



## Sponsorship Kit

bsidesaustin.com • @BSidesAustin  
bsidesaustin@gmail.com • 512-560-4064  
March 28-29, 2019

### BSides Austin 2019

Thank you for your interest in sponsoring BSides Austin 2019—our **10<sup>th</sup> anniversary** event! Since 2009, this conference has offered sponsors an important opportunity to connect and create trusted relationships with key members of the central Texas security community. Each year our event has grown and improved. And to celebrate our tenth year we plan to make it bigger and better than ever, with additional learning opportunities in the form of trainings, cooler CTFs, even better parties, and bigger prizes. And we're going to need your help to get there.

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. This is an intense event with discussions, demos, and interaction from participants.

#### Stats from BSides Austin 2018

- We registered 678 people and processed 616 check-ins.
- We sold out a week before the event, and then added 151 names to our waitlist.
- Though a largely local conference, we also had attendees from 16 other states as well as six countries.
- We held three tracks of 37 sessions featuring 46 speakers.
- We delivered a fantastic Friday morning keynote address.
- We presented four opportunities to CTF for learning and prizes: a web-application pentesting game, a security escape room, Lockpick Village, and a badge challenge.
- We drove traffic directly to sponsor tables through “passports” motivated by a drawing for a long list of fantastic prizes.
- We held a lively and fun happy hour, with food, drinks, lightning talks, and lots of conversation.

#### 2019 conference details

Conference name: BSides Austin  
Conference dates: Thursday & Friday, March 28 – March 29, 2019  
Conference venue: Commons Learning Center on the J.J. Pickle Research Campus at UT Austin  
Audience: Security and IT professionals and students  
Projected 2019 attendees: 700+

#### 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 events where the speaker is rushed in and out, BSides Austin provides an 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.



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### Sponsorship Benefits

#### **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 what we see as the direct benefits of event sponsorship.

#### **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, bags, signage, lanyards, badges, brochures, passport cards, website, announcements prior to presentations, and on Twitter.

#### **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.

#### **Recruitment**

In a difficult job market, the information security industry stands among the few where more jobs exist than qualified personnel to fill them. BSides Austin sponsors 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.

#### **Stay abreast of the next big thing**

BSides 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.

#### **Media coverage**

Since its start in 2009, BSides Headquarters 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>.

**Sponsor-specific frequently asked questions can be found at [bsidesaustin.com/sponsor](http://bsidesaustin.com/sponsor). Please direct questions not addressed in our FAQ to Janice Daquila-Pardo at [bsidesaustin@gmail.com](mailto:bsidesaustin@gmail.com) or 512-560-4064.**



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## Sponsorship Packages

The goal of BSides Austin is to offer an event where all participants can engage and develop connections, friendships, and a network with industry professionals. We understand that each organization will have different goals and priorities, which is why we offer several levels of participation.

Package	Core sponsor \$1500	Silver sponsor \$2250	Gold sponsor \$3000	Platinum sponsor \$7500
Attendee tickets to the event	1	2	3	4
Social media shout-outs	X	X	X	X
Logo on website	X	X	X	X
Logo on back of t-shirt	X	X	X	X
Number of items in swag bag		1	Up to 3	Up to 4
Logo on passport		X	X	X
<b>Sponsor booth</b>		X	X	X
Logo in booklet		X	X	X
Advertisement in booklet			Half page	Full page
Preferred booth placement			X	X
Banner displayed (you provide)			1	Up to 2
5 minutes to address crowd				X
Logo on booklet cover				X
Company description in booklet				X
Logo on badge				X

Following are additional sponsorship opportunities that will further elevate your brand and message.

À la carte sponsorships			
Sponsorship	Price	Available	Included
Lanyards	\$2000	1	Logo on lanyard with BSides Austin; thanks in booklet
Bags	\$3000	1	Logo on bag with BSides Austin; thanks in booklet
T-shirts	\$3000	1	Logo on front of t-shirts with BSides Austin; thanks in booklet
Named Thursday morning coffee	\$1500	1	Logo on coffee service table tent; thanks in booklet; thanks during AM announcements
Named Friday morning coffee	\$1500	1	Logo on coffee service table tent; thanks in booklet; thanks during AM announcements
Named Thursday afternoon soda	\$1500	1	Logo on soda service table tent; thanks in booklet; thanks during AM announcements
Named Friday afternoon soda	\$1500	1	Logo on soda service table tent; thanks in booklet; thanks during AM announcements
Named Thursday happy-hour	\$4000	1	5 minutes to address happy hour crowd; logo on buffet table tent; thanks in booklet; thanks during AM announcements
Prizes	\$500	4	Thanks at closing ceremony; thanks in booklet; logo on web; social media shout-outs

For our Platinum- and Gold-level event sponsors interested in à la carte options, the following discounts apply:

<b>Platinum sponsor:</b> 10% discount	<b>Gold sponsor:</b> 5% discount
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