



Sponsorship Kit

BSides Bryan/College Station 2020

Event: BSidesBCS 2020 (February 22, 2020)

Thank you for your interest in sponsoring BSidesBCS 2020.

Following the success of several US and international based BSides events we are happy to see continued growth in the community as each years events draw bigger crowds and new events are created.

BSides events combine security expertise from a variety of platforms in search of the “next big thing” in information security. BSides is an open platform that gives security experts and industry professionals the opportunity to share ideas, insights, and develop long standing relationships with others in the community. It is a rare opportunity to directly connect and create trusted relationships with key members of the community.

The cost of hosting such an event is borne primarily by the organizers. This package contains sponsorship information for BSidesBCS 2020. We have put together different levels of sponsorship and their benefits. Of course the greatest benefit is that of giving back to the community and enabling others to grow and learn.

The event is organized by BCS Cyber Inc, a 501(c)3 tax-exempt nonprofit dedicated to creating awareness and promoting discussion and research of cyber security topics in the Bryan/College Station, Texas region.

Please do not hesitate to contact us if you have any questions or requests. You can reach us via email at info@bsidesbcs.com or on Twitter @BSidesBCS.

We value your participation in Security BSides events and thank you for your consideration.

**Sincerely,
The BSidesBCS Team**



Sponsorship Kit

BSides Bryan/College Station 2020

What is Security BSides?

Each BSides is a community-driven framework for building events for and by information security community members. The goal is to expand the spectrum of conversation beyond the traditional confines of space and time. It creates opportunities for individuals to both present and participate in an intimate atmosphere that encourages collaboration. It is an intense event with discussions, demos, and interaction from participants. It is where conversations for the next-big-thing are happening.

History of Security BSides

BSides was born in 2009 when a number of quality speakers were rejected from a mainstream conference, not due to lack of quality but rather lack of space and time. Our mission is to provide people with options by removing common conference barriers and by providing more options for speakers, topics, and events.

2009: Launched in the United States.

2010: BSides breaks into the global space with the first European event.

2011: More than 30 events worldwide in US, Europe, India, Hong Kong, & Australia

Thousands of people have attended and written about their experience at BSides events. Ready more at: <http://www.securitybsides.org/Media>

While every BSides event is unique, here are some things that don't change:

- Community organized, volunteer driven, and corporate funded
- Provide a forum to expand the spectrum of conversation
- Focused on giving a voice to the "next big thing"

Target Audience

While each BSides event is distinct, we target the industry professional looking to offset or augment their current security skill set with that of the next-big-thing conversations. These are industry leaders, thought leaders,

Sponsorship Kit

BSides Bryan/College Station 2020

information security professionals, and even students who wish to expand their body of knowledge. 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.



Engagement & Participation

Unlike larger events, BSides is a smaller event focused more on the creation of connections between attendees and to strengthening the local cybersecurity community. BSides as an event, provides a medium for attendees to directly engage the speaker before, during, and after their talk or presentation.

BSides is not made up of members but participants. Everyone who participates in the events brings something to contribute. Some bring hardware, organizational skills, and others bring their friends to fuel the conversation. Sponsoring enables you to be apart of the conversation and interact with attendees. As our thanks, we are committed to connecting you with those attendees of interest to you and your business. By making your participation successful, organizers hope to enable future BSides events.



Sponsorship Kit

BSides Bryan/College Station 2020

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: t-shirts, 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.



Sponsorship Kit

BSides Bryan/College Station 2020

- 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.
- Stay abreast of the next big thing: 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.
- Media: 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).



Sponsorship Kit

BSides Bryan/College Station 2020

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

	Gold \$1000	Silver \$500	Bronze \$200
Badges Incl.	6	4	2
Logo (Web and Signs)	✓	✓	✓
Verbal Thanks	✓	✓	✓
Logo on Shirt	✓	✓	
Swag in Bag	✓	✓	
Banner Placement ¹	✓		
Table Space ²	✓	Add-on \$100	

¹ Sponsor provided banner

² If table space is available.



Sponsorship Kit

BSides Bryan/College Station 2020

Gold

- Cost: \$1000 USD
- Features:
 - Company name on t-shirts
 - Banner placement at key locations for maximum visibility
 - Imprinted logo on signage around the event
 - Logo on the event site
 - Mention in the media coverage
 - Banner placement in main conference area
 - Announcements during the event and materials
 - Swag in attendee bag
 - Table space (If available)

Silver

- Cost: \$500 USD
- Features:
 - Company name on t-shirts
 - Imprinted logo on signage around the event
 - Logo on the event site
 - Mention in the media coverage
 - Banner placement in main conference area
 - Announcements during the event and materials
 - Swag in attendee bag

Bronze

- Cost: \$200 USD
- Features:
 - Imprinted logo on signage around the event



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BSides Bryan/College Station 2020

- Logo on the event site
- Mention in the media coverage
- Announcements during the event and materials

Custom Sponsorship

- Cost: TBD
- Features:
 - Security 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:
 - Physical space
 - Transportation
 - Food and beverage
 - Contests and give aways
 - Media publicity or PR
 - Legal assistance

If you are interested in sponsoring our event or have any questions please reach out to us by email at info@bsidesbcs.com and we can discuss further details and provide a sponsorship agreement. Thank you for your consideration!