

# BSides Charlotte 2024 Sponsorship



**14th and 15th, September, 2024**

# BSides Charlotte Welcome

Thank you for your interest in sponsoring the annual BSides Charlotte security conference.

BSides Charlotte, Inc. is an IRS designated 501(c)(3) non-profit organization created to facilitate information sharing, cyber security learning, and security awareness through hosting an annual conference and occasionally holding low-cost training events for the local community.

BSides security conferences stand out because they're organized and run locally by dedicated volunteers, distinguishing them from other major security conferences like Gartner, RSA, BlackHat, and DefCon, which typically charge high fees ranging from hundreds to thousands of dollars for attendance. Historically, our tickets are less than \$50 for general admission and even lower for students.

Keeping our events low cost ensures that individuals, from students to experts, from analysts to executives, can learn and enhance their skills. This, in turn, boosts their personal value and the value they contribute to their organizations in a professional setting.

In addition to low cost, we attract participation from a wide area, with attendees joining us from North & South Carolina, Virginia, Georgia, Tennessee, Kentucky, Maryland, New Jersey, Delaware, Alabama, Florida, and more, including international!

We are only able to accomplish this through donations and sponsorships such as the one you are considering today. Your sponsorship will go toward the expenses incurred in putting on the conference including such things as content, competition materials, affordable trainings, venue, refreshments, and overall event costs.

We graciously thank you for your consideration and hope to partner with you to make BSides Charlotte an amazing conference again this year.

Please contact us if you have any questions or requests by email at [sponsors@bsidesclt.org](mailto:sponsors@bsidesclt.org).

# BSides Charlotte Overview

## Target Audience & Attendance

BSides Charlotte draws a diverse audience, ranging from students to professionals in various IT fields, educators, executives, and industry thought leaders. This inclusivity is a fundamental aspect that contributes to the success and appeal of BSides Charlotte as an event for everyone.

Primarily, BSides Charlotte is a conference organized by cybersecurity enthusiasts for the local cybersecurity community. However, by embracing a virtual platform as well, we've expanded our reach, welcoming both local and global participants. The inclusion of international presenters and attendees has enriched the event, adding value to the BSides Charlotte experience. Our commitment to utilizing virtual platforms persists to engage international participants in the upcoming conference.

While we can't guarantee specific attendance numbers due to various factors, our attendance has steadily increased since our board change and relaunch in 2019. The 2021 conference, for instance, reached a peak view count of approximately 500 sessions. We have sustained approximately 300 in-person attendees year over year. With a hybrid model, an increase from a one-day to a two-day conference, the introduction of additional training and workshops, competitions, games, and other event enhancements, we aim to maintain and potentially surpass these attendance figures by continuing to build a dynamic and engaging experience for all participants.

## Why Support BSides Charlotte

**Local Community Support:** Your sponsorship of BSides Charlotte plays a crucial role in supporting the ongoing education, awareness, and development of the broader security community in the Charlotte metro area and its surroundings. Your contribution is recognized and deeply appreciated by attendees who understand that hosting such a conference wouldn't be possible without your valuable support.

**Brand Recognition:** Your logo (*or other agreed material*) will be visible to attendees as a support of the event.

**Positive Industry Impact:** By investing in BSides Charlotte, you are helping to create a positive impact that helps grow the security community, creating a strong opportunity for education and growth in a non-traditional fashion.

**Connect with Potential Customers:** Although a substantial number of our attendees are individual contributors, it's noteworthy that decision-makers from diverse local organizations frequently participate in these events. This presents a valuable opportunity to engage with another segment of potential customers.

**Connect with Future Employees:** Your sponsorship provides a platform for you to connect (*via your prominently displayed logo and contact details, if provided*) with attendees who might be interested not only in product purchases but also in exploring potential employment opportunities.

