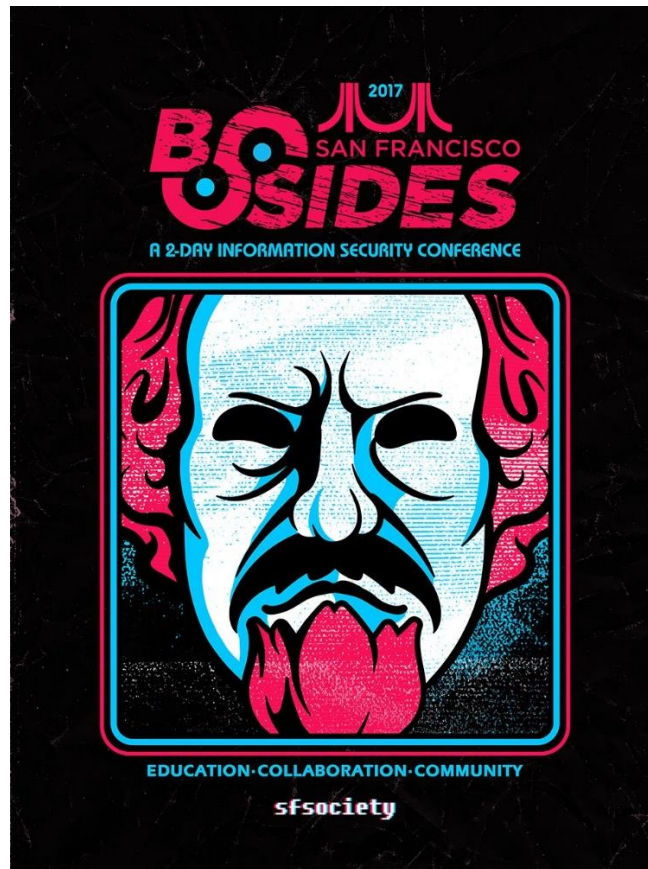


# BSides SF 2017



February 12 & 13, 2017  
DNA Lounge & Buzzworks  
San Francisco, CA

## Sponsorship Kit

## **Thank you for your interest in sponsoring BSides SF 2017!**

With record-breaking attendance numbers at recent information security conferences like Black Hat and DEFCON, the security industry continues to demonstrate the value we place on gathering together as a community to collaborate and educate. We've seen this ourselves in our little corner of the world that is Security BSides, as we've seen year-over-year growth in the number of BSides events produced every year since BSides was founded in 2009. This year we're on track to hold 69 events, one of which was BSides SF 2016. It's now time to start organizing what will be our eighth BSides SF event, but this event can't happen without the help of sponsors who so kindly volunteer their resources and expertise.

This kit contains the sponsorship information for BSides SF 2017, which will be held in San Francisco on Sunday, February 12th and Monday, February 13th. Enclosed you will find more information about the BSides framework and the BSides SF event. You will also find information on the different levels of sponsorship available and the benefits our sponsors derive from their support. While our nominal ticket prices help to offset the cost of our event, it is our sponsors who enable BSides SF to take place each and every year.

Please do not hesitate to contact us if you have any questions or requests. The best way to get in touch is via email: [sponsors@bsidessf.com](mailto:sponsors@bsidessf.com).

Many thanks for your thoughtful consideration. You enable us to do what we do!

