



## *SPONSORSHIP GUIDE*

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EMAIL [sponsor@bsidesorlando.org](mailto:sponsor@bsidesorlando.org)

WEBSITE [bsidesorlando.org](http://bsidesorlando.org)

# Thank you for your interest in sponsoring BSides Orlando

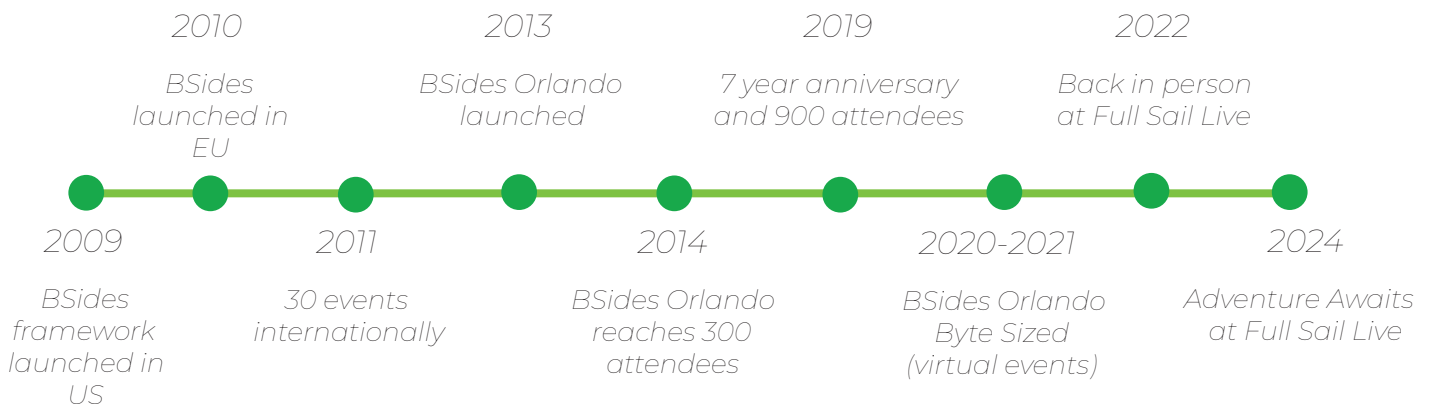
Our success has grown over the last several years with the help of a dedicated community of volunteers and organizers. We provide an open platform that gives beginners, security experts, and industry professionals the opportunity to share ideas, insights, and develop longstanding relationships in the community.

## EVENT INFO

BSides Orlando is a community-organized event driven by a passion to connect information security professionals regardless of career stage. We provide traditional tracks and various villages but we differ in our approach to speakers and attendees.

We encourage new and aspiring speakers to present for the first time and provide opportunities for attendees to take their skills to the next level.

## TIMELINE



View archived pictures, video, and information on the BSides Orlando site:

<https://bsidesorlando.org>



## GOALS

Our goal is to bring the conversation to another level and inspire a passion for security. We welcome presentations from diverse and humble areas of interest. Our environment fosters communication and collaboration between professionals, hobbyists, and students.

## TARGET AUDIENCE

While each Security BSides event is unique, we focus on those new to the industry while enabling intermediate and advanced professionals to expand their knowledge. An eclectic blend of students, young professionals, and infosec professionals provide opportunity for our attendees to grow.

A smaller and more intimate setting contributes to the unique nature of BSides Orlando where attendees look for more than just information. They are looking to make connections, have conversations to complete their goals, and advance their careers.



# THE VALUE OF A SPONSORSHIP

Our intimate event provides participants an opportunity to develop connections with students, hobbyists, and industry professionals. The biggest value of BSides Orlando is recruitment from a large list of potential candidates.

Contact [sponsor@bsidesorlando.org](mailto:sponsor@bsidesorlando.org) for more information regarding custom sponsorships to meet the specific needs of your organization.

## SPONSORSHIP LEVELS & BENEFITS

	Bronze	Silver	Gold	Platinum	Diamond
	\$500	\$1,500	\$2,500	\$4,000	\$6,000
Sponsorships Available	*	15	10	8	3
Badges Included	2	2	5	8	10
Social Media Posts	x	x	x	x	x
Logo: Event Website	x	x	x	x	x
Logo: Event Signage		x	x	x	x
Logo: Shirt		x	x	x	x
Logo: Video Bumper		x	x	x	x
Verbal Thanks		Open/Close	Open/Close	All tracks	All tracks
Vendor Table Space			Cocktail	6 ft	2 x 6 ft
Swag in Bag			x	x	x
Ad in Program		1/4 pg	1/2 pg	Full Page	2 Pages
Attendee Email Blast					x
2 Min to Speak at Opening or Closing Ceremony					x

Co-branding with an optional preferred business partner is available for Diamond sponsorship

## CUSTOM SPONSORSHIP

If you would like to take your BSides Orlando sponsorship to the next level with a custom sponsorship to meet the needs of your organization, please reach out! Contact [sponsor@bsidesorlando.org](mailto:sponsor@bsidesorlando.org) to discuss sponsoring a track, village, pre- or post-conference event, or even the coffee that keeps our attendees buzzing through the day. We're happy to work with you to craft a custom sponsorship that meets the specific needs of your organization

## IN KIND DONATIONS

From t-shirt printing to raffle prizes to web hosting, it takes a lot to make a conference happen. For supporters who donate goods and services in lieu of monetary donations, we provide sponsor benefits commensurate with the fair market monetary value of the in kind donation.

## HACKER BAKE SALE

Every summer, we run an online fundraiser we like to call our Hacker Bake Sale. Members of the community and Close Personal Friends of Lil' Chompy donate badges, books, artwork, and other hacker treasures which we auction off to help pay for the conference. One year we auctioned off a copy of the world's largest confirmed prime number autographed by the hacker who found it.

If you're interested in donating items for our Hacker Bake Sale, please reach out to [sponsor@bsidesorlando.org](mailto:sponsor@bsidesorlando.org)

**Payments and art must be received by one month prior to the first day of BSides Orlando**





## MEDIA SUBMISSION DEADLINES

A digital copy of your logo/advertisement must be submitted by no later than 1 month prior to the first day of BSides Orlando to allow the necessary time to fulfill all promotional benefits.

Please submit art via email to [graphics@bsidesorlando.org](mailto:graphics@bsidesorlando.org)

**NOTE: Art received after the deadline is subject to exclusion**

## MEDIA REQUIREMENTS

Digital files (logos, ads, layouts, etc) should be saved or exported from your design application to a vector format (.ai, .svg, .pdf) or a .png with a minimum resolution of 300 dpi. Please include a 1/8 in buffer between text and the edge of the art.

If your logo contains a background that does not match our art, best effort will be applied to match theme. It is the sponsor's responsibility to provide logo packages and/or branding guidelines.

Please direct questions about media submissions to [graphics@bsidesorlando.org](mailto:graphics@bsidesorlando.org)

Finished folded program booklet is 5.5 in x 8.5 in

