



“The Math Forum has had proven success in building a true community that bridges professional mathematicians and the educational profession. This has produced high quality online mathematical information, excellent student programs, and, very importantly, real improvements in the quality of mathematics in the classroom. It exemplifies the kind of constructive interaction and collaboration between mathematicians and educational practitioners and scholars that is now so important for the improvement of mathematics education in the American schools.”

HYMAN BASS
PRESIDENT
AMERICAN MATHEMATICAL SOCIETY

“Of all of the efforts to bring technology into our schools, the Math Forum has been arguably the most powerful idea for the simple reason that teachers and students want to use it. In addition to activities such as online mentoring, to the excellent evaluation of student services, and to the thought put into the needs of parents—that is, to focus on service—the Math Forum has kept at the forefront of mathematics, of education, and of technology.”

NORA SABELLI
FORMER SENIOR PROGRAM DIRECTOR
NATIONAL SCIENCE FOUNDATION

At a time when national policy debates center around the need to strengthen the teaching of mathematics in this country, The Math Forum, funded for well over a decade by the National Science Foundation and an enterprise of the School of Education of Drexel University, a major technological university, has built an unprecedented online community of stakeholders in the success of this country's future in mathematics—teachers, students, parents, and math education specialists. The Math Forum is recognized as playing a significant role in improving the performance of this country's students as they move towards productive participation in the US workforce. Much of its core content ties in with state standards and assessments related to the No Child Left Behind Act and to the standards of the National Council of Teachers of Mathematics.

The Math Forum @ Drexel has become one of the leading education sites on the Web, and perhaps the leading one emphasizing math and math education. The Math Forum receives over 2 million visits per month. In offering services such as Ask Dr. Math and Problems of the Week, addressing critical and well-recognized needs for alternative approaches to learning, The Math Forum has achieved strong brand recognition among math education professionals in the K12 and higher education worlds. With its expertise in online mentoring programs, the use of technology in the math classroom, and the development of problem solving competencies, Math Forum is at the cutting edge of change in the way mathematics is taught in the US and is well-regarded in the education community and government, and, increasingly in the private sector, for the quality, timeliness, and value of its offerings.

The Math Forum's offerings, largely made available to the public to this point through grant funding, consist of searchable archives of math content; teaching materials; and other resources related to interactions between students, teachers, mathematicians, concerned parents, and teacher educators. Among the most valued resources made available to the Math Forum community:

Ask Dr. Math: A pioneering Ask-an-Expert service built around a staff of hundreds of “Math Doctors” around the globe, ranging from college students to world-famous mathematicians. The online service is complemented by a four-volume set of popular *Ask Dr. Math* books, published by John Wiley and Sons.

Problem of the Week: A service that provides students at all grade levels with math challenges and problems that change on a weekly basis and opportunities for mentoring.

Teacher 2Teacher: A peer mentoring service which responds to questions from teachers seeking information, ideas, and resources to support and enhance their teaching.

MathTools: A wealth of resources designed to help teachers use the power of interactive software to enhance the teaching and learning of math.

The Math Forum is now offering opportunities for sponsors to become part of The Math Forum community and to become associated with a high-quality, university-based provider of increasingly demanded services that serve our national interest. The Math Forum is beginning a new initiative designed to build relationships with schools and school districts—with their far larger audiences—and not just individuals. In addition to focusing on the “math” community, The Math Forum also intends to expand its reach to audiences generally interested in improving critical thinking skills among students at all levels of education, and to others with an interest in teaching math skills in specific relation to other fields of study, such as physics and engineering.

Through sponsorship, as a result of current Math Forum programming and new initiatives planned, a sponsor will reach an audience of:

- Students in K-12, public and private
- Parents of K-12 Students
- K-12 Teachers
- K-12 Administrators with responsibility for math education
- Two year college students, faculty, and administrators
- Four year college students and faculty



Facts:

- Over 2 million visits per month
- Average visit is approximately six minutes. About 10% of the visits are 15 minutes to an hour
- The Math Forum is one of the top ranked sites for Google searches on “math”

The Math Forum will work with sponsors at each level to customize the benefits package that meet their needs.

If interested in sponsoring The Math Forum @ Drexel, please contact Joan Daly at 703.938.5907 or joan@dalyllc.com

Platinum Sponsorship

Annual Fee of \$250,000 [one sponsor per year]

- Co-branding on all Math Forum marketing events and initiatives and linkage to overall Math Forum brand
- Priority banner advertising on website home page and select other pages
- Co-branding specifically on one signature promotional event of Math Forum or Drexel annually, including tickets for pre-determined number of representatives at event, priority free advertising at event, and speaking role, as appropriate, for at least one representative of sponsor
- Logo prominently displayed—on banner or similar device—at all Math Forum promotional events
- Exclusive sponsorship role at cocktail party or similar event prior to the signature promotional event
- Co-branding at one Math Forum-sponsored event at one trade show/conference at which Math Forum is exhibitor
- Distribution of self-promotional collateral at all trade shows/conferences at which Math Forum is exhibitor
- One banner advertisement in each newsletter or similar communication vehicle used by Math Forum to communicate with its online community and subscriber base
- Facilitation of community activity around, and/or mention of, sponsor products or services in certain Math Forum content, such as Math Tools digital library
- Preferred access to Math Forum resources—such as individual subscriptions to Problems of the Week, for a select group of sponsor employees, customers, prospects, and partners
- Opportunity to co-sponsor award or competitive program developed by Math Forum
- First priority among sponsors to become involved in certain Math Forum research projects



Gold Sponsorship

Annual Fee of \$150,000 [up to 4 sponsors per year]

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- Specific linkage to one of Math Forum’s premier service brands, such as Ask Dr. Math, Problems of the Week, Teacher2Teacher, or MathTools
- Significant promotional opportunities in one signature Math Forum or Drexel promotional event, as well as tickets for designated number of Sponsor employees, customers, or partners
- One banner ad on website home page and pages associated with relevant premier service brand
- One banner advertisement in each newsletter or similar communication vehicle used by Math Forum to communicate with its online community and subscriber base
- Logo prominently displayed—on banner or similar device—at all Math Forum promotional events
- Facilitation of community activity around, and/or mention of, sponsor products or services in certain Math Forum content, such as Math Tools digital library
- Preferred access to Math Forum resources—such as individual subscriptions to Problem of the Week, for a select group of sponsor employees, customers, prospects, and partners
- Opportunity to co-sponsor award or competitive program developed by Math Forum
- Ability to become involved in certain Math Forum research projects

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Silver Sponsorship

Annual Fee of \$75,000 [multiple sponsors]

- Pre-determined number of tickets to one signature Math Forum or Drexel promotional event, with free advertising in publication distributed at event
- Logo prominently displayed—on banner or similar device—at all Math Forum promotional events
- One banner ad on website homepage
- One banner advertisement in each newsletter or similar communication vehicle used by Math Forum to communicate with its online community and subscriber base
- Facilitation of community activity around, and/or mention of, sponsor products or services in certain Math Forum content, such as Math Tools digital library
- Preferred access to Math Forum resources—such as individual subscriptions to Problem of the Week, for a select group of sponsor employees, customers, prospects, and partners
- Ability to participate in certain Math Forum research projects

Bronze Sponsorship

Annual Fee of \$25,000 [multiple sponsors per year]

- One banner advertisement in each newsletter or similar communication vehicle used by Math Forum to communicate with its online community and subscriber base
- One banner ad on website home page
- Facilitation of community activity around, and/or mention of, sponsor products or services in certain Math Forum content, such as Math Tools digital library