Sincerely,

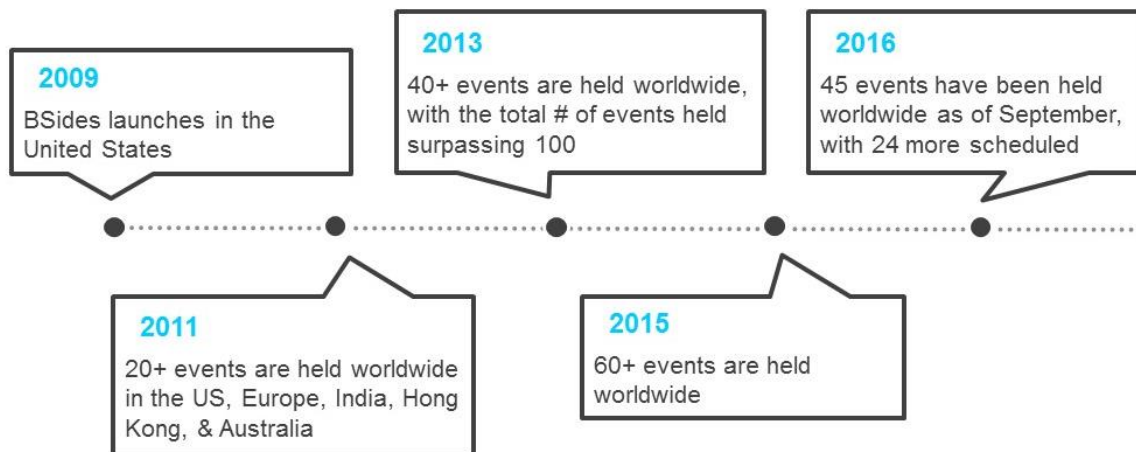
The BSides SF Team

## What is Security BSides?

Security 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. This 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's where conversations on the next big thing are happening.

## Our History

Security BSides was born out of a desire to remove barriers to entry and create a community of active participants. We believe that making it easier for everyone to participate in the security community enables great things. What started as a small gathering of folks at one event in 2009 has grown to more than 275 BSides events in 84 cities in 19 countries in just eight years, and the number of events continues to grow as participants realize they can create a community anywhere, be it Augusta or Zurich.



While every BSides event is unique and independently run, each is committed to being a community-organized, volunteer-driven, and corporately-funded forum for expanding the spectrum of information security conversation.

## BSides SF

BSides SF is the San Francisco Bay Area's own slice of BSides and our 2017 event will be our eighth event. Our event is organized for the Bay Area security community, but we hold the event alongside RSA Conference in order to allow those in town for RSA to join in our community and conversations. Over the last eight years, our event has consistently grown in size, and in 2016 we welcomed more than 900 participants from around the world. We jam pack two days every year with security education, collaboration, community, and a bit of fun too.

## But none of this is possible without our fantastic sponsors!

Just as BSides facilitates a forum for participants to engage the security community, BSides events facilitate a way for sponsors to engage our community of participants. The nature of our smaller, community-focused event provides our sponsors with the opportunity to be a big fish in a small, but very active, pond. And just as we've removed the high barriers to entry for our participants, we've done the same for our sponsors. For BSides SF 2017 we've designed a range of sponsorship opportunities to ensure that organizations of all sizes can participate in and support this event. As a sponsor some of the benefits you'll see are:

### A Touch Point with the Bay Area Security Community

The BSides SF community is reflective of the tech industry that is unique to the Bay Area. Our participants are individuals who are passionate about security and how it is done. These are the people you want to engage and who will carry your message back to their teams and out to their network. How you reach these individuals though is key; these aren't the type of people who will readily answer phone calls or emails from an unknown source. It's all about building trust and one way to do this is to support the security community and community-driven events like BSides SF. Who knows; you might find your next employee at our event.

### Exposure with the Global Security Community

The overlap of BSides SF with RSA Conference draws a global participant base to our event each year. These are folks who feel so strongly about security that they've traveled across the country and around the globe to spend time in the company of likeminded individuals. Individuals with this sort of dedication are just the type of people you want to view your organization as one that supports security education and community. And for the folks who can't make it to SF for the event, all BSides SF presentations are recorded and freely shared online. Your participation and support will reach an audience much larger than just those physically present.

### Your Name and Logo "Up in Lights"

While we can't promise the lights part, our sponsors' names and logos are prominently placed throughout event marketing and the event venue. We're proud of our sponsors and we want to show them off! We always give our sponsors love and recognition on the BSides SF website and social media channels.

### Good Feels

BSides SF is a non-profit organization, and by helping us enable the betterment of the security community, we hope you'll get the satisfaction that comes with doing something good for a worthy cause.

## Sponsorship Levels

To ensure any organization can experience these benefits and support our event, we have three sponsorship levels available: Leading, Contributing, and Supporting. These sponsorships enable us to keep the doors open and the lights on at our event every year.

