



SPONSORSHIP KIT

BSides Vancouver Island 2023

Produced By:



October 13th, 2023 - Victoria, British Columbia



Dear Potential Sponsor,

We are delighted to invite you to support BSides Vancouver the only information security conference located on Vancouver Island.

BSides is a global phenomenon that brings together security experts and industry professionals from different backgrounds and perspectives. It is an open platform where you can share their ideas, insights and network with other members of the community. It is also a rare opportunity to connect and build trusted relationships with key influencers and decision makers in the field.

BSides is a low-cost event for participants, but it requires the generous support of sponsors like you to make it happen. This package contains sponsorship information for our specific event benefits. Of course, the greatest benefit is that of giving back to the community and enabling others to grow and learn.

Please feel free to contact us if you have any questions or requests. You can reach us via email at sponsor@bsidesvi.com. We appreciate your interest in our BSides Vancouver Island event and thank you for your consideration.

Sincerely,
The BSides Vancouver Island Team

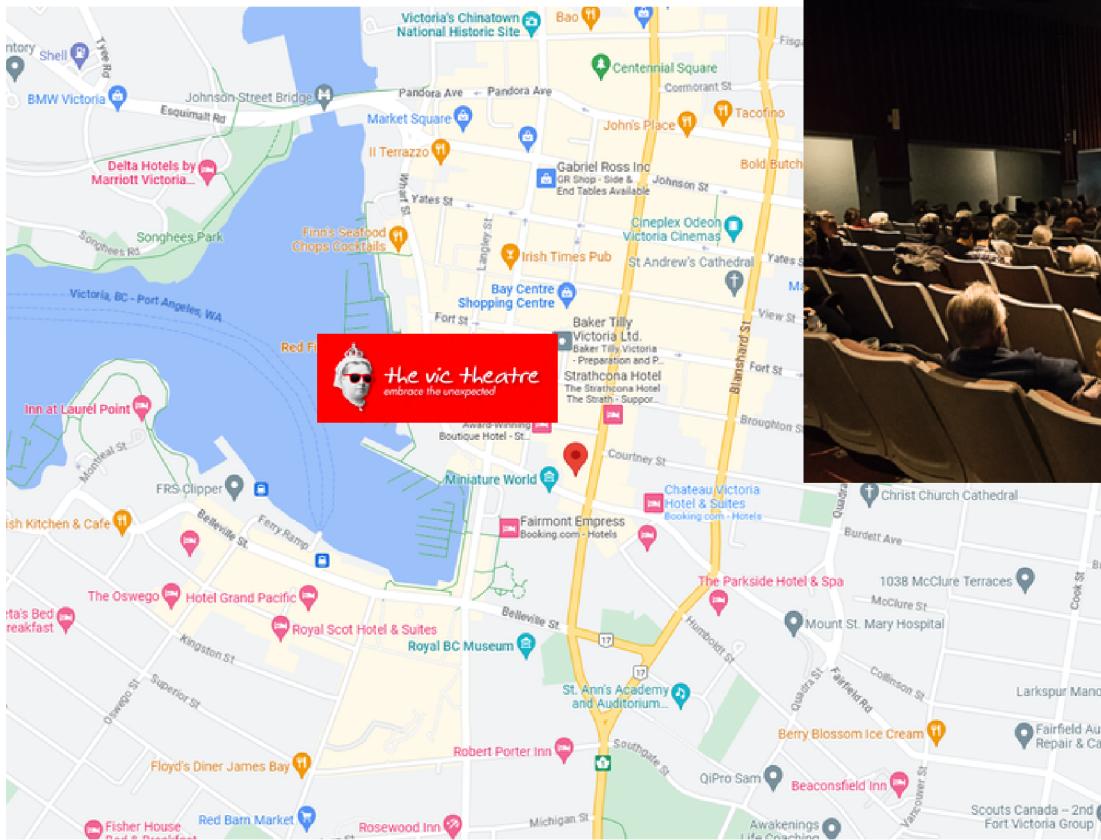


Date/Venue Information

Date: October 13th, 2023

Time: 10:00am to 7:00pm (To Be Confirmed)

Where: BSides Vancouver Island will be held at the intimate Vic Theatre in downtown Victoria at 808 Douglas St, Victoria, BC V8W 2B6





About Us

What is a Security BSides Event?

Each 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.
- **2011:** More than 30 events worldwide in the US, Europe, India, Hong Kong, & Australia.
- **2019:** First BSides Vancouver Island event held at the University of Victoria

Thousands of people have attended and written about their experience at BSides events.

Read more at: <https://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 for expanding the spectrum of conversation
- Focused on giving a voice to the “next big thing”

Stay up to date!

BSidesVI mailing lists, online forums, slide share, social media activity, archived photos, and videos, as well as streaming video, is accessible through the BSidesVI website:
<https://www.bsidesvi.com>



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: t-shirts, signage/lanyards, lunch sessions, or attendee badges. Creative and custom branding may be arranged including transportation, banners, and podcast interviews.

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.



Frequently Asked Questions

Question: Why are there no booth spaces this year?

Answer: Given that this is our first year back after the COVID-19 pandemic, the board aimed to host the conference in the downtown core. Their priority was to find an economical venue.

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Question: Are you able to tell me the attendee names, demographics, or company names?

Answer: Any “leads” are generated by networking at the event. We respect our participants’ privacy and never share information collected during registration. We can say we get a good cross section of researchers, analysts, executives, C-levels, students and infosec enthusiasts.

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Question: What is the dress code?

Answer: It is generally casual. Mostly t-shirts and jeans, with a smattering of polo shirts, slacks and a few suits.

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Question: Is there a lunch served during BSides Vancouver Island

Answer: Lunch will not be provided due to venue constraints. However, since our location is downtown, there are plenty of restaurants and pubs nearby for you to explore and enjoy during the break.

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Question: Can I provide swag for the bags and are there any swag restrictions?

Answer: Certainly, you are welcome to provide swag for the event. However, please ensure that all items adhere to our code of conduct policy and sponsorship agreement.



Sponsor Options Overview

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	Platinum	Gold	Silver	Bronze	Supporter
Pricing	\$5000.00	\$2000.00	\$1000.00	\$500.00	\$250.00
Quantity	1	5	10	Unlimited	Unlimited
Admission Included*	20	8	4	2	1
Opening/Closing Shoutout	✓	✓	✓	✓	✓
Logo on Website, Banners, & Posters	✓	✓	✓	✓	✓
Logo on T-Shirts	✓	✓	✓	✓	✗
Social Media Shoutouts	✓	✓	✓	✓	✗
Afterparty Invites**	✓	✓	✓	✗	✗

*Tickets will need to be ordered through the online ticketing system

**Quantity may be limited, and will be held at the discretion of the event organizer



Detailed Sponsor Options

What You Get

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 what your sponsorship gets you.

Platinum - Cost: \$5000 CAD

- Title sponsorship
- 20 admission tickets
- Prominent logo on stage banner
- Prominent logo placement in main conference area
- Prominent logo on the event web site
- Mention in social media coverage
- Announcements during the event
- Largest imprinted sponsor logo on t-shirts
- Invites if we host an after party
- Other custom features to be proposed by sponsor and approved by BSidesVI Organizer

Gold - Cost: \$2000 CAD

- 8 admission tickets
- Large logo on stage banner
- Large logo placement in main conference area
- Large logo on the event web site
- Mention in social media coverage
- Announcements during the event
- Large, imprinted sponsor logo on t-shirts
- Invites if we host an after party

Silver - Cost: \$1000 CAD

- 4 admission tickets
- Medium logo placement in main conference area
- Medium logo on the event web site
- Mention in social media coverage
- Announcements during the event
- Medium, imprinted sponsor logo on t-shirts
- Invites if we host an after party



Detailed Sponsor Options

Bronze - Cost: \$500 CAD

- 2 admission tickets
- Small logo placement in main conference area
- Small logo on the event web site
- Small in social media coverage
- Announcements during the event
- Small, imprinted sponsor logo on t-shirts

Supporter - Cost: \$250 CAD

- 1 admission ticket
- Small logo placement in main conference area
- Small logo on the event web site

Custom Sponsorship

Security B-Sides encourages participation from a wide range of organizations. If you have an idea for custom sponsorship, please inform us so that we can evaluate and determine if it is a viable option. These ideas may include, but are not limited to, the contribution of:

- After Party Sponsor
- Speakers Party Sponsor
- Badge Sponsor
- Venue
- Conference food and beverage
- Training and education

Depending on the level of contribution, custom sponsorship could include any of the benefits from the sponsorship packages listed above but would include, at a minimum, the following recognition:

- Logo on the event website
- Announcements during the event for the sponsored item(s)



Sponsor Commitment

Please indicate below which level of sponsorship you are selecting when complete email Agreement and Commitment form to sponsor@bsidesvi.com

Sponsor Level	Contribution	Mark Your Selection
Platinum	\$5000.00	<input type="checkbox"/>
Gold	\$2000.00	<input type="checkbox"/>
Silver	\$1000.00	<input type="checkbox"/>
Bronze	\$500.00	<input type="checkbox"/>
Supporter	\$250.00	<input type="checkbox"/>
Custom Sponsorship**	\$ _____	<input type="checkbox"/>

Billing Contact (*Required)

Name: _____

Address: _____

Email: _____

City, Prov: _____

Phone: _____

Postal: _____

Website: _____



Sponsor Agreement

This Sponsorship Agreement ("Agreement") is entered into between the Vancouver Island Security Research Society ("Organizer") and ("Sponsor"), collectively referred to as the "Parties," with an effective date as noted below. This Agreement outlines the terms and conditions for Sponsor's support of the "BSides Vancouver Island" event ("Event") scheduled for October 13th, 2023, at 808 Douglas St, Victoria, BC V8W 2B6.

1. Sponsorship Terms and Conditions:

This Agreement governs the sponsorship relationship between the Organizer and the Sponsor for the "BSides Vancouver Island" event.

2. Sponsor Marketing Use Agreement:

The Sponsor is granted the right to use the tagline "Official Sponsor of Security BSides Vancouver Island" on its marketing materials during the term of this Agreement.

3. Production Timeline:

The Sponsor agrees to meet all submission deadlines set by the Organizer to ensure the fulfillment of promotional benefits and will provide the following materials within 10 business days from the date of full execution of this Agreement:

- Trademark/Logo
- Sponsor URL
- Ad (if applicable)
- Banner display (if applicable)

All items listed above shall be submitted no later than one month prior to the event or the specified production deadline. The Sponsor agrees not to include any incentives, sexualized images, or innuendo in any marketing materials related to the event.

4. Sponsor Trademark Usage Agreement:

The Sponsor agrees to allow the Organizer to use the Sponsor's trademark/logo/tagline solely for the purpose of performing and fulfilling its obligations under this Agreement and the Sponsorship Kit.



Sponsor Agreement

5. Sponsor Trademark Usage:

In addition to Section 4, the Sponsor grants the Organizer the right to use the Sponsor's trademark/logo/tagline and graphics on all promotional benefits, including but not limited to:

- Web banners to be posted on the event and Security BSides web pages
- Sponsor benefit items detailed in the Support Package section
- Any promotional banners, signage, lanyards, etc.

6. Web Reference:

The Sponsor may publish an Internet hyperlink from its website to the event-specific and Security BSides websites. The hyperlink must remain active, functional, and correct throughout the event and beyond, unless removal is requested by the Organizer.

7. Payment:

The Sponsor shall provide payment for the sponsorship item as specified in the Sponsorship Kit. The payment receipt should accompany this application and Agreement. Failure to submit payment documentation may result in the cancellation of the sponsorship.

8. Non-endorsement:

The use of the Sponsor's name within Security BSides or event-specific websites or mailing lists does not constitute an endorsement by Security BSides or the Organizer of the Sponsor, its services, products, or programs. The Sponsor shall not represent that such products, services, or programs have been endorsed by Security BSides or the Organizer.

9. Non-exclusivity:

Security BSides and the Organizer do not grant exclusive sponsorship or establish exclusive relationships with Sponsors. The Sponsor shall not imply such preferential relationships with Security BSides or the Organizer.



Sponsor Agreement

10. Code of Conduct

The Sponsor acknowledges and agrees to abide by the "BSides Vancouver Island" Code of Conduct, which ensures a harassment-free and respectful environment for all participants.

11. Limited Liability:

If circumstances beyond the commercially reasonable control of the Organizer interfere with or prevent the fulfillment of the Sponsor's promotional benefits under this Agreement, the Sponsor holds the Organizer, Security BSides, their respective Board of Directors, and employees harmless from all legal and financial liability beyond the sponsorship fee paid by the Sponsor.

12. Force Majeure:

Neither Security BSides, the Organizer, nor the Sponsor shall be deemed in default of this Agreement to the extent that performance of obligations or attempts to cure any breach are delayed or prevented by reasons including, but not limited to, acts of God, fire, natural disasters, accidents, acts of government, or any other causes beyond commercially reasonable control.

IN WITNESS WHEREOF, the parties hereto have executed this Sponsorship Agreement as of the date first above written.

Organizer:

Vancouver Island Security Research Society

Signature: _____

Printed Name: _____

Date: _____

Sponsor

Sponsor Name: _____

Signature: _____

Printed Name: _____

Date: _____