research

# REACH & ENGAGE THE COMMUNITY THAT MATTERS TO YOU

- Achieve brand recognition amongst this influential group of decision-makers and leaders in the education community
- Create a meaningful impact on a global community of high school counselors, school leadership and students
- Help build purpose and direction in the lives of students, and encourage growth and collaboration for a global career and college counseling community



# IC3 INSTITUTE'S REACH & ENGAGEMENT AT-A-GLANCE

## OUR NETWORK



**1000+** alumni base



**300+** counselors, teachers and school leaders undergoing training and professional development



**40+** countries and **350+** cities across Asia, Africa, Latin America, Europe, and growing



Impacting **500,000+** students globally



**200+** domain experts as volunteer faculty



**25+** prestigious university partners globally supporting in sustaining and scaling the efforts



**5,000+** school, university and organizational delegates in the immediate network

# STRATEGIC VALUE TO PARTNERS



Play a role in shaping global standards for career and college counseling in high schools



Be recognized as a thought leader in the global educator community of high schools, universities, and industry across 90+ countries



Meet your institution's mission-related, social responsibility, global engagement and sustainable development goals by enabling access to career and college counseling for high school students, including underserved and marginalized students



Engage in peer-to-peer learning with other partners about effective strategies for educating and shaping global talent



Develop an in-depth understanding of and build strong partnerships with the secondary and higher education system in key regions



Gain an understanding of student profiles in the supported region that will aid in refining internal application, admission policies, and product/service offerings

# PARTNERSHIP OPPORTUNITIES CATEGORIES & BENEFITS



## RESEARCH PARTNERS

\$25,000 • Type: Annual • Limit: 3

Research Partners will collaborate with the IC3 Institute’s research team to conceptualize, execute, brand and distribute joint research initiatives around thematic areas of mutual interest. The objective is to bring invaluable insights to the counseling community globally, inform policy-making and foster strengthened collaboration between key stakeholders in the ecosystem.

### Impact

The opportunity is to publish joint research and be positioned as a thought leader in the areas of career and college counseling, youth empowerment and in driving some of the aligned sustainable development goals. There is also a need to build “global + local” knowledge and expertise to support counseling at different levels of a students’ transition from secondary to post-secondary, and further to the world of work.



### Branding & recognition:

- Placement of your logo on the IC3 Institute's website
- Acknowledgment in IC3 Institute's quarterly email newsletters, with a reach to 5,000+ high school, university and organizational delegates
- Partner's logo under "IC3 Institute Partners & Supporters" section of the Learner's Handbook issued at the time of enrollment to each new cohort of the IC3 Institute's programs
- Partner's logo under "IC3 Institute Partners & Supporters" section of the orientation deck presented at the orientation program of each new cohort of the IC3 Institute programs
- Partner's logo under "IC3 Institute Partners & Supporters" section of the "Way Forward" deck presented at program completion stage of each cohort of the IC3 Institute programs
- Two social media posts during the year on the IC3 Institute's handles to highlight specific research initiatives and acknowledge the Research Partners
- Acknowledgment at the IC3 Institute's Graduation Ceremony during the Annual IC3 Conference held in August, typically attended by 1,500+ high school, university and organizational delegates from around the world

### Knowledge & outreach:

- Potential to participate in select thought leadership panels and IC3 events to co-present research findings
- Opportunity to co-present the research insights at other international conferences
- Early and special access to data and research findings from the IC3 Institute's thought leadership initiatives

### Pioneers & champions of school & teacher empowerment:

- Co-build and brand instruments and impact studies to create counseling frameworks that can have a transformative impact on secondary education
- Opportunity to run longitudinal studies with IC3 Institute counselors, and monitor student engagement and decision-making trends
- Ensure knowledge sharing and improved collaboration within the counseling ecosystem



## CONTENT PARTNERS

\$15,000 • Type: Annual & Program-specific • Limit: 5

Content Partners collaborate with the IC3 Institute to develop and build career and college counseling programs, modules, resources, and pedagogical approaches that are relevant and best-suited to the diverse learning and development needs of high schools globally. This is an opportunity to be positioned as a domain expert by co-building and co-branding modules in a globally implemented curriculum across Asia, Africa, Latin America, and other world regions.

