



May 12th & 13th, 2017

Denver, CO

Sponsor Prospectus

**Security BSides Denver, Inc. is a 501(c)(3) Educational Organization
EIN 81-4628708**

Your sponsorship is deductible to the extent allowed by the IRS

“BSides means community, conversation, content, and career...”
BSides is a community built on interesting conversation, unique content, and ample career opportunities and guidance.

Join the community, engage in conversation, and don't miss an opportunity to discover the Next Big Thing!
May 12th & 13th, 2017

You'll meet over 400 members of the InfoSec community and perhaps connect with your newest client or next employee!

To get involved email us at sponsors@bsidesden.org or call **(409) 42BSIDEN**

Why Support BSidesDEN?

Are you in search of real-but-elusive professional security enthusiasts? They may not answer your phone calls or read your emails, and they might think that Facebook is an invasion of privacy and too insecure. They don't follow you on Twitter, and they don't go to mainstream, media driven security conferences!

If you want to reach real, live security pros and enthusiasts, the best place to find them is at Security BSides events. Security has reached top of consciousness with the entire IT sphere and the bigger world beyond. More and more new men and women are joining the ranks of information security professionals. More people and organizations are interested in the next new thing in security. Cutting edge research, collaboration, and new conversations with some of the best minds of the industry are some of the highlights of BSides events.

Now you can reach this highly sought after audience and participate in the BSides experience. By becoming a BSidesDEN sponsor, you can make a solid investment in your own brand that will not only further the goals of BSidesDEN, but enable the betterment of the security community as a whole.

We seek to partner with sponsors who want to reach our participants on their level, in a manner that has proven effective. We have designed sponsor programs that are in harmony with the BSides ideal, and which will enhance your standing among this very important and influential audience. We have programs geared for larger security organizations, while also acknowledging the valuable contributions of smaller sponsors who are such an important part of BSides.

We are also flexible and willing to listen to any great ideas that you may have about how to make your sponsorship of BSidesDEN more valuable to your organization and enhance our participants' experience. So please be creative, share your ideas with us, and most of all, know that we will humbly thank you for your sponsorship - without which, BSidesDEN would not exist.

= Team BSidesDEN =

Education! Communication! Collaboration!

What is Security BSides?

Each BSides is a community driven framework for building events for and by information security community members. The goal is to expand the spectrum of conversation beyond the traditional confines of space and time. It creates opportunities for individuals to both present and participate in an intimate atmosphere that encourages collaboration. It is an intense event with discussions, demos, and interaction from participants. It is where conversations for the Next Big Thing are happening.

BSides was born in 2009 when a number of quality speakers were rejected from a mainstream conference not due to lack of quality but rather lack of space and time. Our mission is to provide people with options by removing common conference barriers and by providing more options for speakers, topics, and events.

2009: Launched in Las Vegas, NV with ~100 participants in a rented house

2010: Denver hosts the 6th official BSides event

2011: BSides goes global with events in Europe, UK, Australia and Africa

2012: The BSides movement celebrates 50 events

2014: More than 160 BSides events, in 74 cities, in 16 countries, on 6 continents

2015: BSides Vegas celebrates their 6th Anniversary, with over 200 global events

2016: BSidesDEN incorporates and receives their 501(c)(3) status

Thousands of people have attended and many have written about their experience at BSides events. Read more at <http://www.securitybsides.com/w/page/19532810/Media>

While every BSides event is unique, here are some things that don't change:

- Community organized, volunteer driven, and sponsor funded
- Provides a forum for expanding the spectrum of conversation
- Focused on giving a voice to the "Next Big Thing"

Security BSides is a Global Community, here are resources for more information:

Security BSides Global portal <http://securitybsides.com>

To request a Sponsorship Agreement or more information regarding joining us in fulfilling the BSides Mission reachout to sponsors@bsidesden.org or call (409) 42BSDEN

"It's the most interactive community building event in information security..."

BSidesDEN Sponsor Packages

Brass \$500

- Logo on the event website
- Listed on the Wall of Support
- Verbal Recognition during opening and closing ceremonies
- Shout-out on Social Media
- Raffle/Silent Auction Participation (You provide donation, we provide Silent Auction & Raffle)
- 3 Sponsor Badges (additional badges available for purchase at \$500 each)**

Copper \$1,000

Brass benefits outlined above, plus...

- Logo on 5th tier of website
- You can include items to be distributed to the audience at the end of selected tracks
- 4 Sponsor Badges (additional badges available for purchase at \$500 each)**

Bronze \$2,000

Brass, and Copper benefits outlined above, plus...