### Leading Sponsor: \$10,000

We have two Leading sponsorships available this year. As a Leading sponsor you can expect these extra special kudos:

- Prominent placement of your name and/or logo on event signage and on the BSides SF website
- Prominent placement of your name and/or logo on printed materials, including t-shirts and stickers
- Verbal announcements made at the event highlighting your organization and their support
- One day of bar sponsorship with your name and/or logo featured on drink cups
- 10 event tickets
- 20% discount on all additional sponsorships listed on the next page

### Contributing Sponsor: \$7000

We have two Contributing sponsorships available this year. As a Contributing sponsor you can expect these special kudos:

- Placement of your name and/or logo on event signage and on the BSides SF website
- Placement of your name and/or logo on printed materials, including t-shirts and stickers
- 5 event tickets
- 10% discount on all additional sponsorships listed on the next page

### Supporting Sponsor: \$5000

We have four Supporting sponsorships available this year. As a Supporting sponsor you can expect these kudos:

- Placement of your name and/or logo on event signage and on the BSides SF website
- Placement of your name and/or logo on printed materials, including t-shirts and stickers
- 2 event tickets

Sponsorship Comparison			
	Leading	Contributing	Supporting
Name/logo on event signage and BSides SF website	YES	YES	YES
Name/logo on printed materials	YES	YES	YES
Event tickets	10	5	2
Discount on additional sponsorship opportunities	20%	10%	
Bar sponsorship	YES		
Verbal announcements highlighting your support	YES		

## Additional Sponsorship Opportunities

In addition to our tiered sponsorship levels we also have a handful of additional sponsorships available which will enable us to provide special opportunities and extras at this year's event. In order to select one of these sponsorships you must also sponsor at one of the tiered levels.

### EDU Sponsor: \$10,000

Education is at the heart of every BSides event and we want to be sure our event is accessible to all interested students. In order to make this possible, one EDU sponsorship is available. This sponsorship will enable BSides SF to provide subsidized ticket prices to students with verified .edu email addresses. As our EDU sponsor you can expect these extra special kudos:

- Special thank you signage prominently displayed at event registration tables
- Special thank you messages on the BSides SF website and via BSides SF social media channels
- 10 additional event tickets

### Sunday Night Party Sponsor: \$10,000

What is an event without a party?! Our Sunday Night Party sponsorship provides one sponsor with the opportunity to bring the party to the event. As our Sunday Night Party sponsor you can expect these extra special kudos:

- Prominent placement of your name and/or logo on all party signage and drink cups
- Special thank you messages on the BSides SF website and via BSides SF social media channels
- 10 additional event tickets

### Happy Hour Sponsor: \$7000

As a way to toast another successful BSides SF, we plan to close out the event with a happy hour on Monday, so one Happy Hour sponsorship is available. As our Happy Hour sponsor you can expect these special kudos:

- Bar sponsorship with your name and/or logo featured on drink cups
- Special thank you messages on the BSides SF website and via BSides SF social media channels
- 5 additional event tickets

### Lanyard Sponsor: \$5000

Where there is a conference badge there is a lanyard so one Lanyard sponsorship is available. As our Lanyard sponsor you can expect these special kudos:

- Your name and/or logo featured on all lanyards
- Special thank you messages on the BSides SF website and via BSides SF social media channels

### Breakfast or Lunch Sponsor: \$3000

There's no question that participants will work up an appetite over the course of the event, so two Breakfast and two Lunch sponsorships are available. As our Breakfast/Lunch sponsor you can expect these special kudos:

- Special thank you signage displayed where breakfast/lunch is served
- Special thank you messages on the BSides SF website and via BSides SF social media channels

### Special Sponsor

We have a few ideas up our sleeves for how we can make BSides SF 2017 our most memorable event yet. If you are interested in a unique and memorable sponsorship option please contact us for more info.

### Custom Sponsorships

BSides encourages participation from organizations of all sizes from a variety of industries. If you have an idea for a custom sponsorship that leverages your unique abilities and skill set, please reach out to us. Custom sponsorships can be: contribution of physical space, contests and giveaways, publicity/PR, legal assistance, to any number of items or services!

**Thank you for your consideration! We appreciate any and all support you can provide to make BSides SF 2017 happen. Please do not hesitate to contact us if you have any questions or requests: [sponsors@bsidessf.com](mailto:sponsors@bsidessf.com).**