



# PARTNERSHIP PROGRAM

Building robust integrations and partnerships to enhance the power of teaching and bring the delight of learning.

Illuminate Education is an 'open and interoperable' category leader in an ever changing, complex, and connected K-12 marketplace. We strive to provide relevant, integrated, robust solutions to the educators we serve. To that end, we will build rock-solid, resilient Partnerships and Alliances that result in best-of-class content and industry standard technical and platform integrations with our partner companies.

These partnerships will:

1. *Fuel new sales*
2. *Grow our overall business and position in the market*
3. *Anchor current clients to Illuminate's portfolio of solutions*

## TYPES OF PARTNERSHIPS

### CONTENT PARTNERSHIPS

Illuminate seeks to partner with leading Publisher/Curriculum organizations, Open Educational Resource (OER) solutions, and assessment content where we are reselling that content within the Illuminate system. In addition, Illuminate seeks to partner with platform providers who wish to resell our Key Data System content within their platform.

### INTEGRATION PARTNERSHIPS

Our Integration partnerships, whether standard integrations or formal partnerships, include two types of integrations:

- Technical Partnerships for exchanging essential data with platforms who address core aspects of the teaching cycle, such as student information systems and learning management systems. This includes utilizing industry standards for enabling single sign on and sharing data (e.g. roster and grade book).
- Product Partnerships with companies that integrate their product into ours through national application interface standards (e.g. integrating graphing calculator and locked browser functionality)

### ALLIANCES

Alliances are a unique category of partnerships with organizations, that, when paired with Illuminate products, provide a unique and compelling solution and/or service in the marketplace that strengthen customer buying and retention behaviors. Some Alliances may be membership driven. Examples can include cooperative purchasing organizations, statewide and national data integration agencies, etc.

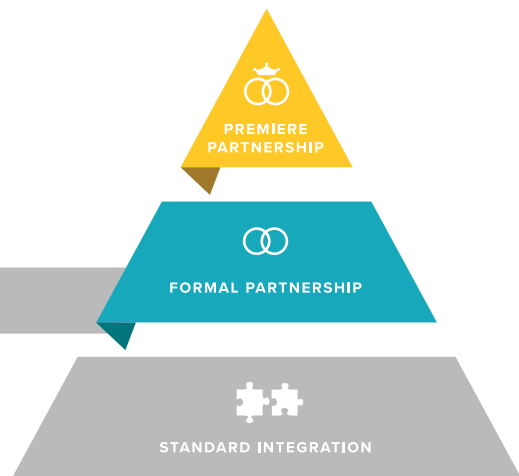
### THOUGHT LEADERSHIP

A key to success of K-12 education is utilizing best practices grounded in research. We partner with organizations who are committed to that success and will partner with us to work with school districts to help bring teachable moments to light. This can include partnering with organizations to provide districts with professional development services, research papers, instructional frameworks, and more.



## ILLUMINATE PARTNERSHIP PROGRAM

Within each partnership type are tiers of engagement that outline benefits as well as roles and responsibilities. Those are:



### STANDARD INTEGRATION

Integration is the pathway to partnership. While there is no formal partner agreement, there are connections established to connect our system with the company wishing to integrate with us using open K-12 integration standards. Benefits include:

- Integration company's logo placed on Illuminate Integrations and Partnerships web page
- Integration availability promoted to districts using the partner's product
- Co-created (customer-facing) documentation outlining the benefits of integration and the process steps for a district customer to follow
- Utilization of open K-12 integration standards, including: APIs, Ed-Fi, and IMS Global's OneRoster and LTI



### FORMAL PARTNERSHIP

These include all partnership types and are formalized through a signed partner agreement, receiving all benefits included in the "Standard Integration Tier," plus these:

- Fee waived for exhibiting at our two Illuminate's User Conferences (\$500 value at each event) with the option to present in our general sessions
- Access to private Partner Portal for personalized key documentation and contacts
- Partner logo placed on Illuminate Partnership web page
- Inclusion in Illuminate created general marketing literature and campaigns
- Illuminate creates co-branded documentation as needed for use by districts utilizing the partnership
- Partner is spotlighted in Illuminate's annual webinar focused on all Illuminate Partnerships and Alliances program
- Partnership fee structure that results in return on investment for both Illuminate and the partner



### PREMIER PARTNERSHIP

These are unique and strategic in nature and receive all Partnership Tier benefits, plus these special accommodations:

- Illuminate creates annual dedicated and co-branded marketing literature for both partners to distribute digitally, and at Illuminate and Premier Partner trade shows
- Illuminate will design and deliver mutually agreed upon co-branded marketing campaign, targeted to current and potential customers of both Illuminate and Premier Partner
- Single point of contact from Illuminate and the Premier Partner together manage the partnership strategies
- Illuminate provides at least one annual cosponsored webinar spotlighting the partnership and benefit to school districts
- Development Team leaders at Illuminate and the Premier Partner share roadmaps and identify common strategies to promote meaningful usage of products and services from both organizations
- Premier Partner logo prominently placed on Illuminate and Premier Partner's Partner web page with a description of partnership benefits to a client