

Format.

Engage

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. BSides attendees are looking for more than just information; they are looking to make connections they will call upon throughout the rest of the year.

Culture

Traditional media exist as a constrained system that 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 BSides event spawned a wave of new events throughout the United States and around the world.

Participation

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.

Media.

Media Attention

Security BSides has attracted media attention and been written up in CSO Online, Network World, ComputerWorld, Information Week, The Register, ZDNet, and Dark Reading magazines. In addition to numerous blog posts and podcast placements, BSides has also received coverage from Hacker News Network (HNN), EFFector, and Cisco System Cyber Risk Report.

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). Check out the entire list here: <https://www.securitybsides.org/Media>.

Many BSides events are simulcast online. Your participation will reach an audience larger than simply those present. For example, at BSidesSF 2010, the online audience was up to 5x those present at the event. Although events are often simulcast, only some are archived for viewing, so being present is a key part of participation.



Value.

Reasons to Support

The goal of Security BSides is to offer 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 providing the opportunity for sponsors to be a big fish in a small pond. We specifically design different options so that any sized organization can participate and support this event. The following is a list of direct benefits you may see as an event sponsor.

Brand placement & awareness: Depending on the level of sponsorship you select, you may receive brand placement at some or all of the following: t-shirts, signage/lanyards, lunch sessions, or attendee badges. 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. Participants represent the social networking of security. They are the people you want to engage and solicit feedback from and who will give a voice to your conversation.

Be a part of the next big thing: Nobody knows what that “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 it does. We believe that listening to the underground can help prepare and equip you for whatever the next big thing may be.

Big fish, small pond: For some, sponsoring large events is not within their price range, leaving them with no ability to communicate their message. At BSides we leave no one out. Sponsorship comes in all sizes and this community atmosphere brings together active and engaged participants who want to listen. As a sponsor you can be heard and share your message to an active and attentive audience.

Options.

Your Goals

Every organization will have different objectives and priorities which is why we offer different levels of participation for every individual, group, or organization. The following are various support packages that enable you to promote your brand while showing your support.

Levels of Sponsorship

Bronze \$250+ or in-kind

- Logo on signage around the event
- Announcements during the event & on materials

Silver \$500+ or in-kind

- Logo on signage around the event
- Booth
- Announcements during the event & on materials
- Mention on social media coverage

Gold \$1000+ or in-kind

- Logo on signage around the event
- Prime Booth
- Announcements during the event & on materials
- Mention on social media coverage
- Banner placement with maximum visibility (provided by sponsor)

Custom Sponsorship Security BSides encourages participation from a wide range of organizations. If you have an idea on a custom sponsorship please, let us know. We'll do our best to provide a way for you to get involved. 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, and/or legal assistance.

Agreement.

Support Terms and Conditions Agreement

1. Sponsorship Agreement: between the event-specific Security BSides organizer or person ("Organizer") and event-specific sponsor ("Sponsor") is valid from the date it is fully executed through the end of the sponsored event.
2. 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 Security BSides".
3. Production Timeline: In order for Organizer to fulfill all promotional benefits for Sponsor, Sponsor agrees to meet all Organizer related submission deadlines:
 - 3.1. 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.
 - 3.2. All items will be submitted one month prior to the event or production deadline.
4. 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.
5. 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:
 - 5.1. The Web banner add to be posted on the event and Security BSides Web pages.
 - 5.2. Sponsor benefit items Organizer detailed on the Support Package section.
 - 5.3. Any promotional banner and signage/lanyard, etc.
6. Web Reference: Sponsor may publish an Internet hyperlink from Sponsor's website to the event-specific and Security 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 Organizer.

7. **Payment:** Receipt for sponsorship item should accompany this application and Sponsorship Agreement and be received by Organizer. Failure of submitting documentation confirmation for sponsorship item will subject sponsorship to cancellation.
8. **Non-endorsement:** The use of Sponsor's name within Security BSides or event-specific websites or mailing lists does not constitute endorsement by Security BSides 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 BSides or Organizer.
9. **Non-exclusivity:** Neither Security 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 BSides or Organizer.
10. **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 and Security 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.
11. **Force Majeure:** Neither Security 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.



12. Rejection: Security BSides and Organizer reserve the right to reject a potential sponsor for any reason.

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

By signing below, you agree to all of the terms and conditions listed above.

Sponsor (Printed)

Sponsor (Signature)

Sponsor (Company Name)

Sponsor (Mailing Address)

BSidesRGV Event Organizer (Printed)

BSidesRGV Event Organizer (Signature)

Please indicate below which level of sponsorship you are selecting:

Participation Level	Contribution	Mark Your Selection
Bronze (Level I)	\$250+ USD	
Silver (Level II)	\$500+ USD	
Gold (Level III)	\$1000+ USD	
Custom Sponsorship Defined As: _____	\$_____ USD	