



Security BSides Jacksonville

November 16, 2019

TIAA Bank Field
1 TIAA Bank Field Drive
Jacksonville, FL 32202

Sponsor Kit

Thank you for taking the time to review our BSidesJax 2019 sponsor kit.

The 2019 conference will be Jacksonville's fifth BSides event and the second year hosted inside the fantastic US Assure East Club inside TIAA Bank Field. Our conference date in November is scheduled with ample space between the other nearby BSides events: BSidesTampa in February, BSidesOrlando in March, and BSidesTallahassee in May. This timing permits people to travel from all over Florida and Georgia to attend. Our event is between Jaguars Football games, which means that interest in downtown activities is at its peak! With your support, 2019's BSidesJax Conference is going to be the biggest and best yet!

BSides events are independently run (though there is plenty of communication with nearby BSides event coordinators) and are centered around an ethos of accessibility and learning.

To achieve this, our event is low cost to participants. The nominal ticket fee ensures that attendees are interested in the event while ensuring that all can come. We attempt to have the event ticket fee cover an attendee's individual overhead costs of lunch and badge.

To keep the conference accessible to attendees, the cost of hosting such an event is shouldered by the organizers. This package contains sponsorship information for event specific BSides locations in 2019.

Please do not hesitate to contact us if you have any questions or requests. You can reach us via email at info@bsidesjax.org, or on Twitter at [@BSidesJax](https://twitter.com/BSidesJax). Thank you for your consideration.

What is BSides

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 'unconference' that follows the '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:

Target Audience

While each BSides event is unique, 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, 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

Unlike other events where the speaker is rushed in and out, BSides provides a small and intimate environment for the 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.

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 and friendships, and network with different industry professionals.

Reasons to Show Your Support

We recognize your desire to not only support a great event but also to see a 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 on 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.

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.

Sponsorship Opportunities

Sponsorship Opportunities at BSides Jax

Tier 1 - Silver Supporter: \$750

- Verbal recognition
- Logo on event website
- Logo in Program Guide
- Logo placement in the rotation on video displays throughout venue.

Tier 2 - Gold Supporter: \$1500

- All Silver Supporter benefits
- Imprinted logo on signage around the event
- Sponsor provided cloth type banner placement at venue
- Preferred logo placement in the rotation on video displays throughout venue

Tier 3 - Platinum Supporter: \$2000

- All Gold Supporter benefits
- Vendor table space to showcase products, present demos, and foster technical conversations with attendees
- Optional time at the after party, opening or closing ceremonies to address the attendees
- Logo displayed on 4K Ultra-high definition video displays in between presentations
- Logo on the back of t-shirt (dependent on funding of t-shirts)
- Premier logo placement in the rotation on video displays throughout venue

Sponsorship Opportunities

Custom Sponsorship Opportunities

Beverages: \$500 (3 seats)

- Verbal recognition
- Sign indicating beverages provided by sponsor

Capture the Flag (CTF): \$1,250

- All Gold Supporter benefits
- Sponsor provided cloth type banner placement at CTF location for maximum visibility
- Vendor table space for recruitment purposes only
- Optional time at the CTF venue to address the attendees

Badges: \$3,500

- All Platinum Supporter benefits
- Sponsor's logo displayed prominently on the badge

T-shirts: \$3,500

- All Platinum Supporter benefits
- Logo displayed prominently on the shirt (other sponsors logos will be smaller in size)

After Party: \$4,000

- All Platinum Supporter benefits
- Sign indicating party provided by sponsor
- Logo on party armbands
- Sponsor banner placement at after party venue for maximum visibility

TIAA Bank Field Video Board Activation: \$5,000

- Get your logo on the TIAA Bank Field Video Boards!
- All Platinum Supporter benefits

Benefits of sponsorship packages subject to change at the discretion of BSides Jax organizers.

Custom Sponsorship

Other Custom Sponsorship

BSides Jax encourages participation from a wide range of organizations. If you have an idea on 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:

- Contests and giveaways
- Door prizes
- Media publicity or PR

Custom sponsorship would include at a minimum:

- Logo on the event website
- Imprinted logo on signage around the event
- Announcements during the event for the sponsored item(s)