- 1/4 page ad in the printed program (recruiting focused)
- 10% discount on "A la Carte" Sponsorships, outlined on last page
- Logo on 4th tier of website
- You can include items to be distributed to the audience at the end of selected tracks
- 5 Sponsor Badges (additional badges available for purchase at \$500 each)**

“BSides is the embodiment of the hacker ethos in cons. DIY, free, open to (and welcoming of) everyone, forgiving of mistakes, chaotic, and rapidly evolving. It’s about passion. We don’t do this because it’s our job, we do it because we live and breathe it, and we want to be around others who do too.”

Silver \$3,000

Brass and Copper benefits outlined above, plus...

- 1/2 page ad in the printed program (recruiting focused)
- Table-tent designated Cocktail table in the common area for networking
- 15% discount on "A la Carte" Sponsorships, outlined on last page
- Logo on 3rd tier of website
- You can include items to be distributed to the audience at the end of selected tracks
- 6 Sponsor Badges (additional badges available for purchase at \$500 each)**

Gold \$4,000

Brass and Copper benefits outlined above, plus...

- Logo on event t-shirts
- Verbal Recognition at the beginning of selected tracks
- Wall banner placement in the common area (sponsor provides, we hang)
- Floor banner placement (sponsor provides, we place)
- You can include items to be included in the registration bags
- Full page ad in the printed program (recruiting focused)
- 6' table and two chairs in the common area, for recruiting purposes
- 20% discount on "A la Carte" Sponsorships, outlined on last page
- Logo on 2nd tier of website
- You can include items to be distributed to the audience during the breaks of selected tracks
- 7 Sponsor Badges (additional badges available for purchase at \$500 each)**

Platinum \$5,000

Brass and Copper benefits outlined above, plus...

- Maximum visibility placements
- Extra large font on the Wall of Support
- Logo on event tshirts
- Verbal Recognition during announcements and at the beginning and end of all tracks
- Wall Banner Placement in Registration area (sponsor provides, we hang)
- 2 Floor banner placements at the event (sponsor provides, we place)
- You can include items to be included in the registration bags
- Two page ad in the printed program (recruiting focused)**
- 10'x10' space, with two 6' tables and four chairs in a high traffic area
- 25% discount on "A la Carte" Sponsorships, outlined on last page
- Logo on the TopTier of the website
- You can include items to be distributed to the audience during the breaks of selected tracks
- 8 Sponsor Badges (additional badges available for purchase at \$500 each)**

**** Quantities or discounts are total and do not compile with previous sponsor tier(s)**

À la Carte Sponsorships

We have some additional sponsorship opportunities to get your name, logo, and message out to participants in different ways. Remember: The more times they see your name, the more they will remember it!

A la Carte Discounts: Platinum 25% Gold 20% Silver 15% Bronze 10%

Of course, A la Carte Sponsorships are available as stand alone items, as well.

Just reach out to sponsors@bsidesden.org for more information.

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| BREAKFAST INCLUDES SIGNAGE ACKNOWLEDGING YOU AS THE BREAKFAST SPONSOR 3 BADGES AND A 3 MINUTE VERBAL ADDRESS (TWO OPPORTUNITIES AVAILABLE) | \$3500 |
| LUNCH INCLUDES SIGNAGE ACKNOWLEDGING YOU AS THE LUNCH SPONSOR 5 BADGES AND A 5 MINUTE VERBAL ADDRESS (TWO OPPORTUNITIES AVAILABLE) | \$7500 |
| SPEAKER DINNER INCLUDES SIGNAGE ACKNOWLEDGING YOU AS THE DINNER SPONSOR 5 BADGES, 5 DINNER INVITES AND A 5 MINUTE VERBAL ADDRESS | \$5000 |
| HAPPY HOUR INCLUDES YOUR COMPANY LOGO ON THE CUPS, 3 BADGES, 100 CUPS TO TAKE BACK TO THE OFFICE AND A 3 MINUTE VERBAL ADDRESS (TWO OPPORTUNITIES AVAILABLE) | \$2000 |
| SIGNAGE INCLUDES YOUR COMPANY LOGO ON ALL SIGNAGE AND 3 BADGES | \$1000 |
| T-SHIRTS INCLUDES YOUR COMPANY LOGO ON ALL T-SHIRTS, 3 BADGES AND 10 SHIRTS | \$6000 |
| BADGES INCLUDES YOUR COMPANY LOGO ON ALL BADGE BACKS AND LANYARDS AND 5 BADGES | \$5000 |
| AFTER PARTY INCLUDES SIGNAGE ACKNOWLEDGING YOU AS THE AFTER PARTY SPONSOR, 10 BADGES, 10 PARTY PASSES AND A 5 MINUTE VERBAL ADDRESS | \$10000 |

BSidesDEN is interested in your thoughts and feedback on sponsorship.

If you think there is something else you would like to do,
to help us pull this little learning party off
reach out and ask us!

Email sponsors@bsidesden.org