# BSides Sponsorship Packet

We are excited to provide you with an opportunity to sponsor the annual Flood City BSides Cyber Security conference. The organizing team is excited to promote the upcoming conference after a successful 2023 event and with anticipation of increased interest.

BSides conferences present the rare opportunity to position your organization at the front of a grassroots event and create trusted relationships with key members of the community. The events combine an open platform providing security experts and industry professionals the opportunity to share ideas and insights, as well as develop long standing relationships with others in the community.

To promote inclusion for all levels of industry knowledge and expertise, BSides Flood City will only charge a $20 admission fee. As a result, the event relies on volunteer organizers and sponsor financial support to make the event a reality. Within this package you will find ways that you can make an impact within the cybersecurity industry by becoming a sponsor organization. The following sections provide background information on the purpose of BSides conferences and outline the sponsor levels and associated benefits. Thank you for considering sponsoring BSides and giving back to the cybersecurity community!

Please do not hesitate to contact us at bsidesfloodcity@gmail.com if you have any questions or requests. We value your participation.

# BSides Information

## Event Info

Security BSides is a framework of events that enables individuals to expand the spectrum of conversation beyond the confines of traditional media. Frameworks such as BSides enable individuals to drive the event, shape the media, and encourage participation. BSides are low cost, community-organized events put on by local individuals with the expressed goal of enabling a platform for information dissemination. BSides is an 'unconferences' that follows 'open spaces' format. This varies from structured presentations to smaller break-out groups, but both provide a direct connection between speakers and the audience. The following are several details about the events:

- Timeline:
    - 2009: Launched in the United States
    - 2010: First European event
    - 2011: Over 20 events planned in US, Europe, India, Hong Kong, Australia
    - 2019: First BSides Flood City event in Johnstown, PA
    - 2023: BSides Flood City event returns with increased interest in Johnstown, PA
- Thousands of people have attended and written about their experience at BSides events: http://www.securitybsides.org/Media
- Community organized, volunteer driven, and corporate funded.
- Focuses on expanding the spectrum of conversation and giving voice to the next big thing.
- Security B-Sides mailing list, online forums, slide share, Facebook/Twitter activity, archived photos/videos and video stream accessible through the BSides portal: http://www.securitybsides.org/

# Goals

BSides provides a small and intimate environment for attendees to directly engage the speaker before, during, and after their talk or presentation. Attendees are looking for more than just information; they are looking to make connections they will call upon throughout the rest of the year. People who attend have various backgrounds in different sectors and verticals. Their common goal is to learn about emerging issues and connect with those who are having them. Overall, the goal is to foster communication and collaboration while increasing the level of conversation.

## Frameworks

Traditional media exists as a constrained system and must operate within the bounds to which it has defines itself. Physical events constrain themselves with space and time, but frameworks permit the continuous creation of individual events. Our goal is to provide people with options by removing those barriers and providing more options of speakers, topics, and events. The initial event in Las Vegas spawned a wave of new events throughout the United States and around the world. Plans are underway for international BSides events in Berlin, London, and New Delhi.

## Participation

BSides is not made up of members but participants. Each person who participates in BSides brings to it



something to contribute. Some people bring hardware, organizational skills, or their friends. You are offering to bring other resources that help fuel the conversation. Sponsoring enables you to engage the conversation, interact with attendees, and our commitment to connect you with those attendees of interest to you and your business. The organizers hope your participation will enable another great BSides event.

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# Support and Sponsorship

## The Value of Sponsorship

The goal of BSides is to offer small intimate events where all participants can engage each other to help develop connections, friendships, and network with different industry professionals.

We recognize the value in engaging a smaller audience and being the big fish in a small pond. Every organization will have different goals and priorities, which is why we offer different levels of participation for every individual, group, or organization. We specifically designed several different options for any sized organization to participate and support this event.

## Reasons to Show Your Support

We recognize your desire to not only support a great event but also to see return on your investment. The following are a list of direct benefits you may see as an event sponsor.

- Brand recognition and awareness: Depending on the level of sponsorship, you may recognize your brand placement at some or all of the following: promotional merchandise, signage/lanyards, lunch sessions, or attendee badges. Based on your level of participation, creative and custom branding may be arranged including transportation, banners, and podcast interviews.
- Big fish, small pond: For some, sponsoring large events is not within their price range leaving them with no option for communicating their message. BSides is just the place for you! This small, community atmosphere brings together active and engaged participants who want to absorb information. Sponsoring a BSides event enables to be that big fish in a small pond and better communicate your message to an active audience.
- Stay in touch with the industry: BSides enables its supporters and participants to identify and connect with industry leaders and voices. These participants represent the social networking of security. They are the people who you want to engage to solicit feedback and bring voice to your conversation.

