



# Sponsorship Prospectus

March 21st, 2020 - Sandy, Utah - [BsidessLC.org](http://BsidessLC.org)

**By The Community, For The Community!**

Inspiring Participants to Break into Cyber Security

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## What is BSidesSLC

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BSidesSLC is a **Community** driven Cyber Security event tailored to help individuals who have an interest in learning more about Cyber Security strike up invigorating **Conversations** with cyber security professionals. When people **Connect**, relationships have an opportunity to be forged, strengthening our **Community** and enhancing individual's **Careers**.

BSidesSLC is now run by a 501(c)(3) **NonProfit** organization called the "Utah Cybersecurity Society".

We can now receive **tax-deductible** donations!

*"Easily The Best!" - Tyler*

## OVERVIEW

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Last year BSidesSLC conference had over 435+ participants and BSidesSLC has been providing a community driven event since 2013. This year our conference will be getting back to its roots by focusing on students and other individuals who have an interest in getting more involved with Cyber Security. We are tailoring a large portion of the event to be friendly to college students through CTF events with prizes and a mentorship program designed to get more first time speakers showing off their research projects at the conference. We are also actively engaging with university professors to draw more students into cyber security careers. BSidesSLC attendees are a mix of security professionals, students, law enforcement, and other IT professionals.

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## Sponsorship Opportunities

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BSidesSLC appreciates sponsors and all that they do to make this event possible. We are actively looking for additional sponsors for 2020 who are ready to contribute back to the community through participation in an event with a unique atmosphere, tailored to be friendly to those individuals getting started in cyber security!

### **Titanium | \$5k**

Best Booth Location, Large Logo on Website, YouTube, etc... w/ 6x Badges

### **Platinum | \$3k**

Better Booth Location, Medium Logo on Website, YouTube, etc... w/ 4x Badges

### **Gold | \$1k**

Good Booth Location, Small Logo on Website, YouTube, etc... w/ 2x Badges

**BSidesSLC is flexible** with sponsors who wish to work together with us to arrive at solutions that benefit the community and are a win-win for both sponsors and the event. The following sponsorship packages serve as a starting point for discussing how your company can help support our community through the BSidesSLC event. Contact our sponsorship team at [Sponsors@BSidesSLC.org](mailto:Sponsors@BSidesSLC.org) if you have any questions or would like to talk more about how we can best work together to make BSidesSLC 2020 the best BSidesSLC ever!

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## Sponsorship Options Include:

Benefit	Titanium	Platinum	Gold
Publicly & verbally thanked at the closing ceremonies	Yes	No	No
Booth	Yes	Yes	Yes
Booth Location	Best	Better	Good
<b>Website:</b> Logo On Sponsor Section	Yes, Large	Yes, Medium	Yes, Small
<b>Website:</b> Write-Up On Sponsor Section	Yes, Up to 900 Words	Yes, Up to 600 Words	Yes, Up to 300 Words
<b>Email:</b> Logo & URL w/ description in a pre-conference email	Large Logo, 75-word description	Medium Logo, 50-word description	Small Logo, 25-word description
<b>Social Media:</b> Twitter	8 Tweets 8 Weeks Before	4 Tweets 4 Weeks Before	1 Tweet 1 Week Before
<b>YouTube:</b> Logo Before Videos	Yes, Large	Yes, Medium	Yes, Small
Ticket to Conference	6	4	2
Electronic Badges	6	4	2
NonProfit Donation	Yes	Yes	Yes
Donation \$:	\$5k	\$3k	\$1k

## Add-On Sponsorship Options Include:

Opportunities	Desc	Donation \$
Lanyard	Inclusion of your company logo on the lanyards for the BSidesSLC event	+\$3k

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## TITANIUM

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The **Titanium** sponsorship is reserved for industry leading organizations that are looking to hire new cyber security talent into their organization. This is the most desirable and effective promotional opportunity at BSidesSLC and receives the highest level of support from the event's management team. Some elements which make up this sponsorship are only available as part of the **Titanium** package, thus ensuring their exclusivity and enabling a unique return on investment opportunity.

### **Titanium Sponsorship package includes:**

- Booth at the Event to recruit new talent while supporting the community.
  - Receive recognition for your company as an exclusive **Titanium** Sponsor at the conference.
  - We will publicly & verbally thank your company right before the opening keynote for its support for the event.
  - We will display a logo for your company on a slide for 15 seconds before each of the session recordings that are uploaded to YouTube.
  - We will display a logo for your company on our public website under the sponsors section with a link to your company's website and a description (up to 900 words).
  - Email w/ Logo & URL + 75-word description in pre-conference instructional email to attendees.
  - Social Media Package includes 8 tweets beginning 8 weeks prior to the show (1 tweet per week prior to the event occurring).
  - These advertising opportunities will display a logo which will be larger than other sponsors logos on that same slide/video/page and will be what we refer to as a "large" sized logo.
  - Six (6) full conference registrations with Electronic Badges!
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## PLATINUM

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The **Platinum** sponsorship is an excellent way to get involved with our participants through visibility at the event. Elevate your company brand and reach with this sponsorship package.

