

Security B-Sides 2023 Sponsorship Kit



Date: 23-24 September 2023

Venue 1: 13320 Ballantyne Corp Pl,
Charlotte, NC 28277

Venue 2: Discord (Online Platform)

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.

BSides Overview

COVID-19 STATEMENT

Over the past three years BSides Charlotte has addressed COVID-19 risk through moving to a virtual platform focusing on use of Discord and YouTube and supporting masking. For 2023, BSides Charlotte will continue to utilize Discord as a platform but has also returned to in-person conference activities as of 2022.

While the risk from COVID remains a concern, we will follow all appropriate guidelines and no less than CDC guidance on the matter at the time of the conference. We will make a determination on requirements at a time closer to the conference date.

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.

BSides Charlotte is first and foremost a local community conference put on by local cyber security enthusiasts for this community. However, with our inclusion of a virtual platform over the past several years we also realized new doors were opened for both our local, and the greater community. Each time we have received and selected international presenters and had international attendees. We believe this only adds to the value that BSides Charlotte brings to the community and because of this, we will continue to utilize our virtual platform to engage international presenters and attendees this year.

While we cannot guarantee an exact attendee number for a variety of reasons, since our board change and re-launch in 2019 our attendance, even virtually, has increased year over year with a peak view count of around 500 sessions for our 2021 conference, over 200 virtual viewers and almost 300 in-person attendees on Saturday of 2022 for the main conference and near 200 in-person attendees on Sunday for workshops and training. Because of our hybrid model and additional offering of training and workshops this year we anticipate at least maintaining that number combined across all offerings.

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.

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 2023 Sponsorship

2023 Sponsorship Packages:

Sponsorship Package Intent:

Sponsorship packages are intended to provide benefit to those organizations and individuals providing monetary donations or equivalent cost offsets to BSides Charlotte for use in operating expenses incurred through putting on the BSides Charlotte security conference. We greatly appreciate your sponsorship consideration and do our best to provide you, the sponsor, with benefits for your contributions.

While the main conference will be held on Saturday, September 23rd, sponsors are welcome to also attend on Sunday but a designed sponsorship area will not be present on the second day which is focused on training and workshops.

Tier: Platinum

Cost: \$7000+ (or significant cost offset at or above this value based on BSides Charlotte determination)

Features

Logo and Branding:

- Your logo will appear in the BSides Charlotte digital program in the Platinum area displayed at size larger than lower tiers and event material.
- Logo displayed in:
 - 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
 - Maximum 1 email

- Maximum 1 social media account
- Logo and payment required by no later than September 1st in order to be added to the conference t-shirt. Your logo will go on the site within 7 days of receipt of payment.
- Logos received after September 1st will still be added to core conference materials but are not guaranteed to appear on the T-shirt.
- Logos received after September 16th will be handled in a best effort manner. While we will work to include the logo, we cannot guarantee inclusion and placement on materials after this date.

Announcements and Recognition:

- Your sponsorship will be included in announcements by name during the event for recognition and thanks for sponsorship.
- Thank you announcement for sponsorship included in VIP Event (*Friday, September 22nd*) and After Party (*Saturday, September 23rd*) events.
- An announcement(s) and thank you on BSides Charlotte social media accounts.

Table/Booth Space:

- Sponsors desiring a table or booth space (*contingent on ability to support sizing*) must indicate this in the agreement form at the end of this document. *Failure to indicate this may result in forfeiture of sponsor table/booth benefits.*
- A completed sponsorship package is a submitted and accepted sponsorship application by required deadlines with payment to be guaranteed a table.
- Sponsorship tables may include your provided banner and any marketing materials/swag.
- All available tables will be assigned by no later than September 1st.

VIP Event and Tickets:

- Entry to VIP Event for up to 4 staff. Registration required via a code that will be provided once sponsorship is accepted.
- Due to space constraints, registration to the VIP event must be completed no later than Friday, September 8th, or tickets are forfeited.
- 50 free tickets to use or give away & any related conference swag (*ticket recipients must be registered with us by no later than September 9th, unclaimed tickets will go back into the pool of tickets for general admissions on September 10th*).

Tier: Gold
Cost: \$3000

Features

Logo and Branding:

- Your logo will appear in the BSides Charlotte digital program in the Gold area displayed at size larger than lower tiers and event material.
- Logo displayed in:
 - 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
 - Maximum 1 email

- Maximum 1 social media account
- Logo and payment required by no later than September 1st in order to be added to the conference t-shirt. Your logo will go on the site within 7 days of receipt of payment.
- Logos received after September 1st will still be added to core conference materials but are not guaranteed to appear on the T-shirt.
- Logos received after September 16th will be handled in a best effort manner. While we will work to include the logo, we cannot guarantee inclusion and placement on materials after this date.

Announcements and Recognition:

- Your sponsorship will be included in announcements by name during the event for recognition and thanks for sponsorship.
- Thank you announcement for sponsorship included in VIP Event (*Friday, September 22nd*) and After Party (*Saturday, September 23rd*) events.
- An announcement(s) and thank you on BSides Charlotte social media accounts.

