

# Security B-Sides 2020 Sponsorship Kit



**Date:** 26 September 2020  
**Venue:** VIRTUAL CONFERENCE

# 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 to have the opportunity to learn new things and develop existing skills that can then be applied in a job setting, thereby 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 required to host the event and other conference material.

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 [sponsors@bsidesclt.org](mailto:sponsors@bsidesclt.org).

# BSides Overview

## COVID-19 STATEMENT

Due to the impact from COVID we have adjusted the 2020 BSides Charlotte security conference into a virtual conference to eliminate the risk that a physical conference could pose to our attendees.

However, we also realize that this changes the make-up of our event, associated costs, opportunities for sponsors, and as a result, our sponsorship package.

While a virtual conference is significantly cheaper, there are still some associated costs that we hope to have help offsetting through sponsorship. In addition, all sponsorship dollars received this year will provide us with a strong foundation to begin planning for a 2021 physical conference.

We still believe in our collective ability to provide a valuable security conference to the local community and due to several of our board members having existing experience working with virtual events, we are confident in our ability to execute a successful virtual conference.

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## Theme

This year BSides Charlotte will focus on a theme of improvement and growth. We have all been presented with new, unexpected, challenges during 2020, but as hackers we have done our part to make the best of those challenges in creative ways. For BSides Charlotte, we look to this year as a year of improvement. Improvements take shape in different ways, whether it be working on upgrades and improvement projects, dusting off that project you've always meant to get back to, perhaps learning new skills, performing some type of new research, or focusing on aspects of personal growth. For presenters, we are asking to hear about accomplishments with the extra time that many have had during quarantine; What did they break, build, or learn during quarantine? #breakbuildlearn

## 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 300 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 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 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 from 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 conference live-stream, conference talks will be available after the conference for viewing by those unable to attend the live event. 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.

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## BSides 2020 Sponsorship

### 2020 Sponsorship Package:

**Cost:** \$500+

#### Features:

- Your logo will appear in the BSides Charlotte digital program and event material to include:
  - The Digital Program
  - The Sponsorship Section of the BSidesCLT.org website
  - Sponsorship slides during breaks between presentations
  - Any desired contact information included in the digital program
    - No more than 1 email or 1 social media
- Your sponsorship will be included in announcements by name during the event for recognition and thanks for sponsorship.
- A mention(s) on BSides Charlotte social media accounts
- Logo required by no later than the 15th of September, it will go on the site within 7 days of receipt of payment.
- Logos received after the 15th of September will be handled in a best effort manner. While we will work to include the logo, we cannot guarantee inclusion and placement after this date.

## 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:
  - a. Trademark/Logo, Sponsor URL, Ad (if applicable), Banner display (if applicable), will be sent by the requirements specified in the sponsorship details section above.
  - b. 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:
  - 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
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 the method provided by the Organization's 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.

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**By signing below, you agree to all 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
SPONSORSHIP	\$500 +		