**Expanded Visibility:** Beyond our in-person activities, the conference is live-streamed and talks will be accessible post-event for those unable to attend in real-time. Moreover, we actively promote the event across our robust social media platforms which are frequently shared by other independent BSides events, security professionals, and industry organizations. Periodically, the event receives coverage from local traditional media, offering supplementary exposure for both the event and its sponsors when this happens.

**Tax Deductible Contribution:** BSides Charlotte is a certified IRS 501(c)3 charitable non-profit organization that focuses low-to-no-cost education and training opportunities for the Charlotte Metro and surrounding region. This designation means that your sponsorship contribution to us is tax deductible.

# BSides Charlotte Sponsorship

## Sponsorship Details

### Intent

Sponsorship packages aim to provide benefit to organizations and individuals making monetary donations or providing equivalent cost offsets to BSides Charlotte. These contributions assist in covering the operational expenses incurred in organizing the BSides Charlotte security conference. We sincerely appreciate your thoughtful consideration of sponsorship and strive to ensure that sponsors receive valuable benefits for their contributions.

*The primary conference is scheduled for the initial day of the event; however, sponsors are encouraged to participate on the second day as well. **It's important to note that a specific sponsorship area may not be available on the second day**, as it is dedicated to training and workshops. We will prioritize space based on availability to the highest contributing sponsors and by earliest signed contract dates.*

### Logos and Branding

Your logo is a key part of your sponsorship package at any level and we strive to ensure this is displayed with the best quality possible.

Logo provided in vector format (*AI, EPS, SVG; high-resolution only accepted if no vector exists*)  
Logo must be provided in both color and black & white formats.

- a. Color logo will be used on website, social media, digital displays, and printed materials whenever applicable and able.
- b. Black & White logo will be used on conference t-shirts and any other material where color logos are not practical or possible as determined by BSides Charlotte.

Logo placement cannot be guaranteed beyond specific agreement based on selected sponsorship tier.

- a. Logos will be displayed largest to smallest based on sponsorship tier.

Once received, logos will be added to the BSides Charlotte website within 7 business days.

Your logo will be displayed in at least:

1. The digital program
2. The sponsorship section of the BSides Charlotte website
3. Sponsorship slides during breaks between presentations

You may provide one email and one social media contact that will be used in social media postings, other communications, or displays where appropriate.

**Logos must be submitted no later than 30-days prior to the conference for inclusion in printed and digital materials.** Logos received after this date will be featured in digital content but cannot be guaranteed to appear in printed materials, such as programs or t-shirts.

## Announcements and Recognition

Your sponsorship will be included in announcements by name during the Conference (*at a minimum during opening and closing ceremonies*), the VIP Event, and the After Party for recognition and thanks.

A posting will be made to BSides Charlotte social media accounts within 7 days of receiving your logo, thanking you for your sponsorship.

## Table and Booth Space

**Sponsors desiring a table or booth space (contingent on ability to support sizing) must indicate this in the sponsorship agreement.** Failure to indicate this may result in forfeiture of this benefit.

Sponsorships intending to have a table or booth must declare this no later than 30-days prior to the conference.

Sponsorship tables and booths may include your provided banner and any marketing materials/swag.

Tables are guaranteed for Platinum & Gold tier sponsorship packages. Silver sponsorship will be provided tables based on the contract signature date by first come first serve basis until all slots are taken.

All available tables will be assigned no later than 15-days from the start of the conference.

Materials, swag, or other items that need to be shipped for the conference can be arranged with sponsorship staff. Please indicate the need for this on your sponsorship form.

## Conference Tickets and VIP Event

Sponsors will receive a number of VIP Event and Conference tickets, the quantity of which is specified by sponsorship tier.

You will receive a code that enables registration up to your allotted quantity of tickets.

**Sponsorship granted conference tickets must be registered by no later than 15-days prior to the event due to meal count projections required by catering.**

Tickets received through your sponsorship package can be used or given away and will include all standard conference items such as, entry to the conference, t-shirt, and any swag.

