

BSidesCT Sponsorship

About BSides

Security BSides is a community-driven framework used to build events for and by information security community members, events where individuals have opportunities to both present and participate in an intimate atmosphere that encourages collaboration. It is an intense experience designed to expand the spectrum of conversation beyond the traditional confines of space and time with discussions, demos, and participant interaction. It's where conversations on the next big thing are happening.

Introduction

Security B-Sides is coming to Connecticut for its 3rd year in a row! On November 3rd 2018, we'll be kicking off Connecticut's premier cybersecurity conference, and your organization is invited to help make that happen. By sponsoring BSides Connecticut, your brand will be exposed to the best and brightest in the information security community both in Connecticut and within the tristate area. Together with BSides Connecticut, your organization can play a role in raising information security awareness and sharing exciting ideas in the information security and technology worlds.

An exciting day-long information security conference, BSidesCT is hosted at Fairfield University. Fairfield University sits on the Connecticut coast and is conveniently located ½ mile from the train station offering a central location for all attendees, whether taking public transit, train, or driving. The Amtrak and MTA access means we're close enough to New York City to turn a day trip into an adventure, yet far enough to make Fairfield seem like a completely different world.

BSides Connecticut provides a much-needed link between information security professionals and the Connecticut technology community by offering a forum for collaborative presentations, information exchange, and ideas.

With lapses in information security practices becoming increasingly featured in the news, it's important to ensure that your employees and your community are prepared for today's security challenges. BSides Connecticut provides a valuable way for you and your organization to build connections with the information security community, connections that can lead to a better educated workforce, stronger security practices, and a safer world for business. We are looking for assistance in procuring food and drink, shirts, badges and Capture The Flag awards. Direct payment of suppliers and vendors is preferred. If you are interested in donating door prizes or swag, that would be welcome as well.

Sponsorship Packages

Just as BSides facilitates a forum for participants to engage the security community, BSides events facilitate a way for sponsors to engage our community of participants. The nature of our smaller, community-focused event provides our sponsors with the opportunity to be a big fish in a small, but very active, pond. And just as we've removed the high barriers to entry for our participants, we've done the same for our sponsors. For BSidesCT 2018 we've designed a range of sponsorship opportunities to ensure that organizations of all sizes can participate in and support this event. As a sponsor some of the benefits you'll see are:

- [A Touchpoint with the Northeast Security Community](#)

The BSidesCT community reflects the Northeast's unique tech industry; our participants are individuals who are passionate about security and how it is done.

These are the people you want to engage and who will carry your message back to their teams and out to their network. How you reach these individuals though is key--these aren't the type of people who will readily answer phone calls or emails from an unknown source. It's all about building trust, and one way to do this is to support the security community and community-driven events like BSidesCT. Our experience shows that you may find your next client or employee at our event!

- [Your Name and Logo "Up in Lights"](#)

While we can't promise the lights part, our sponsors' names and logos are prominently placed throughout event marketing and the event venue. We're proud of our sponsors, and we want to show them off! We always give our sponsors love and recognition on the BSidesCT website and social media channels.

- [Good Feels](#)

BSidesCT is a non-profit organization, and we hope you'll get the satisfaction that comes with doing something good for a worthy cause by helping us enable the betterment of the security community.

- [And so there is no confusion...](#)

While our sponsors derive a number of benefits from sponsoring BSidesCT, sponsorship does not entitle a sponsor to a speaking spot. Each of our speakers is chosen based on the merit of their presentation, regardless of their professional affiliations. If anyone in your organization is interested in submitting a talk we welcome him or her to submit a presentation through our standard Call for Papers process.

Event Summary

Saturday, November 3rd 2018

Fairfield University
1073 N. Benson Rd
Fairfield, CT 06824

9AM – 5PM Briefings
6PM – 9PM Networking After Party

200-300 Security Professionals

Contact

sponsors@bsidesct.org

Tiered Sponsor Levels

To ensure any organization can experience these benefits and support our event, we have four sponsorship levels available: Leading, Contributing, Supporting, and Notable. These sponsorships enable us to keep the doors open and the lights on each year.