### Impact

Content Partners will contribute directly to a curriculum training and empowering 1,000+ career and college counselors, teachers and school leaders in a year and impacting over 500,000+ students annually. Additionally, the partners will also have the opportunity to design a two-hour professional development module for a 1000+ IC3 Institute Alumni network.

### Branding & recognition:

- Placement of your logo on the IC3 Institute's website
  - Acknowledgment in IC3 Institute's quarterly email newsletters, with a reach to 5,000+ high school, university and organizational delegates
- Partner's logo under "IC3 Institute Partners & Supporters" section of the Learner's Handbook issued at the time of enrollment to each new cohort of the respective program
- Partner's logo under "IC3 Institute Partners & Supporters" section of the orientation deck presented at the orientation program of each new cohort of the respective program
- Partner's logo under "IC3 Institute Partners & Supporters" section of the "Way Forward" deck presented at program completion stage of each cohort of the IC3 Institute programs
- One social media post during the year on the IC3 Institute's handles acknowledging content partnership
- Partner's logo in "IC3 Institute Partners & Supporters" slide presented at the IC3 Institute's Graduation Ceremony during the Annual IC3 Conference held in August, typically attended by 1,500+ high school, university and organizational delegates from around the world





## TECHNOLOGY PARTNERS

\$10,000 • Type: Annual & Program-specific • Limit: 3

Technology Partners enable the IC3 Institute to adopt a tech-first approach to scaling its work and impact. These partners bring innovative tech-based solutions to program delivery and design, in order to develop an engaging and personalized learning experience.

### Impact

Technology Partners will build a technology-driven environment for collaborative and interactive learning, as well as deploy new-age learning and assessment tools using ICT infrastructure for 1,000+ career and college counselors, teachers and school leaders across 25+ countries.

### Branding & recognition:

- Placement of your logo on IC3 Institute's website
- Partner's logo under "IC3 Institute Partners & Supporters" section of the Learner's Handbook issued at the time of enrollment to each new cohort of the applicable program
- Partner's logo under "IC3 Institute Partners & Supporters" section of the orientation deck presented at the orientation program of each new cohort of the applicable program
- Partner's logo in "IC3 Institute Partners & Supporters" slide presented at the IC3 Institute's Graduation Ceremony during the Annual IC3 Conference held in August, typically attended by 1,500+ high school, university and organizational delegates from around the world
- Potential to further expand your reach to the IC3 Institute's wider network



# SCHOOL SUCCESS PARTNERS

\$7,000 • Type: Annual & Program-specific • Limit: 10

School Success Partners drive implementation of core pedagogies, approaches, and activities within a school's counseling function, as well as hand-hold schools to acquire functional know-how and develop best practices within career and college counseling departments.

## Impact

An opportunity to inform, engage, and train the future workforce starting at the high school level by supporting up to five IC3 Institute-trained counselors and their schools to impact 2,500+ students by ensuring better learning outcomes, and building sustainable partnerships for your organization.

## Branding & recognition:

- Partner's logo under "IC3 Institute Partners & Supporters" section of the orientation deck presented at the orientation program of each new cohort of the applicable program
  - Partner's logo under "IC3 Institute Partners & Supporters" section of the "Way Forward" deck presented at program completion stage of each cohort of the applicable program
  - Recognition of your institution in the branding of the counseling offices of supported schools
- Potential to share information about your institution/organization with students who will pursue further studies in their home country or abroad
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# SPONSORSHIP OPPORTUNITIES CATEGORIES & BENEFITS



## ENRICH PROGRAM SPONSOR

A 3-day counseling leadership program for up to 50 school leaders, conducted in-person  
\$10,000 • Type: Cohort-specific • Limit: 2 sponsors per cohort

### Branding & recognition:

- A 5-minute speaking opportunity to address the cohort during the orientation program held on the first day
- Sponsor's logo in the acknowledgement slide presented at orientation and closing sessions
- Sponsor's logo in the certificate issued to program participants
- One social media post on the IC3 Institute's handles at program commencement stage, acknowledging program sponsorship





## EMBARK PROGRAM SPONSOR

A 30-hour foundation program for up to 50 school teachers, conducted virtually

\$5,000 • Type: Cohort-specific • Limit: 4 sponsors per cohort

### Branding & recognition:

- A 5-minute speaking opportunity to address the cohort during the orientation program held on the first day
- Sponsor's logo in the acknowledgement slide presented at orientation and closing sessions
- Sponsor's logo in the certificate issued to program participants
- One social media post on the IC3 Institute's handles at program commencement stage, acknowledging program sponsorship



