

Security B-Sides Sponsorship Kit



Date: 28 September 2019
Venue: Wake Forest University Charlotte Center
Address: 200 N College St, Charlotte, NC 28202

BSides 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 and cyber security learning and awareness through hosting an annual conference and occasionally holding low-cost training events for the local community.

Security conferences known as “BSides” are held in many major cities around the globe but are organized, funded, and operated locally by enthusiastic volunteers interested in giving back to the community by providing a low cost conference for the greater security community. This is a key idea that separates BSides conferences from other security conferences such as Gartner, RSA, BlackHat and even DefCon which charge hundreds to thousands of dollars to attend.

Keeping our events low cost helps to ensure access and learning from entry to expert skill levels in the industry. This helps everyone from students to veteran practitioners have the opportunity to learn new things and develop existing skills that can then be applied in a job setting improving their personal value and the value that they bring to their associated organizations.

BSides conferences are an open platform that gives participants from local, regional, national, and even international areas the opportunity to network and collaborate with others in the security field on broader security topics, share ideas and research, as well as share and develop best practices for use across the industry.

While we strive to keep the event low cost to enable maximum participation, this is accomplished only through donations and sponsorships such as the one you are considering today. Your sponsorship will go directly toward the expenses incurred in conducting the BSides Charlotte security conferences to provide content and material for competitions and other educational aspects. Also to include, provide cost offset for the space required to host the event, banners and other conference material with your logo on it, refreshments for attendees, and much more.

We graciously thank you for your consideration and hope to partner with you to make BSides Charlotte an amazing conference for the surrounding community again this year. Please do not hesitate to contact us if you have any questions or requests. You can reach us via email at info@bsidesclt.org.

BSides Overview

Theme

This year, BSides Charlotte is themed around InfoSec Journeys which asks speakers to share a brief introduction at the start of their presentation about their journey into information security in order to provide examples for others on what different paths into the information and cyber security field can look like.

Target Audience & Attendance

BSides attendees vary widely from students, to individuals in various IT professions, educators, executives, individuals already in the field, industry thought leaders, and more. This diversity is another key element of what makes BSides an attractive and successful event for everyone involved. While we cannot guarantee an exact attendee number for a variety of reasons, based on preliminary surveys and attendance at other conferences around the region occurring prior to our event this year, we anticipate an attendance of at least 150 and up to 200 for our one day conference.

Why Support BSides Charlotte

Local Community Support - By sponsoring BSides Charlotte you are contributing to the continued education, awareness, and growth of the overall security community within the greater Charlotte metro area and surrounding region. This will be recognized and appreciated by conference attendees because they realize it is not possible for a conference like this to happen without your support.

Brand Recognition - Your logo (or other agreed material) will be visible in 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 Attendees, Future Employees - Your sponsorship will allow you to be accessed (through a vendor table, or your attendance, or your displayed logo and contact information - if provided) by attendees who may be interested in anything from purchase of product to employment opportunities.

Reach Potential Customers - While many of our attendees are individual contributors, there are often significant decision makers at a variety of local organizations also present at these events. Sometimes also including those that do not attend larger conferences for various reasons. This event provides the opportunity to reach another set of possible customers.

Extended Reach - In addition to our in-person conference we live-stream conference talks over the internet so individuals who cannot attend in-person may be able to view talks remotely. In addition, we promote the event heavily through our social media presence (including sponsorships) which are often re-communicated by other independent BSides events, security professionals, and other organizations in the industry. Occasionally, local, traditional media coverage can also take place providing additional exposure for the event, and through that, secondary exposure for sponsors.

BSides Sponsorship Tiers

Tier: Gold

Cost: \$3000+

Features:

- Choice of Sponsorship Benefit: Vendor Table, Speaker Dinner (Murder Mystery Dinner), After Party (World of Beer) - *see details below*
- Vendor tables are limited to the first 4 sponsors at this tier (notice and payment is required to secure)
- Table is in designated vendor area (your provided banner displayed at your table)
- Combined sponsorship of multiple items is available.
- Your logo will be larger than Silver and Bronze Tiers and on all conference logoed material. It will appear in the Gold Tier section which will be at the top of any logoed material.
 - Logo required by no later than the 28th August, it will go on the site within 7 days of receipt of payment and will be included on other material for the conference unless submitted after the 28th.
- Placement of your logo on BSides Charlotte banners in main conference area and key locations for maximum visibility
- Guaranteed foot traffic through the placement of refreshments in vendor area
- Logo featured on the event website
- Announcements by name during the event for recognition and thanks for sponsorship encouraging attendees to visit the vendor area
- If allowed, a mention(s) on BSides Charlotte social media accounts
- 5 free tickets & shirts

Tier: Silver

Cost: \$1000-\$2999

Features:

- Choice of Sponsorship Benefit: Vendor Table, Drinks & Snacks Sponsorship - *see below*
- Vendor tables are limited to the first 4 sponsors at this tier (notice and payment is required to secure)
- Table is in designated vendor area (your provided banner displayed at your table)
- Combined sponsorship of multiple items is available.
- Your logo will be larger than Bronze Tiers and on all conference logoed material. It will appear in the Silver Tier section which will be at the immediately under the Gold Tier on any logoed material.
 - Logo required by no later than the 28th August, it will go on the site within 7 days of receipt of payment and will be included on other material for the conference unless submitted after the 28th.
- Placement of your logo on BSides Charlotte banners in main conference area and key locations for maximum visibility
- Guaranteed foot traffic through the placement of refreshments in vendor area
- Logo featured on the event website
- Announcement by name at opening and closing for recognition and thanks for sponsorship. Attendees encouraged to visit the vendor area.
- If allowed, a mention(s) on BSides Charlotte social media accounts

- 2 free tickets & shirts

Tier: Bronze

Cost: \$250 - \$999

Features:

- Your logo will be on all conference logoed material. EXCEPT AUDIO VIDEO. It will appear in the Bronze Tier section which will be at the bottom of logoed material.
 - Logo required by no later than the 28th August, it will go on the site within 7 days of receipt of payment and will be included on other material for the conference unless submitted after the 28th.
- Placement of your logo on BSides Charlotte banners in main conference area and key locations for maximum visibility
- Logo included on the website
- Recognition at the opening and closing ceremony by Tier level, not individually
- 1 free ticket & shirt

Specific Item Sponsorship Details

Speaker Dinner - The speaker dinner will be a murder mystery dinner theater at Blackfinn in the Epicenter. This is a reserved event space. The sponsor responsible for this event will be given **2 tickets** to this event in addition to the regular conference tickets included in the Tier. Attendees at this event will primarily be speakers at the conference and their guests.

After Party - The after party will be held at World of Beer in the Epicenter and open to all BSides attendees and guests; no attendee limit, up to 200. This venue will be available from 5:30-7:30 PM Saturday, of the event.

Drinks & Snacks Sponsorship - The venue will provide drinks and snacks to attendees at a morning, mid-day, and/or afternoon time frame at your choice. You will receive named recognition at the break immediately after snacks are made ready in the vendor area.

Booth - A table will be provided in the designated vendor area where coffee and water will be held, to ensure foot traffic of attendees.

Sponsorship Agreement

Terms and Conditions

1. **Sponsorship Agreement:** between the event-specific BSides Charlotte, Inc., registered 501(c)(3) non-profit organization (“Organization”) and (“Sponsor”) is valid from the date it is fully executed 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 following tag line on its marketing materials during the term of this Sponsorship Agreement: “Official Sponsor of BSides Charlotte”.
3. **Production Timeline:** In order for the Organization to fulfill all promotional benefits for Sponsor, the 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 by the requirements specified in the Sponsorship Teir selected.
 - 3.2. Use of any items submitted after such a date cannot be ensured.
4. **Sponsor Trademark Usage Agreement:** Sponsor agrees to allow the Organization to use Sponsor’s trademark/logo/tagline solely to perform and fulfill its obligations under the Sponsorship Tier and this Sponsorship Agreement.
5. **Sponsor Trademark Usage:** Notwithstanding Section 4 above, the Sponsor agrees to allow the Organization 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 ad to be posted on the event and BSides Charlotte web pages and social media accounts
 - 5.2. Sponsor benefit items detailed on the Sponsorship Tier section
 - 5.3. Any Exhibit Hall promotional banner and/or signage, lanyard, etc. as specified by Sponsorship Tier.

6. **Web Reference:** Sponsor may publish an Internet hyperlink from Sponsor's website to the event-specific and BSides Charlotte 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.
7. **Payment:** Full payment must be paid and Sponsorship Agreement must be received by the Organization or their designated representative to secure and engage in the Sponsorship Agreement. Payment can be sent electronically via provided the Organizations QuickBooks invoicing or non-electronically by check. Failure to pay the full balance will subject sponsorship and Sponsorship Agreement to cancellation.
8. **Non-endorsement:** The use of Sponsor's name within BSides Charlotte or event-specific websites or mailing lists does not constitute endorsement by BSides Charlotte or any BSides affiliates or staff of 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 BSides Charlotte, affiliates, or staff.
9. **Limited Liability:** In the event that circumstances beyond the commercially reasonable control of the Organization interferes with, or prevents, the Organization from fulfilling, in part, or all of, the Sponsor's promotional benefits under this Sponsorship Agreement, the Sponsor, by signing this Sponsorship Agreement, holds the Organization, as well as their respective Board of Directors and staff *harmless* from all legal and financial liability to Sponsor, caused by such circumstances, beyond the fee paid by Sponsor for this sponsorship.
10. **Force Majeure:** Neither the Organization or 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.
11. **Rejection:** BSides Charlotte reserves the right to reject a potential sponsor for any reason.
12. **Entire Agreement:** This and all attachments here to, constitute the entire Sponsorship Agreement. If one portion of this agreement is deemed to not be in effect, all other portions will remain in effect.

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

X _____ X _____

Name of Authorized Person

Signature

X _____ X _____

Name of Organizer

Signature

Sponsorship Level	Cost	Amount	Authorized Person Initials
Gold	\$3,000 +		
Silver	\$1,000 – \$2,999		
Bronze	\$250- \$999		