Sponsorship allotted tickets do not include entry to any limited-seating training or workshops which require separate purchase and registration.

**Attendance to the VIP event must be completed separately by no later than 15-days prior to the event due to space constraints at the venue.**

## Villages

Villages are considered sponsorship of BSides Charlotte and receive several of the same benefits as a paid sponsorship and are subject to the same deadlines as normal sponsorships.

**Villages must provide requirements for the village to function no later than 30-days before the conference.** These should include power, network, tables, seating, or other special requests.

Villages will be assigned spaces at the conference venue based on ability to accommodate the needs of the village.

Village sponsorship will receive VIP Event and Conference tickets **for village staff** and tickets will be distributed in the same manner as sponsorship tickets.

## Sponsorship Agreement

### Terms and Conditions

**1. Sponsorship Agreement:** This agreement between the event-specific BSides Charlotte, Inc., registered 501(c)(3) non-profit organization (“Organization”) and "Sponsor" is valid from the date of full execution through the end of the sponsored event or a period specified by an addendum to this agreement.

**2. Sponsor Marketing Use Agreement:** Sponsor may use the tag line “Official Sponsor of BSides Charlotte” on its marketing materials during the term of this Sponsorship Agreement.

**3. Production Timeline:** To ensure the Organization fulfills all promotional benefits for the Sponsor, the Sponsor agrees to meet all Organizer related submission deadlines:

- a. Trademark/Logo, Sponsor URL, Ad (*if applicable*), Banner display (*if applicable*), will be sent by the requirements specified in the sponsorship details section.
- b. Use of any items submitted after the specified date cannot be ensured.

**4. Sponsor Trademark Usage Agreement:** Sponsor agrees to allow the Organization to use the Sponsor’s trademark/logo/tagline solely to perform and fulfill its obligations under the Sponsorship Tier and this Sponsorship Agreement. Usage may include, but is not limited to:

- a. The Web banner ad to be posted on the event and BSides Charlotte web pages and social media accounts
- b. Sponsor benefit items detailed on the Sponsorship Tier section

**5. Web Reference:** Sponsor may publish an Internet hyperlink from Sponsor’s website to the event-specific and the Organization’s websites, maintaining the hyperlink as an active, functional, and correct link through the event’s duration and thereafter, unless removal is requested by the Organization.

**6. Payment:** Full payment must be received by the Organization or their designated representative, and the Sponsorship Agreement must be received to secure and engage in the Sponsorship Agreement. Payment can be sent electronically via the method provided by the Organization's invoicing or non-electronically by check. Failure to pay the full balance will result in sponsorship and Sponsorship Agreement cancellation.

**7. Code of Conduct ("CoC"):** All sponsors are required to adhere to the Organizer's CoC, which can be found at <https://www.bsidesclt.org/code-of-conduct/>. Organizer reserves the right to update the CoC as needed.

**8. Non-exclusivity:** The Organization does not award exclusive sponsorship or establish exclusive relationships. Sponsor shall not imply that such a preferential relationship exists between Sponsor and the Organization.

**9. Non-endorsement:** The use of Sponsor's name within the Organization or event-specific websites or mailing lists does not constitute endorsement by the Organization, its affiliates, or staff of the Sponsor's services, products, or programs. The Sponsor is not permitted to represent in any manner that such products, services, or programs have been endorsed by the Organization, its affiliates, or staff.

**10. Limited Liability:** In circumstances beyond the Organization's control that interfere with, or prevent, the fulfillment of the Sponsor's promotional benefits, the Sponsor holds the Organization, its Board of Directors, and staff harmless from all legal and financial liability beyond the fee paid for this sponsorship. Such circumstances include, but are not limited to: failure of third parties to fulfill obligations that are required to fulfill Sponsor's promotional benefits, health and safety concerns including COVID-related event changes or cancellations, and force majeure as detailed below.