## SESSION SPONSOR FOR EMPOWER

The IC3 Institute's Flagship Program for high-school educators, conducted in a blended manner (In-person as well as virtual sessions)

\$2,500 • Type: Session-specific • Limit: 20 sponsors per cohort

### Branding & recognition:

- A 5-minute speaking opportunity to address the cohort at the beginning of the respective session
- Sponsor's logo in the first and the last slide of the session presentation deck
- One social media post on the IC3 Institute's handles highlighting the session and acknowledging the session sponsor

# 2024 IC3 INSTITUTE SUPPORT OPPORTUNITIES AGREEMENT

Organizations are welcome to apply for multiple sponsorship packages. Please contact [partnerships@ic3institute.org](mailto:partnerships@ic3institute.org) with questions or to learn more about IC3 Institute support opportunities.

## Terms and Conditions

1. The IC3 Institute Inc., also referred to as the “Company”, is a 501(c)(3) tax-exempt nonprofit organization in the U.S.
2. The Company reserves the right, without liability, in its sole discretion, to accept or refuse any support opportunities application. The term “event” used in the agreement includes (but not limited to) the Company’s programs, sessions, and workshops. References to the “event” mean the event as it will or may be held in physical or virtual format.
3. Support Opportunities sponsor will pay all fees, charges, and expenses for its application when due and on demand. If the Company seeks any legal recourse or remedy to collect any amount due from the Applicant, all charges related to the collection of any unpaid amount (including Company’s legal fees) will be the responsibility of the Applicant.
4. The Company makes no guarantee about participation in or the success of the Support Opportunities. All risk and responsibility in connection with participation in either of the categories is the Sponsor’s risk and responsibility. The Sponsor shall ensure that it and its representatives conduct themselves in a professional manner. If required by law or standard industry practice, the Sponsor will purchase and maintain its own liability insurance in connection with its participation in the Support Opportunities.
5. The laws of the state of New Jersey shall govern the validity and interpretation of these Terms and Conditions (these “Terms”) without regard to conflicts of law principles. Sponsors will be invoiced for payment, unless paid by credit card, upon the Company’s receipt of the Sponsorship Opportunities Agreement. Agreements are not subject to cancellation by the sponsor. The invoice will reflect the full cost of the sponsorship fee, which is NON-REFUNDABLE and which will be due within 15 days of the application date or 60 days prior to the initiation of the engagement/event, which-ever is earlier. Please be advised that neither expiration of payment due dates nor failure to pay the invoice will terminate the obligation to pay the sponsorship fee pledged to the Company irrespective of participation in the event or any other circumstances.

6. If any event is changed or rescheduled for any reason and notice is not feasible, the Company will use reasonable commercial efforts, to the extent not prevented or hindered by Force Majeure or health or safety concerns, to schedule an alternative event. "Force Majeure" means any cause beyond the reasonable control of Company, including failure of technical facilities; technological problems, error, interruption or failure; Act of God; natural disaster; accident; fire; flood; inclement weather; labor dispute; riot or civil commotion; act of public enemy; war; military action; public health crisis; disease; pandemic; virus; epidemic; national security; governmental, court, regulatory or administrative act or order; law, regulation or rule; act or threat of terrorism; national day of mourning; strikes; civil unrest; airport or other transportation closings or delays; travel warnings or advisories; emergency announcement or news bulletin; inability to obtain supplies; delays in transportation; or embargo.
7. The Company reserves the right, without liability, in its sole discretion, to make changes or postponements to the program/event including format, daily schedule, dates, cities, and technology used.
  - 7.1.1. If the Sponsor is planning on attending the event, along with the names of each proposed attendee, Sponsor must submit the name of one person to be its representative in connect with installation, operation, and removal of any exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary, and for which the Sponsor shall be responsible. The Sponsor shall assume all risk and responsibility for any person being in attendance affiliated with the Sponsor, throughout all exposition periods, and the representative shall be responsible for keeping the exhibit neat, manned, and orderly at all times.
  - 7.1.2. All attendees shall abide by all rules, regulations, policies, procedures and protocols whether imposed by the Company or legal authorities, and each person must agree to, and pass, any and all health screenings. If any person who is in attendance becomes ill, can no longer participate in a proper manner, or does not comply with health or safety protocols, such person may be removed from the event without any liability to Company.
8. The Company shall not be responsible for, and the Sponsor will indemnify, defend, and hold harmless the Company and its affiliates, and their successors and assigns and each of their directors, officers, members, managers, employees and agents from, any and all costs (including, but not limited to, legal fees), claims, demands, suits and liability for any damage, loss, harm or injury to the institution and any person or property of the Sponsor or any of its affiliates or invitees and each of their directors, officers, members, managers, employees and agents ("Sponsor Parties") and for any other matters arising out of any Sponsor Party's (a) attendance or participation in the Support Opportunities Package or any event related there to and (b) breach of this agreement, except for the gross negligence or willful misconduct of the Company's but any and all liability of any IC3 Institute Inc. Party shall be limited to the amount of the member contribution paid by the Sponsor to the Company for the then current term. In addition, no IC3 Institute Inc. Party shall, in any circumstance, be liable or obligated for exemplary, special, punitive, or consequential damages, including, but not limited to, any loss or damage of lost profits, revenues, or business opportunities, from whatever source derived.