- <u>Stay abreast on the next big thing</u>: Nobody knows what the "next big thing" will be, but these events are community driven with presentations voted upon by the industry. There is no magic to how it works, but we believe that listening to the underground can help prepare you and help identify what the next big thing might be.
- <u>Media</u>: The media coverage for BSides is massive compared with its size. Be part of the conversation and get swept up in the media. Many participants have been quoted and picked up by mainstream news sources including National Public Radio (NPR).

## Support Package

Through the unique nature of this event the list of speakers and attendees are available online. We see the benefit in support not in the cold call connection, but in the live interactive engagement of individuals. The following are various support packages that enable you to not only show your support but also brand that support.

# EVENT SPONSORSHIPS

| Sponsor Categories | Silver | Breakfast | Gold | Platinum | Lunch |
|---|---|---|---|---|---|
| Price | $500 | $750 | $1,000 | $1,500 | $2,500 |
| Logo Advertised | Website and Conference Program | Breakfast station, Website, and Conference Program | Website and Conference Program | Website and Conference Program | Conference dining tables, Food booth, Website, and Conference Program |
| Event Tickets | 0 | 0 | 2 | 4 | 6 |
| Social Media Recognition | ✓ | ✓ | ✓ | ✓ | ✓ |
| Promotional Items | ✓ | ✓ | ✓ | ✓ | ✓ |
| Booth | ✗ | ✗ | ✓ | ✓ | ✓ |
| Booth Placement | ✗ | ✗ | Good Foot Traffic | Great Foot Traffic | Premium Foot Traffic |

www.bsidesfloodcity.com

## 1. Lunch Sponsor ($2,500):

  - **Logo Placement**: Your company logo prominently displayed on each of the conference dining tables, food booth, conference website, and in the conference program.
  - **Promotional Merchandise:** Your company logo featured on the official conference merchandise given to all attendees.
  - **Recognition:** Special verbal announcement of your sponsorship during the Lunch Break. Verbal acknowledgment of your sponsorship during the opening and closing remarks.
  - **Exhibit Table:** A dedicated spot to set up your personal booth at the conference venue to showcase your products or services.
  - **Attendee Passes**: Six complimentary full-access passes for your representatives to attend the conference.
  - **Marketing:** Opportunity to distribute your company's brochures or promotional materials at the conference.

## 2. Platinum Sponsor ($1,500):

  - **Logo Placement:** Your company logo displayed on the conference website and in the conference program.
  - **Promotional Merchandise:** Your company logo featured on the official conference merchandise given to all attendees.
  - **Recognition:** Verbal acknowledgment of your sponsorship during the opening and closing remarks.
  - **Exhibit Table:** A dedicated spot to set up your personal booth at the conference venue to showcase your products or services.
  - **Attendee Passes:** Four complimentary full-access passes for your representatives to attend the conference.
  - **Marketing:** Opportunity to distribute your company's brochures or promotional materials at the conference.

## 3. Gold Sponsor ($1,000):

  - **Logo Placement:** Your company logo displayed on the conference website and in the conference program.
  - **Promotional Merchandise:** Your company logo featured on the official conference merchandise given to all attendees.
  - **Recognition:** Verbal acknowledgment of your sponsorship during the opening and closing remarks.
  - **Exhibit Table:** A shared table with other Gold Sponsors to showcase your products or services.
  - **Attendee Passes:** Two complimentary full-access passes for your representatives to attend the conference.
  - **Marketing:** Opportunity to distribute your company's brochures or promotional materials at the conference.

## 4. Breakfast Sponsor ($750):

   - **Logo Placement:** Your company logo listed on a table tent at the breakfast station, on the conference website, and in the conference program.

   - **Promotional Merchandise:** Your company logo featured on the official conference merchandise given to all attendees.

   - **Recognition:** Verbal acknowledgment of your sponsorship during the opening and closing remarks.

## 5. Silver Sponsor ($500):

   **-** **Logo Placement:** Your company logo listed on the conference website and in the conference program.

   - **Promotional Merchandise:** Your company logo featured on the official conference merchandise given to all attendees.

   - **Recognition:** Verbal acknowledgment of your sponsorship during the opening and closing remarks.

