



BSides Asheville

Sponsorship Opportunity

Prepared by: BSides Asheville
Venue: TBD June 22-23, 2018
Event Type: BSides Asheville 2018
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BSides Welcome

Thank you for your interest in sponsoring Security BSides (BSides), particularly the BSides Asheville 2018 conference. BSides events combine security expertise from multiple disciplines across a diverse array of academic, business and technology fields. This combination of expertise allows BSides participants to brainstorm as a collaborative group to discover the “next big thing” in information security.

BSides events are a unique platform that gives security experts and industry professionals the opportunity to develop relationships with others in the community. These relationships commonly develop into ones of trust where individuals freely share ideas about new technology or details about cyber incidents.

The cost of hosting a BSides conference is the responsibility of those volunteers organizing the event. This package contains the sponsorship information for the 5th BSides conference hosted in Asheville, North Carolina. We have put together five levels of sponsorship to choose from. One of the biggest benefits of sponsorship is fostering the growth of information security awareness and knowledge in the local and regional communities.

Please do not hesitate to contact us if you have any questions concerning sponsorship. The local organizers can be reached at info@bsidesasheville.com.

For questions pertaining to Security BSides at the global level please send an email to this address info@securitybsides.org

Thank you for your consideration in supporting BSides Asheville. We value your participation at this and other Security BSides events worldwide.

BSides Information

Event Info

Security BSides events, including the BSides Asheville conference are built on a community-centric framework that enables individual participants to expand the spectrum of conversations beyond the confines normally associated with traditional conferences. The BSides’ framework enables participants to shape the event by encouraging activate participation through conversations and hands-on involvements in the areas of ethical hacking competitions and physical security activities, such as lock picking. The conference framework also allows presentations to be presented in either a structured way to a larger group of participants or in a less structured way to smaller and more intimate breakout groups.

About past Security BSides events worldwide:

- 2009 - Launched in the United States and first conference held in Las Vegas.
- 2010 - The first European event was held in Berlin, Germany. John Bumgarner, one of the co-founders of BSides Asheville spoke at that event about emerging cyber threats and cyber warfare.
- 2011 - The first African event was held in Cape Town, South Africa.
- 2012 - Brazil held its first BSides event in Sao Paulo.
- 2013 - Quebec, Canada holds its first BSides event.
- 2014 - BSides Asheville held its first conference.
- 2015 - The first BSides event is held in Reykjavik, Iceland.
- 2016 - Israel held its first BSides event in Tel Aviv.

Goals

One of the main goals of all Security BSides events worldwide is to increase security awareness in the local communities where an individual event is held. Sometimes this awareness sparks community projects in either information security or hardware hacking, especially in STEM institutions in the regional communities.

Another key objective of our events is to foster collaboration between participants at the conference and beyond. This collaboration often focuses on the hot trends in the information security community, but sometimes this cross-collaboration is looking at next generation security ideas, even those still on someone's drawing board.

Target Audience

Each BSides audience is very distinct, because our events are held in local communities, which are all different in their own unique way. Even with this uniqueness most conference participants are usually industry professionals in either information security or some technology-related field, such as software developer, database administrator or network architect. Conference participants normally include business executives from the local and regional communities, members from various academic institutions and government employees.

The BSides Asheville conference continually attracts individuals from not only the Asheville area, but also from the 23 counties in the Blue Ridge Mountains region of Western North Carolina. The conference also attracts participants from multiple cities across North Carolina, including Charlotte and Raleigh and various surrounding states, such as Georgia, South Carolina, Tennessee, Virginia and West Virginia. We have also had individuals attend the conference from as far away as California, Texas and Washington, D.C.

Media Coverage

The media coverage for each BSides event is also unique. Since 2009, BSides events have garnered media attention in various publications, including Ars Technica, Computerworld, CSO Online, Dark Reading, eWeek, Information Week, Infosecurity Magazine, Las Vegas Review-Journal, Network World, SC Magazine, Sky News, The Hill, The Register and ZDNet. BSides events have also received coverage from Hacker News Network (HNN), EFFector, and Cisco System Cyber Risk Report.

