

Bsides Asheville Sponsorship Kit

Prepared by: Security BSides Asheville

Venue: Mojo Coworking

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Event Type: #BSides Asheville 2015

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BSides Welcome

Thank you for your interest in sponsoring Security B-Sides (BSides). Following the success of several US and international based BSides events we are happy see continued growth in the community as each years events draw bigger crowds and new events are created.

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 so 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.

Although the event itself is free to participants, the cost of hosting such an event is born by the organizers. This package contains sponsorship information for event specific BSides locations in 2014. We have put together different levels of sponsorship and their benefits. Of course the greatest benefit is that of giving back to the community and enabling others to grow and learn.

Please do not hesitate to contact us if you have any questions or requests. You can reach us via email at info@securitybsides.org. Thank you for your consideration.

We value your participation at this and other Security B-Sides events.

BSides Information

Event Info

Security B-Sides is a framework of events that enables individuals to expand the spectrum of conversation beyond the confines of traditional media. Frameworks such as BSides enable individuals to drive the event, shape the media, and encourage participation. BSides are free, community organized events put on by local individuals with the expressed goal of enabling a platform for information dissemination. BSides is an 'unconference' that follows the 'open spaces' format. This varies from structured presentations to smaller break-out groups, but both provide a direct connection between speakers and the audience.

The following are several details about the events:

- Timeline:
- 2009 :: Launched in the United States • 2010 :: First European event
- 2011 :: Over 20 events planned in US, Europe, India, Hong Kong, Australia
 - Thousands of people have attended and written about their experience at BSides events:
<http://www.securitybsides.org/Media>
 - Community organized, volunteer driven, and corporate funded
 - Focuses on expanding the spectrum of conversation and giving voice to the next big thing
 - Security B-Sides mailing list, online forums, slide share, Facebook/Twitter activity, archived photos/videos and video stream accessible through the BSides portal: <http://www.securitybsides.org/>

Goals

BSides acts as a compliment to current events by enabling long-tail spectrum events that complement the current or surrounding event. The goal is to foster communication and collaboration while increasing the level of conversation.

Major conferences focus on the current hot topics in information security. BSides events explore the fringe of conversation and focus on the Next Big Thing. The conversation has ranged from hardware hacking to gender issues, from twitter hacking to proximity-based identity theft. BSides gives voice to the conversation that is happening just below the surface, and sponsoring enables you to engage that conversation.

Target Audience

While each BSides event is distinct, we target the industry professional looking to offset or augment their current security skill set with that of the next-big-thing conversations. These are industry leaders, thought leaders, information security professionals, and even students who wish to expand their body of knowledge. People who attend have various backgrounds in different sectors and verticals. Their common goal is to learn about emerging issues and connect with those who are having them.

Unlike other events where the speaker is rushed in and out, BSides provides a small and intimate environment for the attendees to directly engage the speaker before, during, and after their talk or presentation. Attendees are looking for more than just information, they are looking to make connections they will call upon throughout the rest of the year.

Prior speakers include: Gene Kim, HD Moore, Dino Dai Zovi, Alex Hut-ton, Tim Keanini, Jonathan Cran, David Mortman, Val Smith, Egypt, Bruce Potter, Ryan Linn, Mike Murray, Mike Bailey, Andy Ellis, Erin Jacobs, Jack Daniel, and many more.

BSides Ethos

Frameworks

Traditional media exist as constrained system and must operate within the bounds to which it has defines itself. Physical events constrain themselves with space and time but frameworks permit the continuous creation of individual events. Our goal is to provide people with options by removing those barriers and providing more options of speakers, topics, and events. The initial event in Las Vegas spawned a wave of new events throughout the United States and around the world. Plans are underway for international BSides events in Berlin, London, and New Delhi.

Participation

BSides is not made up of members but participants. Each person who participates in BSides brings to it something to contribute. Some people bring hardware, organizational skills, or their friends. You are offering to bring other resources that help fuel the conversation. Sponsoring enables you to engage the conversation, interact with attendees, and our commitment to connect you with those attendees of interest to you and your business. The organizers hope your participation will enable another great BSides event.

Media Coverage

Over the years, BSides has gathered mass media attention and been written up in 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. Check out the entire list here: <http://www.securitybsides.org/Media>

Support and Sponsorship

The Value of Sponsorship

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.

We recognize the value in engaging a smaller audience and being the big fish in a small pond. Every organization will have different goals and priorities which is why we offer different levels of participation for every individual, group, or organization. We specifically designed several different options for any sized organization to participate and support this event.

Reasons to Show Your Support

We recognize your desire to not only support a great event but also to see return on your investment. The following are 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: t-shirts, signage/lanyards, lunch sessions, or attendee badges. Based on your level of participation, creative and custom branding may be arranged including transportation, banners, and pod-cast interviews.

- Big fish, small pond: For some, sponsoring large events is not within their price range leaving them with no option for communicating their message. BSides is just the place for you! This small, community atmosphere brings together active and engaged participants who want to absorb information. Sponsoring a BSides event enables to be that big fish in a small pond and better communicate your message to an active audience.

- Stay in touch with the industry: BSides enables its supporters and participants to identify and connect with industry leaders and voices. These participants represent the social networking of security. They are the people who you want to engage to solicit feedback and bring voice to your conversation.
- Stay abreast on the next big thing: Nobody knows what the “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 we believe that listening to the underground can help prepare you and help identify what the next big thing might be.