	Leading Sponsor: \$5,000+	Contributing Sponsor: \$3,000+	Supporting Sponsor: \$1,500+	Notable Sponsor: \$750+
Logo on event signage, program, and website	✓ Prominent	✓	✓	✓
Dedicated booth space	✓	✓	✓	✓
Two or three minutes at the opening or closing ceremonies to address the attendees.	✓			
Social Media Marketing	✓	✓	✓	✓
Advertisement in the program guide.	Full-Page	Half-Page	Quarter-Page	Logo Only
Number of BSidesCT tickets	8	6	4	2

Sponsorship Exclusives

BREAKFAST (\$1000)/LUNCH (\$2000)

There is no question that participants will work up an appetite over the course of the event, so two Breakfast and two Lunch Sponsorships are available. As a Breakfast/Lunch sponsor, you can expect these kudos:

- Special thank you signage displayed where breakfast/lunch is served on the day of your sponsorship featuring your name and/or logo
- A special thank you message on the BSidesCT website and one or more announcements
- Highlighting your sponsorship on each of our social media channels
- 2 tickets

BADGES & LANYARDS (\$1000)

Where there is a conference badge there is a lanyard, and two Lanyard Sponsorships are available. As one of our Lanyard Sponsors, you can expect these special kudos:

- Your name and/or logo featured on all lanyards
- A special thank you message on the BSidesCT website and two or more announcements highlighting your sponsorship on each of our social media channels
- 3 event tickets

POST EVENT NETWORKING (\$2000)

Help us put on an awesome networking event after the main conference has ended.

- Placement of your name and/or logo on event signage, program and website
- Announcements on our social media channels
- Sponsor provided signage at the Post Event Networking
- Quarter page ad in the program guide
- 4 tickets

SPEAKER (\$1000)

Everyone at BSidesCT is a participant, but our speakers take participation to the next level. These folks donate their time and effort for no monetary compensation, and every year we like to give these folks a little something as a token of our appreciation. To make this possible one Speaker Gift Sponsorship is available. This sponsorship is unique in that you can donate the actual speaker gifts (with approval) or the monetary value. As the Speaker Gift Sponsor, you can expect these kudos:

- Special thank you signage
- A special thank you message on the BSidesCT website and one or more announcements highlighting your sponsorship on each of our social media channels
- 2 event tickets

CAPTURE-THE-FLAG (\$1000)

Capture the Flag is an integral part of the BSidesCT experience, and we plan to go bigger and better in 2018. As our CTF Sponsor, you can expect these special kudos:

- Special thank you signage displayed in the designated CTF area
- A special thank you message on the BSidesCT website and one or more announcements highlighting your sponsorship on each of our social media channels
- Quarter page ad in this year's printed program
- The ability to add your own challenge to the CTF
- Opportunity to get your swag into the hands of participants by distributing it in the CTF area
- 4 event tickets

Sponsorship Form

BSides Sponsorship Contact

Roman Simanovich

roman@bsidesct.org

Cell: 860-997-8766

Primary Sponsor Contact

Name: _____

Email: _____

Phone: _____

Company Name: _____

Sponsorship Options

- Leading Sponsor (\$5,000+)
- Contributing Sponsor (\$3,000+)
- Supporting Sponsor (\$1,500+)
- Notable Sponsor (\$750+)
- Breakfast Sponsor (\$1,000)
- Lunch Sponsor (\$2,000)
- Badges & Lanyard Sponsor (\$1,000)
- Post Event Networking Sponsor (\$2,000)
- Speaker Sponsor (\$1,000)
- Capture-The-Flag Sponsor (\$1,000)
- Other \$ _____

Marketing Materials

Please e-mail logos and other advertisements before September 30th to ensure timely design and print of all BSides CT marketing materials.

Payment Options

- Credit Card
- Check
- ACH

Sponsorship is not guaranteed until full payment is received.

If you would like to pay by Credit Card we will email you a PayPal invoice, if by ACH we will provide account information.

Checks may be made out to **Cybersec Education Inc** and sent to the following address.

Cybersec Education Inc.
234 Stonehedge Ln.
Guilford, CT 06437