The BSides Asheville conference has been written up in the Asheville Citizens-Times, which is the major daily newspaper of Asheville and The Mountain Xpress, which is an

alternative newspaper covering news, arts, local politics, and events in Asheville and western North Carolina. BSides Asheville has also been mentioned on WLOS channel 13, which is the ABC-affiliated television station for Western North Carolina and Upstate South Carolina

Support and Sponsorship

The Value of Sponsorship

The goal of Security BSides, including BSides Asheville 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.

Benefits to Showing 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.
- **Stay in touch with the industry:** BSides Asheville enables its supporters and participants to identify and connect with industry leaders and voices. These are the individuals who you want to engage with to solicit feedback and bring voice to your conversation.
- **Stay abreast on 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.
- **Internet simulcast:** Many of the BSides events are simulcast online meaning your participation can reach a larger audience than just those participants present. At the 2010 San Francisco BSides event the online audience ranged from 5-10 times those present onsite at the event. In addition, these simulcasts are archived online for later viewing.
- **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 Opportunities

Some of the benefits of sponsoring BSides Asheville include; one-on-one engagement with individual participants, increased brand awareness in the region and local support for STEM students and other groups focused on technology and information security. One of the following sponsorship levels will enable you to reap the benefits of supporting BSides Asheville and the local community.

Terabyte

Cost: \$4096

Features:

- Sponsorship of Event After Party
- Banner placement in main conference area and key locations for maximum visibility
- Large logo on conference t-shirts
- Imprinted logo on signage around the event
- Featured logo on the event website
- Announcements during the event and logo on printed materials
- Mention on Twitter and in any media coverage

Gigabyte

Cost: \$2048

Features:

- Sponsorship of conference lunch
- Banner placement in main conference area and key locations for maximum visibility
- Logo on conference t-shirts
- Imprinted logo on signage around the event
- Logo predominately displayed on the event website
- Announcements during the event and logo on printed materials
- Mention on Twitter and in any media coverage (when applicable)

Megabyte

Cost: \$1024

- Sponsorship of conference breaks
- Logo on conference t-shirts
- Imprinted logo on signage around the event
- Logo on the event website
- Logo on printed materials

Kilobyte

Cost: \$512

- Logo on the event website
- Logo on printed materials

In-Kind Sponsorship

BSides Asheville encourages participation from a wide-range of organizations and recognizes non-monetary support in the form of good or services that support the conference. We welcome in-kind support at any level, including:

- Donation of physical space
- Transportation support
- Food and beverage donation
- Marketing, Media publicity or PR support
- Legal assistance

Support Terms and Conditions Agreement

- **Sponsorship Agreement:** between the event-specific Security BSides organizer ("*Organizer*") and ("*Sponsor*") is valid from the date it is fully executed through the end of the sponsored event (or a 12 month period for Global Sponsors).
- **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*".
- **Production Timeline:** In order for Organizer to fulfill all promotional benefits for Sponsor, Sponsor agrees to meet all Organizer related submission deadlines:
 - 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.
 - All items will be submitted one month prior to the event or production deadline.
- **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.
- **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:
 - The Web banner ad to be posted on the event and Security BSides webpages.
 - Sponsor benefit items Organizer detailed on the Support Package section. Any Exhibit Hall promotional banner and signage/lanyard, etc.
- **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 Sponsor.
- **Payment:** Full payment must accompany this application and Sponsorship Agreement and be received by Organizer. Payment can also be sent via PayPal. Failure to pay full balance will subject sponsorship to cancellation.
- **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 Sponsors 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.
- **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.
- **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, 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.

- **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.
- **Rejection:** Security BSides and Organizer reserve the right to reject a potential sponsor for any reason.
- **Entire Agreement:** This and all attachments here to, constitute the entire Sponsorship Agreement.

Sponsorship Acceptance

X _____
 Name of Authorized Person Signature Date

X _____
 Name of Organizer Signature Date

Sponsorship Level	Cost	Choice (X)
Terabyte	\$4,096	
Gigabyte	\$2,048	
Megabyte	\$1,024	
Kilobyte	\$512	
Inkind	Goods or Services	