- Internet simulcast: Many of the BSides events are simulcast online meaning your participation can reach a larger audience than just those participants present. At the 2010 San Francisco BSides event the online audience ranged from 5-10 times those present onsite at the event. In addition, these simulcasts are archived online for later viewing.

- Media: The media coverage for BSides is massive compared with its size. Be part of the conversation and get swept up in the media. Many participants have been quoted and picked up by mainstream news sources including National Public Radio (NPR).

Support Package

We see the benefit in support, not in the cold call connection, but in the live interactive engagement of individuals. The following are various support packages that enable you to not only show your support but also brand that support.

Engage the Audience

- Cost: \$2000 • Features:
- Large Logo on t-shirts
- Sponsorship of Event After Party
- Banner placement at key locations for maximum visibility
- Imprinted logo on signage around the event
- Featured Logo on the event website
- Mention in the media coverage
- Banner placement in main conference area
- Announcements during the event and logo on printed materials

Above and Beyond

- Cost: \$1000 • Features:
- Logo on t-shirts
- Imprinted logo on signage around the event
- Logo on the event website
- Mention in the media coverage
- Banner placement in main conference area and key locations for maximum visibility
- Announcements during the event and logo on printed materials

Core Supporter

- Cost: \$750 • Features:
- Imprinted logo on signage around the event
- Logo on the event website
- Mention in the media coverage

- Announcements during the event and logo on printed materials

Custom Sponsorship

- Cost: TBD • Features:
- Security B-Sides encourages participation from a wide range of organizations. If you have an idea on a custom sponsorship please inform us so we can evaluate and determine if it is a viable option. These ideas may include but are not limited to the contribution of:
- Physical space • Transportation • Food and beverage • Media publicity or PR • Legal assistance

Support Terms and Conditions Agreement

1. Sponsorship Agreement: between the event-specific Security B-Sides organizer ("Organizer") and ("Sponsor") is valid from the date it is fully executed through the end of the sponsored event (or a 12 month period for Global Sponsors).
2. Sponsor Marketing Use Agreement: Sponsor may use the following tag line on its marketing materials during the term of this Sponsorship Agreement: "Official Sponsor of Security B- Sides".
3. Production Timeline: In order for Organizer to fulfill all promotional benefits for Sponsor, Sponsor agrees to meet all Organizer related submission deadlines:
 1. 3.1. Trademark/Logo, Sponsor URL, Ad (if applicable), Banner display (if applicable), will be sent within 10 business days from the date this Sponsorship Agreement is fully executed.
 2. 3.2. All items will be submitted one month prior to the event or production deadline.
4. Sponsor Trademark Usage Agreement: Sponsor agrees to allow Organizer to use Sponsor's trademark/logo/tagline solely to perform and fulfill its obligations under the Sponsorship Kit and this Sponsorship Agreement.
5. Sponsor Trademark Usage: Notwithstanding Section 4 above, Sponsor agrees to allow Organizer the right to use Sponsor's trademark/logo/tagline and graphics on all of the promotional benefits, including but not limited to:
 1. 5.1. The Web banner add to be posted on the event and Security B-Sides Web pages
 2. 5.2. Sponsor benefit items Organizer detailed on the Support Package section
 3. 5.3. Any Exhibit Hall promotional banner and signage/lanyard, etc.
6. Web Reference: Sponsor may publish an Internet hyperlink from Sponsor's website to the event-specific and Security B-Sides websites, and maintain the hyperlink as an active, functional, and correct link to the websites through the duration of the event and thereafter unless removal is requested by Sponsor.
7. Payment: Full payment must accompany this application and Sponsorship Agreement and be received by Organizer. Payment can also be sent via PayPal. Failure to pay full balance will subject sponsorship to cancellation.
8. Non-endorsement: The use of Sponsor's name within Security B-Sides or event-specific web- sites or mailing lists does not constitute endorsement by Security B-Sides or Organizer of the Sponsor, the Sponsors services, products or programs. Additionally, the Sponsor is not permitted to represent in any manner that such products, services, or programs have been endorsed by Security B-Sides or Organizer.

9. Non-exclusivity: Neither Security B-Sides or Organizer awards exclusive sponsorship or establishes exclusive relationships with Sponsors. Sponsor shall not imply that such a preferential relationship exists between Sponsor and Security B-Sides or Organizer.
10. Limited Liability: In the event that circumstances beyond the commercially reasonable control of Organizer interferes with, or prevents, Organizer from fulfilling, in part, or all of, Sponsor's promotional benefits under this Sponsorship Agreement, Sponsor, by signing this Sponsorship Agreement, holds Organizer, Security B-Sides, as well as their respective Board of Directors and employees harmless from all legal and financial liability to Sponsor, caused by such circumstances, beyond the fee paid by Sponsor for this sponsorship.
11. Force Majeure: Neither Security B-Sides, Organizer, or Sponsor shall be deemed in default of this Sponsorship Agreement to the extent that performance of its obligations or attempts to cure any breach are delayed or prevented by reason of any act of God, fire, natural disaster, accident, act of government, or any other causes beyond its commercially reasonable control.
12. Rejection: Security B-Sides and Organizer reserve the right to reject a potential sponsor for any reason.
13. Entire Agreement: This and all attachments here to, constitute the entire Sponsorship Agreement.

X _____ Date _____
 Name of Authorized Person Signature

X _____ Date _____
 Name of Organizer Signature

Sponsorship Level	Cost	Choice (X)
Engage the Audience	\$2,000	
Above and Beyond	\$1,000	
Core Supporter	\$750	
Custom	\$	