Sponsorship Kit

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Thank you for your interest in sponsoring BSides Austin. It is a rare opportunity to directly connect and create trusted relationships with key members of the security community.

Each regional BSides event is the result of a community-driven effort for and by members of the information security community. The goal is to expand the spectrum of conversation and create opportunities for individuals to participate in an intimate atmosphere that encourages collaboration. It is an intense event with discussions, demos, and interaction from participants. It's where conversations about the next big thing are happening.

Conference details

Conference name:	BSides Austin
Conference dates:	Thursday & Friday, May 4 – May 5, 2017
Audience:	Information security, information assurance, cyber security, IT
Projected 2017 attendees:	450

Target audience

We target the industry professional looking to augment their current security skill set with next-big-thing conversations. Our attendees' goals are to learn about trends and emerging issues as well as to connect with other members of the security community.

Unlike other events where the speaker is rushed in and out, BSides Austin provides an intimate environment for the attendees to directly engage with the speaker before, during, and after their presentation. Attendees are looking for more than just information; they are looking to make connections they may call upon throughout the rest of their careers.

Our attendees are overwhelmingly technical, and many are interested in learning about new job opportunities. For these reasons we recommend that sponsors send strong technical staff as well as a recruiter to the event.

Sponsorship Benefits

Brand recognition and awareness
Depending on the level of sponsorship you choose, you will have your brand placed on some or all of the following: t-shirts, signage, lanyards, brochures, announcements prior to presentations, and on social media sites (Twitter and Facebook). Based on your level of participation, creative and custom branding can also be arranged.

Reach your target audience
BSides Austin reaches out to the industry professional looking to augment their knowledge with cutting edge presentations and ideas. Typically, this includes industry leaders, thought leaders, information security professionals from the public, private and academic sectors, and even students who wish to expand their depth and body of knowledge. They are the people who you want to engage to solicit feedback and bring voice to your conversation.

Stay abreast of the next big thing
Nobody knows what the "next big thing" will be, but these events are community driven with presentations chosen by industry peers. Keeping in touch with the topics that are making waves at the ground level will help your company be prepared when the "next big thing" hits.

Recruitment
In an increasingly difficult job market, the information security industry stands among the few where more jobs exist than qualified personnel to fill them. BSides Austin sponsors will have the opportunity to interact directly with highly skilled information security professionals, engaging them in discussion on leading edge security ideas and some of the industry's greatest challenges. Sponsors will also be eligible to receive resumes from participating conference attendees.

Media coverage
Since its start in 2009, BSides has gathered mass media attention and been written up in Forbes, CSO Online, Network World, Computerworld, Information Week, The Register, ZDNet, and Dark Reading magazines. In addition to the blog posts and podcasts, BSides has also received coverage from Hacker News Network (HNN), EFFector, and Cisco System Cyber Risk Report. For more please visit: http://www.securityBSides.org/Media.

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Sponsorship Packages

The goal of BSides Austin is to offer an intimate event where all participants can engage each other to help develop connections, friendships, and a network with industry professionals. We understand that every organization will have different goals and priorities, which is why we offer several levels of participation. As previously mentioned, our expectation is that sponsors are active and engaged in the event. Should any sponsor feel they can contribute to the event in ways other than those listed in this kit, we encourage you to present the idea as a custom sponsorship.

Package	Core sponsor $1000	Silver sponsor $2000	Gold sponsor $3000	Platinum sponsor (limit 1) $7500
Tickets to the event	**2**	**2**	**4**	**5**
Social media shout-outs	**X**	**X**	**X**	**X**
Logo on website	**X**	**X**	**X**	**X**
Logo in booklet	**X**	**X**	**X**	**X**
Company text in booklet		**X**	**X**	**X**
Logo on back of t-shirt		**X**	**X**	**X**
Booklet advertisement			**X** (1/2 page)	**X** (full page)
Banner displayed (you provide)			**X** (1)	**X** (2)
Number of items in swag bag	1	1	3	Up to 6
Sponsor booth		**X**	**X**	**X**
5 minutes to address crowd			**X**	**X**
Logo on podiums				**X**
Logo on booklet cover				**X**
Logo on badge				**X**
	Custom sponsorships as agreed upon			

For 2017 we have some exciting additional sponsorship opportunities. These are ways to get your name, logo, and message out to participants in additional ways.

À la carte sponsorships		
Add-on	Price	# available
Logo on lanyard with BSides Austin	**$2000**	**1**
Bag sponsor	**$2000**	**1**
T-shirt sponsor (logo on front)	**$3500**	**1**
Thursday morning coffee sponsor	**$2000**	**1**
Friday morning coffee sponsor	**$2000**	**1**
Thursday afternoon soda sponsor	**$1500**	**1**
Friday afternoon soda sponsor	**$1500**	**1**
Thursday lunch sponsor (includes 5-minute talk before lunch)	**$6000**	**1**
Friday lunch sponsor (includes 5-minute talk before lunch)	**$6000**	**1**
Thursday happy hour sponsor	**$3000**	**1**
Custom à la carte sponsorships as agreed upon		

For companies sponsoring at the Gold and Platinum levels above, the following discounts apply to the à la carte options:

- Gold sponsor – 10% discount
- Platinum sponsor – 20% discount

Please direct questions to Matt Pardo at bsidesaustin@gmail.com or 512-565-0802. Thank you!