

Thursday November 20, 2025

Amsterdam, NL

SPONSORSHIP KIT



Hosted by and for the Information Security Community
Stichting Friendly Cyber
bsidesams.org

BSIDES AMSTERDAM

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Thank you for considering sponsoring BSides Amsterdam!

BSides Amsterdam is a cybersecurity conference supporting the Amsterdam region, attracting over 200 information security professionals and industry leaders from across the Netherlands. Our mission is to provide a free, high-quality event that welcomes everyone. We aim to provide a platform for experts, IT professionals, and newcomers to exchange ideas, share knowledge, and build lasting connections within the Dutch cybersecurity community.

The conference is made possible thanks to the generous support of our sponsors, helping cover essential event costs such as the venue, A/V setup, meals, materials, and related events for participants.

Organized by Stichting Friendly Cyber, a non-profit organization, all proceeds are reinvested into future local BSides events or community-focused cybersecurity initiatives. Our dedicated team of volunteers is committed to strengthening and growing the information security community in our region.

Stichting Friendly Cyber
bsidesams.org
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SUMMARY — OF BSIDES AMSTERDAM

What is BSides?

BSides events combine security expertise from a variety of platforms in search of the “next big thing” in information security. BSides is an open platform that gives security experts and industry professionals the opportunity to share ideas, insights, and develop longstanding relationships with others in the community. It is a rare opportunity to directly connect and create trusted relationships with key members of the community.

BSides began in 2009 when talented speakers were unable to present at a major conference due to limited space and time. In response, BSides was created to expand opportunities, allowing more speakers, diverse topics, and innovative events to thrive beyond conventional conference limitations.

The goal of BSides is to offer small intimate events where all participants can engage each other to help develop connections, friendships, and network with different industry professionals.

REASONS TO SUPPORT

BSides Amsterdam attracts over 200 information security professionals and industry leaders from across the Netherlands. We recognize the value in engaging a smaller audience and being the big fish in a small pond. Every organization has different goals and priorities, so we offer different levels of participation. We have multiple ways to take part and support this event.

- **Brand placement & awareness**

Based on your sponsorship level, your brand may be featured across various platforms, including the event website, promotional materials, signage, lanyards/badges, and even booths.

- **Stay in touch with the industry**

BSides provides a platform for supporters and participants to connect with industry leaders. Its attendees form a dynamic network within the security community, making them the ideal audience for meaningful engagement.

- **Big fish, small pond**

For some, sponsoring large is not within their price range, limiting their ability to share their message. At BSides, we offer sponsorship opportunities for every budget, ensuring that your voice is heard, and your brand reaches a highly engaged community.

- **Be part of the next big thing**

BSides offers supporters and participants a unique opportunity to connect with industry leaders. Its attendees form a vibrant network within the security community, making them the key audience for meaningful engagement and collaboration.

ABOUT — THE VENUE

TBD

SPONSORSHIP PACKAGES

Platinum - €7000 - Limited to 3 slots

- Table space at the event, for recruiting purposes
- Presence and branding at speaker dinner
- Interview in livestreamed podcast (TBD)
- Mentioned in the Opening Ceremonies
- Prominent large-sized logo placement on the website, banners, and promotional materials
- Inclusion on all social media and electronic communications
- Verbal recognition
- Prominent logo placement on badge
- Sponsor provided banner placement at venue
- 5 Badges
- Early bird ticket access for up to 10 tickets

Gold - €5.000 - Limited to 5 slots

- Table space at the event, for recruiting purposes
- Mentioned in the Opening Ceremonies
- Medium-sized logo placement on the website, banners, and promotional materials
- Inclusion on all social media and electronic communications
- Logo placement on badge
- Verbal recognition
- Sponsor provided banner placement at venue
- 2 Badges
- Early bird ticket access for up to 10 tickets

Silver - €2000 - Limited to 8 slots

- Table space at the event, for recruiting purposes
- Mentioned in the Opening Ceremonies
- Regular-sized logo placement on the website, banners, and promotional materials
- Inclusion on all social media and electronic communications
- Verbal recognition
- Sponsor provided banner placement at venue
- 1 Badge
- Early bird ticket access for up to 5 tickets

Bronze - €500 - Limited to 12 slots

- Small-sized logo placement on the website, banners, and promotional materials
- Inclusion on all social media and electronic communications
- Verbal recognition
- Early bird ticket access for up to 2 tickets

Pay-what-you-can

- Logo on the event website
- Inclusion on all social media and electronic communications
- Early bird ticket access for 1 ticket

After-Party / Networking Event / Food / Drinks Sponsor / Other

- Logo on the event website
- Verbal recognition
- Inclusion on all social media and electronic communications
- Early bird ticket access for 1-10 tickets

All sponsorship options can be modified and negotiated

**THANK
YOU,
AND WE
HOPE TO
COLLABORATE
WITH YOU
IN THE
FUTURE**



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