

SpongELAB Partner Program: Content Contributing Partner

Program Overview:

SpongELAB and its successes are built on community participation – and the community we’re building is now open to both users and developers. As a Content Contributing Partner (CCPartner), your content will be integrated into the SpongELAB platform, and connected to all the other SpongELAB resources and tools. As a CCPartner you will be eligible to benefit financially from the CCPartner revenue pool and content usage metrics.

Why should you participate? Here are some of the benefits:

- Your content gets exposed to our growing community of teachers students and general users.
- Your content will be connected to other SpongELAB materials including images, animations, videos, simulations, games, lesson plans, print & e-textbooks, case studies and an extensive variety of support material.
- Users will be able to use your content with the SpongELAB tools, allowing them to organize, deploy and follow-up on the use of your content.
- You will have full access to the user generated metrics associated with your content - who, what, when, where and how long users are engaged with your material. For example: Want to know how long male teachers in the New York City between the ages of 35 & 42 are using your content over Labour Day weekend? We can tell you.
- Financial benefit from the CCPartner revenue sharing pool. The more your content is used, the more revenue your content will earn.

CCPartner Revenue Sharing

Each CCPartner will receive revenues based on the usage of their content by the SpongELAB user community. For the purpose of CCP revenue sharing, ‘usage’ is based on the engagement factor¹ (EF) calculated on the total content contributed. CCPartners with accumulated monthly account balances of \$250 (CDN) or higher, will receive payment within ten (10) business days of month-end. All CCP account balances, regardless of previous monthly payments, will be settled annually within thirty (30) days of the SpongELAB financial year-end, July 31.

¹ Engagement Factor (EF) is a measure on the percentage of usage of interactive content (hours of use) and non-interactive content (views max 1 per day per user). Hours are normalized to views at a ratio of 3600:1.

CCPartner Metrics Reporting

All CCPartners will receive monthly detailed metric reports on how their content is being used by the Spongelab community. This report is useful tool for understanding:

- the success of your content and how it might be improved.
- Who are your users, where are our users, and how are they using your content.
- The demographic ranges and behaviours of your users.

Partner Promotion

All partner content is owned by the partner but hosted through the Spongelab Site, subject to the Spongelab's Terms of Use Agreement. Partner logos are clearly identified within the content preview panel. Your content is promoted as yours. Unique opportunities exist to further cross promote yourself or your organization. Let's talk about it.