### **Platinum Sponsorship package includes:**

- Booth at the Event to recruit new talent while supporting the community.
  - Receive recognition for your company as an exclusive **Platinum** Sponsor at the conference.
  - We will publicly & verbally thank your company right before the opening keynote for its support for the event.
  - We will display a logo for your company on a slide for 15 seconds before each of the session recordings that are uploaded to YouTube.
  - We will display a logo for your company on our public website under the sponsors section with a link to your company's website and a description (up to 600 words).
  - Email w/ Logo & URL + 50-word description in pre-conference instructional email to attendees.
  - Social Media Package includes 4 tweets beginning 4 weeks prior to the show (1 tweet per week prior to the event occurring).
  - These advertising opportunities will display a logo which will be larger than other sponsors logos on that same slide/video/page and will be what we refer to as a "medium" sized logo.
  - Four (4) full conference registrations with Electronic Badges!
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## GOLD

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The **Gold** sponsorship is an excellent way to get involved with our participants through visibility at the event.

### **Gold Sponsorship package includes:**

- Booth at the Event to recruit new talent while supporting the community.
  - Receive recognition for your company as an exclusive **Gold** Sponsor at the conference.
  - We will publicly & verbally thank your company right before the opening keynote for its support for the event.
  - We will display a logo for your company on a slide for 15 seconds before each of the session recordings that are uploaded to YouTube.
  - We will display a logo for your company on our public website under the sponsors section with a link to your company's website and a description (up to 300 words).
  - Email w/ Logo & URL + 25-word description in pre-conference instructional email to attendees.
  - Social Media Package includes 1 tweet beginning 1 week prior to the show (1 tweet per week prior to the event occurring).
  - These advertising opportunities will display a logo which will be larger than other sponsors logos on that same slide/video/page and will be what we refer to as a "large" sized logo.
  - Two (2) full conference registrations with Electronic Badges!
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## AREAS OF FOCUS

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We are a cyber security event, with a focus on information security.

Areas of specific interest include:

- IoT, SCADA, Embedded Security
  - Mobile and Web Application Security
  - Reverse Engineering and Exploit Development
  - Malware Research and Ways to Improve Malware Analysis
  - Deception Tactics and Techniques to delay, deter, disrupt, and degrade hacker's operations
  - Network Security including Network Security Monitoring (NSM) and prevention (e.g. firewalls)
  - Penetration Testing and Vulnerability Assessments of modern targets (e.g. Cloud, BeyondCorp)
  - Risk Management and Auditing
  - Policy and/or Compliance Frameworks and/or Standards
  - Cryptography, both the securing of secrets and the breaking of modern Cryptography
  - Forensic Investigations, including law enforcement case studies
  - Incident Response and Live Response tools, techniques, and procedures
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## DATES AND VENUE

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BSidesSLC will be held on March 21st, 2020 at the Miller Conference Center (9750 S 300 W, Sandy, Utah, 84070, USA).

## ELIGIBILITY

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We reserve the right to determine the eligibility of any company, product, promotion, or part thereof, that in our opinion is in keeping with the character and purpose of the event. Exhibits that detract from the conference; including persons, conduct, printed materials, swag, banners, etc. may be evicted by the conference organizers. In the event of eviction, we are not liable for refunds.

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## TERMS & CONDITIONS

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This Sponsorship Agreement (the “Agreement”) is entered into between \_\_\_\_\_ (Company), a \_\_\_\_\_ (Company Type) (“Sponsor”) and the Utah Cybersecurity Society (“UCS”), a nonprofit corporation, as of \_\_\_\_\_, 20\_\_\_\_ (“Effective Date”).

**SPONSORSHIP RIGHTS.** UCS grants to Sponsor a Sponsorship for the BSidesSLC Conference for 2020 (the “Conference”).

**SPONSORSHIP BENEFITS.** UCS agrees, subject to the provisions in this Agreement, to provide to the Sponsor the benefits described in Exhibit A attached hereto and made part thereof.

**FEE.** In the consideration of the grant by UCS to the Sponsor of the Sponsorship rights hereunder, the Sponsor agrees to pay the sponsorship fee no later than ten (10) days following the latter to occur of the mutual execution of this Agreement and the Sponsor’s receipt of an invoice.

**TERM.** This Agreement shall begin on the Effective Date and shall continue through the conclusion of the scheduled Event.