**11. Force Majeure:** Neither the Organization nor the 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:** The Organization reserves the right to reject a potential sponsor for any reason without the obligation to disclose the reason for such a decision.

**13. Entire Agreement:** This, and all attachments hereto, constitutes the entire Sponsorship Agreement. If one portion of this agreement is deemed not in effect, all other portions will remain in effect.



# Sponsorship Package Selection

## Section 1: Sponsorship Options

Sponsor Tier <sup>1</sup>	Platinum	Gold	Silver	Bronze	Villages
Available	2	4	8	No Limit	-
Cost	\$7000+	\$3000	\$1500	\$500	-
Vendor Raffle Passport	✓	✓	✗ <sup>2</sup>	✗ <sup>3</sup>	✓
Venue Space	6' Table	6' Table	✗ <sup>4</sup>	✗	✓
Swag Option	✓	✓	✓	✗	✗
Verbal Recognition	✓	✓	✓	✓	✓
Logo on T-Shirt	✓	✓	✓	✗ <sup>5</sup>	✓
Logo on Event Website	✓	✓	✓	✓	✓
Logo on Venue Signage	✓	✓	✓	✓	✓
Logo on Event Social Media announcements	✓	✓	✓	✓	✓
Logo on Presentation Recording	✓	✓	✓	✓	✓
Sponsor Badges Provided	4	2	2	2	2
Participant Badges Provided	30	15	5	3	2
VIP Reception <sup>6</sup>	✓	✓	✓	✓	✓
Lunch Ticket	✓	✓	✓	✓	✓
Conference T-Shirt	✓	✓	✓	✓	✓

<sup>1</sup> In the event that a significant cost offset at or above a sponsorship package value is provided, based on BSides Charlotte determination, the entity providing offset may be awarded an equivalent sponsorship tier commensurate with the value of the offset.

<sup>2</sup> Silver packages that include table or booth space will also be included on the Vendor Raffle Passport but cannot be included if table space is not selected or available.

<sup>3</sup> Due to space constraints and requirement for physical table/booth presence for cards to be stamped, and available design space on T-shirts, we are unable to include the Bronze tier in this offering.

<sup>4</sup> Provided to Silver if available on a first come, first serve basis but are not guaranteed.

<sup>5</sup> Due to space constraints and requirement for physical table/booth presence for cards to be stamped, and available design space on T-shirts, we are unable to include the Bronze tier in this offering.

<sup>6</sup> VIP Reception attendance count is determined by the number of Sponsor Badges Provided.

## Section 2: Sponsorship Selections

### Sponsor Information

Organization Name \_\_\_\_\_

Contact Name \_\_\_\_\_ Contact Email \_\_\_\_\_ Contact Phone \_\_\_\_\_

### Sponsor Selections

Sponsorship Tier \_\_\_\_\_ Physical Setup Request \_\_\_\_\_

Social Media Account \_\_\_\_\_ Corporate Email Contact \_\_\_\_\_

Material For Distribution:      Slicksheets      Swag for Conference Bag      Other: \_\_\_\_\_

Is Shipping Required? \_\_\_\_\_

### Additional Sponsorship Opportunities

If you are interested in providing specific sponsorship of any of the following, please select the option and we will reach out to coordinate further.

Lanyards/Conference Badges

VIP Event (September 13th), The Friday evening before the conference

After Party (September 14th), After the first day of the conference

### Event Attendance

Which conference days will you attend      Day 1      Day 2

Will you attend the VIP event? \_\_\_\_\_

Will you attend the after party event? \_\_\_\_\_

### Special Requests/Village Requirements

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### Authorized Signatures

By signing below, you agree to all the terms and conditions listed in this Sponsorship Agreement.

Sign > \_\_\_\_\_ Date > \_\_\_\_\_

Print > \_\_\_\_\_

Authorized Sponsor Representative

Sign > \_\_\_\_\_ Date > \_\_\_\_\_

Print > \_\_\_\_\_

BSides Charlotte Authorized Representative