Sponsoring Ph0wn 2024

https://ph0wn.org

May 30, 2024

What is Ph0wn?

Ph0wn is hacking event organized in Sophia Antipolis, France. It consists of 3 activities:

1. **Capture The Flag** (CTF). CTFs are Capture The Flag events where white hat hackers try to find *flags* in various computer challenges. A *flag* is a recognizable string, deeply hidden in a program or an electronic equipment. To do so, they have to use *hacking* skills like reverse engineering, coding, network packet capture etc.
2. **Workshops**. Since 2022, we also host free workshops (between 1 and 4 hours long). The workshops are related to cyber security, hardware hacking and smart devices.
3. **Badge Contest**. Since 2022, participants can come with an electronic badge they have created or customized. The audience votes for the nicest badge, and the winner gets a geek related prize.

All 3 activities are **free**, thanks to our sponsors.

Smart devices

Ph0wn CTF is the only CTF worldwide which focuses on **smart devices**. For example, in previous editions:

- Reverse engineering a working **weather station** to access a hidden settings menu
- Write code to have a **drone** take off without using the mobile app
- Capture Bluetooth packets sent to a **connected coffee machine** and send the appropriate commands to brew coffee
- Repair electronic PCBs and use them to scan an **NFC tag**
- Communicate with a real **satellite** !
- Etc
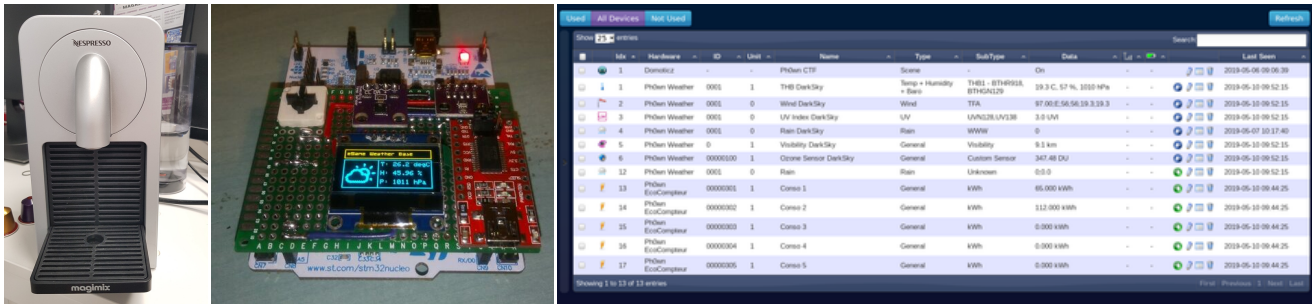
> The theme for Ph0wn 2024 is "Race for the Flag". Any challenge or device related to racing (cars, robots, aircrafts… or computer race conditions!) are welcome!

Participants group in **teams** and try to solve challenges. Each time they find a flag, they get some points. At the end of the competition, the team with the most points wins the CTF.

Ethical contest

CTFs are **ethical hacking contests**: we do not harm public systems. Challenges in a CTF are very much about *implementing security concepts* and *modifying or enhancing* devices. Contrary to popular belief, CTF challenges rarely consist in finding vulnerabilities or 0-days: those are more for *bug bounties*.

Although a CTF is a game, it is an excellent *training* for malware analysts, pentesters, red or blue teams, or simply for any developer who wishes to train on computer security.

Our Code of Conduct is available on Ph0wn's website.

Contact, important dates

- Website: ph0wn.org
- Twitter: @ph0wn
- Mastodon: @ph0wn@infosec.exchange
- Location: Sophia Antipolis, France
- Date: November 29-30, 2024
- Contact: contact@ph0wn.org, or any organizer (see below).

The organizing team is composed of (alphabetic order):

- Axelle Apvrille (Fortinet) - Lead organizer
- Ludovic Apvrille (Telecom Paris) - Sponsors and Budget
- Sandro Barbero (Fortinet) - Scoreboard and servers
- Romain Cayre (Eurecom)
- Brehima Coulibaly (Fortinet) - Website
- Savino Dambra (Norton Research Group)
- Fabien Ferrero (Université de Nice)
- Alain Forcioli (Fortinet) - WiFi
- Romain Malmain (Eurecom) - Tests
- Philippe Paget (GreHack) - Hardware
- Bastien Sultan (Telecom Paris)

History and geography

Ph0wn began in 2017 and was an immediate success. The number of participants is growing steadily:

- **50** in 2017,
- **90** in 2018,
- **150** in 2019,
- **160** in 2022.
- **190** in 2023.

Due to lockdown, Ph0wn 2020 did not take place, and ph0wn 2021 was held as a special *online* edition with approximately *110* participants. In 2022, as most events were suffering from a decrease in participation after lockdown years, this happily wasn't our case.

In 2024, we foresee 200-210 participants.

Most of the audience comes from cities around Sophia Antipolis (Nice, Cannes, Antibes, Valbonne, Biot…). However, a significant percentage of participants travel from other places in France (Lille, Paris, Grenoble, Toulouse, Marseille…) or even from other countries : we regularly have teams from *Switzerland* for example.

Audience

In 2023, the audience was typically composed of **35% students and 65% IT professionals**. Most students come from Telecom Paris, Eurecom, Epitech and Polytech Sophia (note these schools have specific security tracks). As for IT professionals, they come from many different companies in electronics, automotive, security, telecom… We also welcome some academic staff.

Among participants, we were proud to welcome at least 2 teams which rank in the 50 best world wide CTF teams and 4 in the top 300.

Sponsors

Ph0wn is a **free** event, therefore we are looking for *sponsors* to cover our costs. For example,

- Meal for participants
- Flyers, posters, banners to advertise the event
- Equipment (smart devices, electronic boards, etc)
- Prizes for winners
- Etc

There are two options for sponsoring:

A) **Direct and specific**. The sponsor directly purchases something we need and ships it to us. This is the simplest sponsoring mode, there is no money transfer between the sponsor and Ph0wn. Example: the sponsor purchases 5 smartwatches on Amazon and sends them to Ph0wn. With this option, **you can sponsor basically any amount, starting at 150 euros**. If you can only afford 150 euros, we're still very happy with it. If you can afford more, we're happy too :)

B) **Contract**. The sponsor donates a given amount of money. Ph0wn staff uses it to cover various expenses. A sponsor contract is established with Telecom Paris (French engineering school which hosts our budget). As creating a contract takes time and resources, the **amount must be greater than 1,500 euros TTC**. This option is usually preferred by large companies, or for tax reasons. Example: sponsor donates 2,000 euros TTC and becomes an official Gold Sponsor.

> Ph0wn itself is *not* an association, we depend and use the resources of our various employers: **Telecom Paris handles Ph0wn's budgetary line**. If you donate *money*, you will sign a Sponsor Contract with Telecom Paris and wire them the amount.
> If you donate *equipment* or any *goods*, there is no need for any Sponsor Contract as you directly support costs of equipment you agree to donate.

Figure 1: Winner prizes in 2019

Sponsor Packages

Description	Silver < 1500 euros TTC	Gold 1500 - 3999 euros TTC	Platinum > 4000 euros TTC
Your logo is listed in the sponsor section of ph0wn's website	Yes	Yes	Yes
Your logo appears in a LinkedIn post (or other social network) thanking sponsors, a few weeks before the event	Yes	Yes	Yes
Your logo appears on a sponsor poster in the room of the CTF event. This poster groups all sponsors. We print it. Guaranteed size: A3 minimum.	Yes	Yes	Yes
Goodies with sponsor's logo (goodies to be provided by the sponsor)	Yes	Yes	Yes
Sponsor Contract	No	Possible	Possible
Your logo on a large poster (A0 max) or kakemono, in the room of the event. Poster / kakemono to be provided by the sponsor		Yes	Yes
We re-post on a social network some of your company's posts when related to cyber-security or hacking. NB. We choose what we repost.		2 re-posts max	10 re-posts max
Promotion for new jobs / recruitment during the CTF		2 max	10 max

Description	Silver < 1500 euros TTC	Gold 1500 - 3999 euros TTC	Platinum > 4000 euros TTC
VIP seats for Ph0wn CTF		5	10
VIP seats for Ph0wn workshops		2	5
Invitation to VIP & Speaker dinner			2
Sponsor booth			1

Available for direct sponsorship

Instead of purchasing a Sponsor Package, you can sponsor specifically a given line below.

Item	Description of what to sponsor	Estimated price
Meals & Drinks	We provide light meal for participants on the evening of Ph0wn.	25 euros per participant **ALREADY SPONSORED**
Winner Prize	Prizes for the first 3 teams of the CTF. **Geek oriented**. As there are 5 persons per team, we need 15 prizes. *Avoid any sponsor logo on the prizes*.	5x 50-150 euros
Challenge Equipment	We have a list of various electronic equipment we need for challenges, with items from 5 to 200 euros. Contact us for the full list	5-200 euros
"Thank You" equipment	Electronic equipment or gift to be given to volunteers who significantly help us for Ph0wn (e.g creation of a challenge, workshop speakers). This does *not* go to organizers themselves. We usually need around 10 gifts. We have a list of potential items, but you can also propose something else.	30-50 euros per item

Item	Description of what to sponsor	Estimated price
Cleaning	The event is hosted in a beautiful library of the University and we need to ensure we hand it back clean and nice. This has a cost… We thank you to help us on such things too. Pay the cleaning invoice.	350 euros
Security guard	Mandatory for the venue. During the event and until we pack.	400 euros **ALREADY SPONSORED**
Flyers, posters, banner	To advertise the event.	200 euros
Stickers	150 stickers with Ph0wn logo only (no sponsor logo). Distributed to participants and as advertisement to people we meet	250-350 euros **ALREADY SPONSORED**
T-shirt, polo or Hoodies for participants	A T-shirt participants can keep in memory of Ph0wn! A hoodie works too. Must contain Ph0wn's logo. Your logo may appear on the sleeve of the T-shirt. Nb: 200-220 participants.	15-35 euros per shirt
T-shirt, polo or Hoodies for the **winners**	A hoodie participants of the winning team can proudly wear to show off their achievement. With a sentence such as "I won Ph0wn 2024 CTF". If you insist on adding your sponsor logo on the hoodie, please keep it small.	20-60 euros x 20 (be sure to have sizes S to XL - remaining sizes will be distributed to 2nd and 3rd team)

Item	Description of what to sponsor	Estimated price
Beach Towel for participants	A towel participants can keep in memory of Ph0wn. Particularly adapted to Cote d'Azur. Must contain Ph0wn's logo. If you insist on adding sponsor's logo on the towel, please keep it small.	20-25 euros per towel
Geek gifts for participants	Something participants will keep. We are looking for **useful gear**: electronic boards, soldering iron, recent computer science books…	5-30 euros per item
Masters Trophy	A trophy, as a symbol for the 1st team winning the CTF. With date. No sponsor logo. Can be printed with 3D printer.	10-50 euros
Music	For our DJ to play during the evening. Our DJ provides an invoice.	500 euros
Hardware badges	Would you like to handle creation of a hardware badge? A nice geek badge like in conferences such as Defcon, Area41, Troopers… or simpler! We'd love that but don't have human and financial resources for that this year. But if you're in to do it, that's wonderful! The idea is to have a badge with something related to IoT, ph0wn logo, no sponsor logo (or keep it very small)	2-50 euros per participant

Item	Description of what to sponsor	Estimated price
Escape Game	This is an on-site Escape Game. Some Escape Game organizers have a "mobile" version of some of their escape rooms and they are able to move the room entirely to a given location. Here, the escape room would be located in the same building as ph0wn, and ph0wn participants would be able to register during ph0wn and go and play the escape game. The sponsor contacts the Escape Game organizer of his choice, and pays for it. Example	~800 euros
Pinball / Flipper	Rent a pinball for ph0wn	300-800 euros
Gaming Race Simulation	Rent full setup with seat, wheel etc	950-1500 euros
VR headset	Entertainment for participants: rent a couple of VR headsets. Participants play for 5-10 minutes and then go back to challenges.	300-800 euros
Travel Grant	Help remote Ph0wn staff and/or people with low revenue attend the CTF. This consists in covering their travel and hotel costs. (E.g. one Ph0wn staff comes from Grenoble, another from Troyes)	200-800 euros
Other idea?	**We are open to other ideas!**	