Table/Booth Space:

- Sponsors desiring a table (*due to space limitations booths are not available this year at this tier*) must indicate this in the agreement form at the end of this document. Failure to indicate this may result in forfeiture of sponsor table benefits; tables will be provided on a first come, first serve basis until space limitations have been reached.
- A completed sponsorship package is a submitted and accepted sponsorship application by required deadlines with payment to receive a table.
- Sponsorship tables may include your provided banner and any marketing materials/swag.
- All available tables will be assigned by no later than September 1st.

VIP Event and Tickets:

- Entry to VIP Event for up to 2 staff. Registration required via a code that will be provided once sponsorship is accepted.
- Due to space constraints, registration to the VIP event must be completed no later than Friday, September 8th, or tickets are forfeited.
- 25 free tickets to use or give away & any related conference swag (ticket recipients must be registered with us by no later than September 9th, unclaimed tickets will go back into the pool of tickets for general admissions on September 10th).

Tier: Silver
Cost: \$1500

Features

Logo and Branding:

- Your logo will appear in the BSides Charlotte digital program in the Silver area displayed at size larger than lower tiers and event material.
- Logo displayed in:
 - 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
 - Maximum 1 email
 - Maximum 1 social media account
- Logo and payment required by no later than September 1st in order to be added to the conference t-shirt. Your logo will go on the site within 7 days of receipt of payment.
- Logos received after September 1st will still be added to core conference materials but are not guaranteed to appear on the T-shirt.
- Logos received after September 16th will be handled in a best effort manner. While we will work to include the logo, we cannot guarantee inclusion and placement on materials after this date.

Announcements and Recognition:

- Your sponsorship will be included in announcements by name during the event for recognition and thanks for sponsorship.
- Thank you announcement for sponsorship included in VIP Event (*Friday, September 22nd*) and After Party (*Saturday, September 23rd*) events.
- An announcement(s) and thank you on BSides Charlotte social media accounts.

Table Availability:

- Tables for Silver Tier will only be available if they are not allocated to Platinum and Gold tier sponsors.
- If you are interested in a table, you must still indicate that interest on the sponsorship form below, failure to indicate interest will forfeit any table openings.
- If available, Silver Tier tables will be assigned based on time of completed sponsorship package (*i.e. first come, first serve*).
- A completed sponsorship package is a submitted and accepted sponsorship application by required deadlines with payment.
- Notice of table availability will be provided no later than September 4th.

VIP Event and Tickets:

- Entry to VIP Event for up to 2 staff. Registration required via a code that will be provided once sponsorship is accepted.
- Due to space constraints, registration to the VIP event must be completed no later than Friday, September 8th, or tickets are forfeited.
- 10 free tickets to use or give away & any related conference swag (*ticket recipients must be registered with us by no later than September 9th, unclaimed tickets will go back into the pool of tickets for general admissions on September 10th*).

Tier: Bronze

Cost: \$500

Features

Logo and Branding:

- Your logo will appear in the BSides Charlotte digital program in the Bronze area displayed at size larger than lower tiers and event material.
- Logo displayed in:
 - 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
 - Maximum 1 email
 - Maximum 1 social media account
- Logo required by no later than September 16th, it will go on the site within 7 days of receipt of payment.
- Logos received after September 16th will be handled in a best effort manner. While we will work to include the logo, we cannot guarantee inclusion and placement on materials after this date.

Announcements and Recognition:

- Your sponsorship will be included in announcements by name during the event for recognition and thanks for sponsorship.
- Thank you announcement for sponsorship included in VIP Event (*Friday, September 22nd*) and After Party (*Saturday, September 23rd*) events.
- An announcement(s) and thank you on BSides Charlotte social media accounts.

VIP Event and Tickets:

- Entry to VIP Event for up to 2 staff. Registration required via a code that will be provided once sponsorship is accepted.
- Due to space constraints, registration to the VIP event must be completed no later than Friday, September 8th, or tickets are forfeited.
- 5 free tickets to use or give away & any related conference swag (*ticket recipients must be registered with us by no later than September 9th, unclaimed tickets will go back into the pool of tickets for general admissions on September 10th*).

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.

Sponsorship Package Selection

Section 1: Please select your sponsorship level:

Note: if sponsorship is for either VIP event or after party, please select the Gold tier and indicate which you are sponsoring below. If both, select the Platinum tier and select both activities.

Sponsorship Level	Cost	Total Sponsorship \$	Authorized Person Initials
Platinum	\$7000+		
Gold	\$3000		
Silver	\$1500		
Bronze	\$500		

Section 2: Please indicate if you are interested in sponsoring a specific BSides Charlotte activity (this may result in expenses beyond the base level of a sponsorship tier):

- VIP Event (*Pre-Conference, Evening of September 22nd*)

- After Party Event (*Post-Conference, Evening September 23rd*)

Section 3: Please indicate if you are interested in obtaining a sponsor table in the vendor area of the conference. *Remember tables are available ONLY for Saturday, September 23rd, are limited in quantity, and will be assigned out at the highest tiers sponsorship first (see above for details).*

- We would like to request a sponsor table.

- We would like to request a booth (*contingent on ability to support booth size*).

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

> _____ > _____ > _____
Authorized Sponsoring Rep. Signature Date

> _____ > _____ > _____
BSides Charlotte Authorized Rep. Signature Date