## 6. Custom Sponsorship ($ TBD):

Features:

Flood City BSides encourages participation from a wide range of organizations. If you have an idea on a custom sponsorship, please inform us so we can evaluate and determine if it is a viable option. These ideas may include but are not limited to the contribution of:

- o Physical space
- o Contests and Giveaways
- o Media publicity or PR
- o Legal assistance

# 2023 Conference Sponsors:

**PA Community College Consortium Cooperative Agreement** – Platinum Sponsor

https://www.iup.edu/cybersecurity/grants/pc4a/index.html



**UDNI** – Platinum Sponsor

www.udni.com



**Pennsylvania Highlands Community College** – Venue Sponsor

https://www.pennhighlands.edu/

**Alyeska Cybersecurity** – Venue & Gold Sponsor

https://alyeskacyber.com



**Echelon Risk + Cyber** – Gold Sponsor

https://echeloncyber.com



**Mount Aloysius College** – Silver Sponsor

https://www.mtaloy.edu

# Support Terms and Conditions Agreement

**Sponsorship Agreement**: between the event-specific Flood City BSides organizer ("Organizer") and ("Sponsor") is valid from the date it is fully executed through the end of the sponsored event.

**Sponsor Marketing Use Agreement**: Sponsor may use the following tag line on its marketing materials during the term of this Sponsorship Agreement: "Official Sponsor of Flood City BSides".

**Production Timeline**: In order for Organizer to fulfill all promotional benefits for Sponsor, Sponsor agrees to meet all Organizer related submission deadlines:

> Trademark/Logo, Sponsor URL, Ad (if applicable), Banner display (if applicable), will be sent within 10 business days from the date this Sponsorship Agreement is fully executed.

> All items will be submitted one month prior to the event or production deadline.

**Sponsor Trademark Usage Agreement**: Sponsor agrees to allow Organizer to use Sponsor's trademark/logo/tagline solely to perform and fulfill its obligations under the Sponsorship Kit and this Sponsorship Agreement.

**Sponsor Trademark Usage**: Notwithstanding Section 4 above, Sponsor agrees to allow Organizer the right to use Sponsor's trademark/logo/tagline and graphics on all of the promotional benefits, including but not limited to:

> The Web banner ad to be posted on the event and Security BSides Web pages.

> Sponsor benefit items Organizer detailed on the Support Package section.

> Any Exhibit Hall promotional banner and signage/lanyard, etc.

**Web Reference**: Sponsor may publish an Internet hyperlink from Sponsor's website to the event-specific and Flood City BSides websites, and maintain the hyperlink as an active, functional, and correct link to the websites through the duration of the event and thereafter unless removal is requested by Sponsor.

**Payment**: Full payment must accompany this application and Sponsorship Agreement and be received by Organizer. Payment can also be sent via PayPal. Failure to pay full balance will subject sponsorship to cancellation.

**Non-endorsement**: The use of Sponsor's name within Flood City BSides or event-specific websites or mailing lists does not constitute endorsement by Security B-Sides or Organizer of the Sponsor, the Sponsor's services, products, or programs. Additionally, the Sponsor is not permitted to represent in any manner that such products, services, or programs have been endorsed by Security B-Sides or Organizer.

**Non-exclusivity**: Neither Flood City BSides or Organizer awards exclusive sponsorship or establishes exclusive relationships with Sponsors. Sponsor shall not imply that such a preferential relationship exists between Sponsor and Security B-Sides or Organizer.

**Limited Liability**: In the event that circumstances beyond the commercially reasonable control of Organizer interferes with, or prevents, Organizer from fulfilling, in part, or all of, Sponsor's promotional benefits under this Sponsorship Agreement, Sponsor, by signing this Sponsorship Agreement, holds Organizer, Flood City BSides, as well as their respective Board of Directors and employees *harmless* from all legal and financial liability to Sponsor, caused by such circumstances, beyond the fee paid by Sponsor for this sponsorship.

**Force Majeure**: Neither Flood City BSides, Organizer, or Sponsor shall be deemed in default of this Sponsorship Agreement to the extent that performance of its obligations or attempts to cure any breach are delayed or prevented by reason of any act of God, fire, natural disaster, accident, act of government, or any other causes beyond its commercially reasonable control.

**Rejection**: Flood City BSides and Organizer reserve the right to reject a potential sponsor for any reason.

**Entire Agreement**: This and all attachments here to constitute the entire Sponsorship Agreement.

X_____X_____

**Name of Authorized Person**                    **Signature**


X_____X_____

**Name of Organizer**                              **Signature**


| Sponsorship Level | Cost | (Please check here) |
|---|---|---|
| Lunch Sponsor | $2,500 | |
| Platinum | $1,500 | |
| Gold | $1,000 | |
| Breakfast | $750 | |
| Silver | $500 | |
| Custom | $ | |