



January 15, 2021

Event: #BSidesBoulder2021 (June 12, 2021)

Thank you for your interest in sponsoring BSides Boulder.

2020 was an interesting year for the BSides Boulder team to be hosting our very first event. Originally, we had planned to hold an in-person event in April of 2020, but as COVID-19 started to spread, we decided to postpone the event in hopes that we would still be able to have an in-person event later in the year. When it became clear that was not going to happen, the team set out to have the event in a virtual format.

We were fortunate to have some amazing sponsors (Rule4, Kaspersky, and CU Boulder) that were patient and understanding of the situation. We had already selected a list of speakers, and they were gracious enough to clear their schedule for a date later in the year. Finally, since we were going virtual, we were able to open up the attendees limit to much more than the original amount we had space for.

In moving from an in-person event to a virtual one, the BSides Boulder team learned quite a bit about streaming and capturing video, monitoring an online community live, and doing the things behind the scenes that most people don't notice. Overall, the 2020 BSides Boulder event was a great success!

We are excited to be able to use all that we learned during the 2020 event to start preparing for and putting on the 2021 event. As it's clear that we are unlikely going to be able to open to in-person seating by June, the 2021 event will also be a virtual event. There are a number of sponsorship benefits to this format that are described in more detail throughout the rest of this packet.

If, after reading through this packet, there are any questions we can help to answer, please do not hesitate to reach out to us via email at [info \(at\) bsidesboulder \(dot\) org](mailto:info@bsidesboulder.org).



We value your participation in BSides Boulder events and thank you for your consideration.

**Sincerely,
The BSides Boulder Team**

What is Security BSides?

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.

History of Security BSides

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 the United States.

2010: BSides breaks into the global space with the first European event.

2019: More than 60 events worldwide in US, Europe, India, Hong Kong, & Australia

2020: First BSides event in Boulder Colorado

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

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

- Community organized, volunteer driven, and corporate funded
- Provide a forum to expand the spectrum of conversation
- Focused on giving a voice to the "next big thing"

Promote Communication

BSides events act as a compliment to other area events by enabling a breadth of conversation and learning that complements current events in the community. The goal of each BSides event is to provide a forum where communication and collaboration can continue while the level of conversation is able to increase.



While large mainstream conferences tend to focus on the current hot topics in the information security industry, BSides events explore the fringe of conversation and focus on what could be the next big thing. Conversations have ranged from hardware hacking to gender issues, twitter hacking, and proximity-based identity theft. We aim to give a platform to the conversation that is happening just below the surface. Sponsoring enables you to engage that conversation!



Reach the Target Audience

BSides reaches out to the industry professional looking to augment their industry knowledge with cutting edge conversations. Typically, this includes industry leaders, thought leaders, security professionals, and even students who wish to expand their depth and body of

knowledge and network. Attendees have a wide variety of backgrounds in multiple sectors and verticals with a shared goal: To learn about and discuss emerging security issues and connect with others already having the conversation.

Engage

Unlike other events where the speaker is rushed in and out, BSides provides a small and intimate environment for the attendees to directly engage the speaker before, during, and after their talk or presentation. BSides attendees are looking for more than just information; they are looking to make connections they will call upon throughout the rest of the year. With the virtual format, speakers and attendees are able to connect through the use of online communication platforms such as the BSides Boulder Discord channel.

Culture

Traditional media exist as a constrained system that must operate within the bounds to which it has defined itself. Physical events constrain themselves with space and time but frameworks permit the continuous creation of individual events. Our goal is to provide people with options by removing those barriers and providing more options of speakers, topics, and events. The initial BSides event spawned a wave of new events throughout the United States and around the world.

Participation

BSides is not made up of members but participants. Everyone who participates in the events brings something to contribute. Some bring hardware, organizational skills, and others bring their friends to fuel the conversation. Sponsoring enables you to be a part of the conversation and interact with attendees. As our thanks, we are committed to connecting you with those attendees of interest to you and your business. By making your participation successful, organizers hope to enable future BSides events.

Statistics from BSides Boulder 2020

While we were not able to have in-person attendees, we were able to reach a larger audience than originally expected through the use of online platforms such as YouTube and Discord. In total, the day of event saw 202 unique viewers on YouTube. The Discord channel remained active all day long and saw quite a few new connections made between security professionals.

Since the event, the videos (and sponsors logos) remain available on YouTube and have been viewed 146 times as of January 15th, 2021. The benefit of having the videos up year-round is the spike in views that are seen just before the next event.

The day of the Event through mid-January 2021 has created 1,400 unique impressions. This is the number of times YouTube users have come across our videos and Sponsor's logos.

Reasons to Support

The goal of Security BSides is to offer events where all participants can engage each other to help develop connections, friendships, and network with different industry professionals. We recognize the value in engaging a smaller audience and providing the opportunity for sponsors to be a big fish in a small pond. We specifically design different options so that any sized organization can participate and support this event. The following is a list of direct benefits you may see as an event sponsor.

Brand placement & awareness: Depending on the level of sponsorship you select, you may receive brand placement at some or all of the following: BSides Boulder website, t-shirts, video banners, or between session commercials.

Stay in touch with the industry: BSides enables its supporters and participants to identify and connect with industry leaders and voices. Participants represent the social networking of security. They are the people you want to engage and solicit feedback from and who will give a voice to your conversation.

Be a part of the next big thing: Nobody knows what that “next big thing” will be, but these events are community driven with presentations voted upon by the industry. There is no magic to how it works, but it does. We believe that listening to the underground can help prepare and equip you for whatever the next big thing may be.

Big fish, small pond: For some, sponsoring large events is not within their price range, leaving them with no ability to communicate their message. At BSides we leave no one out. Sponsorship comes in all sizes and this community atmosphere brings together active and engaged participants who want to listen. As a sponsor you can be heard and share your message to an active and attentive audience.

Your Goals

Every organization will have different objectives and priorities, which is why we offer different levels of participation for every individual, group, or organization. The following are various support packages that enable you to promote your brand while showing your support.

Levels of Sponsorship for 2021

| Leading \$5,000 | Contributing \$2,500 | Supporting \$1,000 | Community Any Amount |
|---|---|---|---|
| <i>Limit 2 Sponsors</i> | <i>Limit 4 Sponsors</i> | <i>Limit 10 sponsors</i> | <i>Unlimited</i> |
| <ul style="list-style-type: none"> ◇ Logo on Swag ◇ Sponsor Spotlight Profile on Website ◇ Sponsor Spotlight Slide (scroll) - at opening and closing events ◇ Sponsor Logo on video border ◇ Swag – 2xTshirts (or similar) | <ul style="list-style-type: none"> ◇ Logo on Swag ◇ Sponsor Spotlight Profile on Website ◇ Sponsor Spotlight Slide (scroll) - at opening and closing events ◇ Sponsor Logo on video border ◇ Swag – 2xTshirts (or similar) | <ul style="list-style-type: none"> ◇ Logo on Swag ◇ Sponsor Spotlight Profile on Website ◇ Sponsor Spotlight Slide (scroll) - at opening and closing events ◇ Sponsor Logo on video border ◇ Swag – 2xTshirts (or similar) | <ul style="list-style-type: none"> ◇ Listed on bsidesboulder.org website ◇ Shout outs on Twitter ◇ Our undying gratitude |

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| <ul style="list-style-type: none"> ◇ Opening/Closing Verbal Acknowledgements ◇ 30 second commercial roll played between sessions ◇ Sponsor "Elevator Speech" at closing event | <ul style="list-style-type: none"> ◇ Opening/Closing Verbal Acknowledgements | | |
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Custom Sponsorship BSides Boulder encourages participation from a wide range of organizations. If you have an idea on a custom sponsorship, please let us know. We'll do our best to provide a way for you to get involved. Ideas may include but are not limited to: contests and giveaways, media publicity or PR, and/or legal assistance.