**CANCELLATION BY SPONSOR.** The sponsor may elect to cancel the sponsorship. After January 1, 2020, all payments made to UCS or agreed to under this Agreement shall be deemed fully earned and non-refundable in consideration for expenses incurred by UCS and UCS’s lost or deferred opportunity to provide sponsorship opportunities to others. Cancellation notices must be in writing and sent to [sponsors@bsidesslc.org](mailto:sponsors@bsidesslc.org).

**OBSERVANCE OF LAWS AND RULES:** Sponsor agrees to observe and abide by all laws, rules and regulations, and ordinances in connection with this Agreement and the rules of any Event to which Sponsor may be

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invited to participate from time to time as a result of being a Sponsor.

LICENSE. Sponsor grants to UCS the non-exclusive, non-transferable right to use trademarks, trade names, service marks or logos owned by it (“Sponsor Marks”) in connection with the Event(s) and any activities or promotions reasonably incidental thereto. UCS hereby renounces ownership of and assigns to Sponsor any goodwill that accrues as the result of the use of Sponsor Marks.

REPRESENTATIONS AND WARRANTIES. Sponsor represents and warrants to UCS that: (i) Sponsor has the full right, power and authority to enter into this Agreement; and (ii) the distribution or use of any products or materials provided by Sponsor will not violate the rights of any third party including, without limitation, copyrights, trademarks, patents, and other intellectual property rights of any third party. UCS represents and warrants to Sponsor that: (i) UCS has the full right, power and authority to enter into this Agreement; and (ii) the use of any materials prepared by UCS (other than by way of incorporation of any Sponsor provided materials) will not violate the rights of any third party including, without limitation, copyrights, trademarks, patents, and other intellectual property rights of any third party.

INDEMNIFICATION. Neither UCS, any co-sponsor, venue provider nor any of their respective officers, agents, employees, contractors, facilities, representatives or assigns shall be liable for, and Sponsor hereby releases them from, any claims for damage, loss, expense, harm, or injury or death to the person, property or business of the Sponsor and/or any of its visitors, officers, agents, employees, contractors, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the facility, uncontrollable events, third parties, accident or any other reason in connection with any Event. The Sponsor hereby indemnifies, and shall defend, and protect UCS and hold UCS, any co-sponsor and venue provider harmless from any and all claims, demands, suits, liability, damages, losses, costs, attorney’s fees, and expenses which might

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result or arise from Sponsor's participation at an Event or any actions of the Sponsor's officers, agents, employees, contractors, or other representatives.

LIMITATION OF LIABILITY. IN NO EVENT SHALL EITHER PARTY OR ITS RESPECTIVE AFFILIATES BE LIABLE FOR ANY CONSEQUENTIAL, PUNITIVE, INDIRECT, INCIDENTAL, RELIANCE, OR SPECIAL DAMAGES, WHETHER OR NOT SUCH PARTY HAS BEEN ADVISED OF THE POSSIBILITY THEREOF. IN NO EVENT SHALL UCS'S LIABILITY, UNDER ANY CIRCUMSTANCE, EXCEED THE AMOUNT ACTUALLY PAID TO IT BY THE SPONSOR. UCS MAKES NO REPRESENTATION OR WARRANTY REGARDING THE NUMBER OR IDENTITY OF PERSONS WHO WILL ATTEND ANY EVENT.

MODIFICATIONS. Any waiver, discharge, amendment or other modification of any provision of this Agreement will be valid and effective only if it is evidenced by a writing signed by both parties to this Agreement.

NO JOINT VENTURE. This Agreement does not constitute and shall not be construed as constituting a partnership or joint venture between Sponsor and UCS. Neither party shall have any right to obligate or bind the other party in any manner whatsoever except as provided herein.

ASSIGNMENT. Neither party may assign this Agreement without the prior written consent of the other party. Notwithstanding the foregoing, either party may assign its rights and/or duties under this Agreement to any affiliate or successor entity in connection with a merger, reorganization or other corporate restructuring.

GOVERNING LAW. This Agreement shall be construed and interpreted pursuant to the laws of the State of Utah without regard to its conflict of law principles.

SURVIVAL. Anything to the contrary notwithstanding, the representations, warranties and indemnities provided for in this Agreement shall survive the execution and performance and any termination or expiration of this Agreement.

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ENTIRE AGREEMENT. This Agreement constitutes the entire agreement between the parties and supersedes all prior oral or written agreements. The parties hereto have indicated their acceptance of and agreement to the foregoing by signing the agreement below.

**COMPANY**

Signature: \_\_\_\_\_

Name and Title: \_\_\_\_\_

Date: \_\_\_\_\_

**Utah Cybersecurity Society (“UCS”)**

Signature: \_\_\_\_\_

Name and Title: \_\_\_\_\_

Date: \_\_\_\_\_

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