9. The Company reserves the right, without liability, in its sole discretion to deny entry to or to remove any person, including any sponsor, delegate, participant, or third party from the event.
10. The Company will not provide any compensation, refund or credit, nor be liable for any fees, charges, or expenses paid or owed by Applicant to any third party, including for travel, accommodations, transportation, Internet service providers, or Web based meeting provider (e.g. Facetime, Zoom etc.).
11. The Company will market the event to endeavor to drive participation but makes no guarantee about the number of participants at the event or the recognition of the event.
12. The Organizer does not endorse the programs, products, or services of the participating individuals, institutions, organizations, and sponsors.
13. Sponsor will not share, publish, post or disseminate any event participant's data or use any such data for mass mailings or any other purpose other than as permitted by the participant for the Sponsor's internal purposes. Prior permission to use any such data will be required from the Company.
14. In order to maintain a professional atmosphere, prevent copyright infringement, and maintain a code of ethics, the Company does not permit the videotaping, recording, or photography of any event proceedings, including sessions, discussions, keynote addresses, exhibits, or workshops without prior express written permission from the Company.
15. The Company may choose to record with or without video, or photograph, the event or portions of the event. Applicant waives the right to notice of any such recording or photography and waives the right to inspect or approve versions of such images or recordings used for publication or the written copy that may be used in connection with the images or the recordings. The Company is permitted, although not obligated, to include Sponsor's name as a credit in connection with such images or recordings.
16. The Sponsor, without compensation or further notice authorizes the Company to use any content including, without limitation, the Sponsor's name, biographical information, images, and related materials and content (including name and social media handle) on such party's website and social media platforms and in any other form and medium (including, without limitation, print, text and email) for the purposes of promoting the Support Opportunities, upcoming events, and the activities of the Company and this is a perpetual non-exclusive royalty free license for use of such content. The institution represents and warrants that its content and materials are its own and do not infringe of any intellectual property or other rights of any third party.
17. These terms and the Support Opportunities Package represent the entire agreement between the Company and the Sponsor relating to the subject matter of this agreement. No provision of this agreement may be altered unless mutually agreed upon in writing signed by both parties and no provision may be waived unless such waiver is contained in writing signed by the party to be charged with the waiver. If there is any inconsistency between this agreement and any other document, this agreement shall control.

# 2024 IC3 INSTITUTE SUPPORT OPPORTUNITIES AGREEMENT

## Partnership Opportunities

Check the box to select a partnership category

- Research Partners  \$25,000
- Content  \$15,000
- Technology  \$10,000
- School Success  \$7,000

## Organization Information

Organization

Contact First Name

Contact Last Name

Designation/Title

Address

City

State

Country

Postal/  
Zip Code

Phone

Website

## Sponsorship Opportunities

Check the box to select a sponsorship category

- Enrich Program Sponsor  \$10,000
- Embark Program Sponsor  \$5,000
- Session Sponsor for Empower  \$2,500

## Method of Payment

Check

Wire Transfer

Credit Card

We agree to abide by all rules, regulations, terms, and conditions as outlined in this contract. Contract not valid without signature.

\_\_\_\_\_  
Authorizing Signature:

\_\_\_\_\_  
Date: