



BSides Singapore Sponsorship Kit

BSides Singapore 2023

Conference Date: 22 September 2023

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<https://bsidessg.org>



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BSides Singapore 2023

Thank you for your interest in sponsoring BSides Singapore 2023 cybersecurity conference.

Security BSides is a global network of independent information security conferences and events that are connected through their common goal of promoting a more accessible, community-driven, content-driven and inclusive approach to information security and privacy education.

Since the first Security BSides event held in Las Vegas in 2009, Security BSides has grown to provide a global support network and tools that have allowed organizers around the world to hold hundreds of information security conferences in hundreds of cities. BSides Singapore conference is organized by a non-profit organization (BSidesSG Pte. Ltd. UEN: 201910633M) created for this same purpose and with the support and involvement of securitybsides.org.

We held the first BSides event in Singapore on September 24th, 2019. The event was sold out with over 150 participants from the local and international information security community who were eager to share and willing to take a chance on an unproven event. We received extremely possible feedback from attendees and sponsors alike and have taken the support of the community to heart as we plan this year's event. We will continue to maintain the technical quality (see talks from previous year at <https://bsidessg.org/archive/>) that is so important to our community by sticking with the one-day, one-track format.

In keeping with the BSides ethos of non-profit, accessible and inclusive events, we want our ticket prices to be much lower than other commercial and non-profit security events while still providing a high-quality event. To make this happen, we need the financial support and participation from organizations that wish to promote and be associated with accessible, quality information security education and innovation in Singapore.

We have put together different opportunities for sponsorship and their benefits in this document.

BSides Singapore 2023 details

Conference date	:	22 September 2023
Target audience	:	Information security professionals, pentesters, secure code developers and reviewers, devsecops experts, malware researchers, network monitoring professionals, perimeter control defenders and academics
Expected attendees	:	200+

Target audience

BSides Singapore is an information security conference driven by technical content with a culture of community in mind. We target the industry professional looking to augment their current security skill set with next-big-thing conversations. Our attendees' goals are to learn about trends and emerging issues as well as to connect with other members of the security community.

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BSides Singapore attendees are mostly technical and many of them interested in learning new research areas, industry changes and new job opportunities. For these reasons we recommend our sponsors to send strong technical staffs as well as recruiters to the event.

Sponsorship Benefits

Reasons to show your support.

We recognize your desire to not only support a great event but also to see a return on your investment. The following is a list of direct benefits you may see as an event sponsor.

Brand recognition and awareness

Depending on the level of sponsorship, you may recognize your brand placement at some or all of the following: lanyards, lunch sessions, brochures, website, announcements prior to presentation and on BSidesSG twitter. Based on your level of participation, creative and custom branding may be arranged including transportation, banners, and podcast interviews.

Reach your target audience.

BSides Singapore reaches out to the industry professional looking to augment their knowledge with cutting edge presentations and ideas. Typically, this includes industry leaders, thought leaders, information security professionals from the public, private and academic sectors, and even students who wish to expand their depth and body of knowledge. They are the people who you want to engage to solicit feedback and bring voice to your conversation.

Recruitment

In a difficult job market, the information security industry stands among few where more jobs exist than qualified personnel to fill them. BSides Singapore sponsors have the opportunity to interact directly with highly skilled information security professionals, engaging them in discussion on leading edge security ideas and some of the industry's greatest challenges.

Be a part of the next big thing

Nobody knows what that "next big thing" will be, but BSides 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.

Media coverage

Since its start in 2009, BSides Headquarters has gathered mass media attention and been written up in Forbes, CSO Online, Network World, Computerworld, Information Week, The Register, ZDNet, and Dark Reading magazines. In addition to the blog posts and podcasts, BSides has also received coverage from Hacker News Network (HNN), EFFector, and Cisco System Cyber Risk Report. For more please visit: <http://www.securityBSides.org/Media>.

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Sponsorship Packages

The goal of BSides Singapore is to offer an event driven by content and community where all participants can engage and develop connections, friendships, and a network with industry professionals. We understand that each organization will have different goals and priorities, which is why we offer several levels of participation.

Package	Price	Included
Platinum Sponsor	S\$10,000	Recognition as “Platinum Sponsor” title. 4 tickets to the conference day. Premium recognition on the website and marketing materials. Vendor supplied popup banner placement on the stage. Placement on the conference lanyard. Premium placement during the intermission slide show.
Gold Sponsor	S\$5000	Recognition as “Gold Sponsor” title. 2 tickets to the conference day. Recognition on the website and marketing materials. Vendor supplied popup banner placement at the venue. Shared placement during the intermission slide show.
Silver Sponsor	S\$3000	1 ticket to the conference day. Recognition on the website and marketing materials. Vendor supplied popup banner placement. Shared placement during the intermission slide show.
Core Sponsor	\$1000 - S\$2000	Recognition on the website and marketing materials. Shared placement during the intermission slide show.

The Sponsorship funds will be used solely to cover the costs of executing a Security BSides event in Singapore, including but not limited to venue rental, venue security and cleaning staff, food, media, etc. All board and committee members involved in organizing BSides Singapore do so strictly on a volunteer basis and do not receive any compensation for their time, nor does the organization collect any dues.

We are excited to offer the chance to sponsor this unique event and support a grassroots information security event in Singapore. Please send us an email at info@bsidessg.org if you have any questions or would like to become a sponsor.

Thank you for your support!
- BSides Singapore Team
<https://bsidessg.org/>
<https://twitter.com/BSidesSG>