Support Terms and Conditions Agreement

1. **Sponsorship Agreement:** between the event specific BSides Boulder organizer ("Organizer") and sponsor ("Sponsor") is valid for the calendar year 2021 (12 month period).
2. **Sponsor Marketing Use Agreement:** Sponsor may use the following tagline on its marketing materials during the term of this Sponsorship Agreement: ***"Official Sponsor of BSides Boulder 2021"***.
3. **Production Timeline:** In order for Organizer to fulfill all promotional benefits for Sponsor, Sponsor agrees to meet all Organizer related submission deadlines:
 - 3.1. Trademark/Logo and Sponsor URL will be sent within 10 business days from the date this Sponsorship Agreement is fully executed. (Logo must in a vector graphic format)
 - 3.2. Logos will not be displayed or included on any printed materials until payment has been received. If payment is received after the printing date cut-offs, logos will not be included. Printing cut-off is generally 30 days prior to the conference; but depends on the item and may be greater than 30 days.
4. **Sponsor Benefits:** Sponsor will receive all benefits outlined in the respective sponsorship level above. Cancellation of sponsorship by failure to pay the agree upon fee or by termination of this agreement will result in the forfeiture of all benefits. All benefits may be modified or adjusted by the conference as necessary for the successful completion of the conference with notice and agreement by both parties.
5. **Sponsor Trademark Usage Agreement:** Sponsor agrees to allow Organizer to use Sponsor's trademark/logo/tagline solely to perform and fulfill its obligations under the Sponsorship Kit and this Sponsorship Agreement.
6. **Sponsor Trademark Usage:** Notwithstanding Section 5 above, Sponsor agrees to allow Organizer the right to use Sponsor's trademark/logo/tagline and graphics on all of the promotional benefits, including but not limited to:
 - 6.1. The Web banner ad to be posted on the event and BSides Boulder Web pages
 - 6.2. Sponsor benefit items Organizer detailed on the Support Package section
 - 6.3. Any exhibit hall promotional banner and signage/lanyard, on the back of the t-shirt, etc.
7. **Web Reference:** Sponsor may publish an Internet hyperlink from Sponsor's website to the BSides Boulder 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 Organizer.

8. **Payment:** Full payment must accompany this application and Sponsorship Agreement and be received by Organizer. Payment can also be sent via PayPal or via check. Failure to pay the full balance will subject sponsorship to cancellation.
9. **Non-endorsement:** The use of Sponsor's name within BSides Boulder or event-specific websites or mailing lists does not constitute endorsement by BSides Boulder or Organizer of the Sponsor, 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 Boulder or Organizer.
10. **Non-exclusivity:** Neither BSides Boulder nor Organizer awards exclusive sponsorship or establishes exclusive relationships with Sponsors. Sponsor shall not imply that such a preferential relationship exists between Sponsor and BSides Boulder or Organizer.
11. **Limited Liability:** In the event that circumstances beyond the commercially reasonable control of Organizer interferes with, or prevents, Organizer from fulfilling, in part, or all of, Sponsor's promotional benefits under this Sponsorship Agreement, Sponsor, by signing this Sponsorship Agreement, holds Organizer and BSides Boulder as well as their respective Board of Directors and employees *harmless* from all legal and financial liability to Sponsor, caused by such circumstances, beyond the fee paid by Sponsor for this sponsorship.
12. **Force Majeure:** Neither BSides Boulder, Organizer, or 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.
13. **Rejection:** BSides Boulder and Organizer reserve the right to reject a potential sponsor for any reason.
14. **Entire Agreement:** This and all attachments hereto, constitute the entire Sponsorship Agreement.



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

Sponsor (Printed)

Sponsor (Signature)

Sponsor (Company Name)

Sponsor (Mailing Address)

BSidesBoulder Event Organizer (Printed)
(Signature)

BSidesBoulder Event Organizer

Please indicate below which level of sponsorship you are selecting:

| Participation Level | Contribution | Mark Your Selection |
|---|--------------|---------------------|
| Supporting (Level I) | \$1,000 USD | |
| Contributing (Level II) | \$2,500 USD | |
| Leading (Level III) | \$5,000 USD | |
| Custom Sponsorship Defined As: _____ | \$_____ USD | |