

2020 BSides San Diego Sponsorship

March 7-8th at National University



TWITTER: @BSIDESSD
SPONSORS@BSIDESSD.ORG

BSidesSD - 2020 Sponsorship Kit

BSIDES WELCOME

Thank you for your interest in sponsoring Security BSides San Diego (BSidesSD). We are thrilled to bring Security BSides back to Southern California at our event being held at National University on March 7th-8th, 2020.

BSidesSD is a two-day integrated conference that combines keynote and track content presentations with hands-on villages to ensure community participants learn the “next big thing” in information security.



BSidesSD, as with all BSides events, keeps its ticket cost very low to allow for as many community participants as possible. The event is made possible by you, community sponsors, who see the value of being a major part of our regional information security community. The event is organized by committed and passionate volunteers to ensure that all of your sponsorship dollars go to providing the community a fabulous event for information gathering and sharing.

By sponsoring BSidesSD, you join other great community supporters like USAA, NSA, SANS, Lockheed Martin, National University, and many others.

If you have any questions, please do not hesitate to contact us at sponsors@bsidessd.org



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 most important part is that you are part of the community and you can attract participants to your tables through engaging contests, giveaways and games. If you need suggestions on the types of giveaways or games, we are happy to help!



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SPONSORSHIP FEATURES AT A GLANCE

We have two options for sponsorship to be applied. General Sponsorships and Ala Carte Sponsorships. Perks associated with each are detailed in the tables below.

General Sponsorships

BENEFITS	DIAMOND \$8000	PLATINUM \$5000	GOLD \$4000	SILVER \$2500	BRONZE \$1000
Sponsorships Available	1	2	4	8	No Limit
Badges Incl.	10	8	6	4	3
Logo: Web	✓	✓	✓	✓	✓
Logo on Signs	✓	✓	✓	✓	✓
Verbal Thanks	All Tracks	All Tracks	Selected Tracks	✓	✓
Social Media	✓	✓	✓	✓	✓
Table Space	Two	Two	One	½ Table	✗
Swag in Bag	✓	✓	✓	✓	✗
Ad in Program	Full Page	Full Page	½ Page	¼ Page	✗
Logo on Shirt	✓	✓	✓	✓	✓

General Sponsorship Add On Options

Would your organization like to give a bit more? Additional “ADD ON” options are also available. Each of these items come with sponsor specific signage to be displayed and extra verbal “Thank you!” messages during track introductions. Each of the ADD ON options are priced at \$500.

Options are:

Coffee / Tea Service – Help us caffeinate our Participants and Staff in the morning hours!

Afternoon Beverages and Snacks – Let’s keep hydrated (sodas & water) and feed our bodies along with our minds.

Raffle Prizes – We’ll be selling Raffle Tickets to go towards future BSidesSD events! Prizes will be purchased from these funds.

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ALA CARTE SPONSORSHIP OPTIONS

Each of the below Sponsorship options are for specific items or events taking place as a part of the conference. Perks are detailed below.

BENEFITS	LANYARDS \$500	SWAG BAGS \$800	BREAKFAST \$1000	LUNCH \$2500	BADGES \$3000	HAPPY HOUR \$3000
Badges Incl.	2	2	2	3	4	4
Logo: Web	✓	✓	✓	✓	✓	✓
Logo on Signs	✗	✗	✓	✓	✓	✓
Verbal Thanks	✓	✓	✓	✓	✓	✓
Social Media	✓	✓	✓	✓	✓	✓
Logo on Lanyard (cobranded with BSidesSD logo)	✓	✗	✗	✗	✗	✗
Logo on Badge (cobranded with BSidesSD logo)	✗	✗	✗	✗	✓	✗

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SPONSORSHIP SIGN UP

Are you ready to become a sponsor? It is super easy; just select the level of sponsorship you would like and send us your logo. We will follow up with you, providing our Sponsorship Agreement and terms via email. That's it!

If you have any questions, we are here to help: sponsors@bsidessd.org

For General and Ala Carte Sponsorship packages, place a check mark in the corresponding line for the level you wish to sponsor.

If your organization would like to include any ADD ON sponsorship items, please specify which item you would like to fund (Coffee/Tea, Afternoon Beverages, Raffle Prizes) in the Selection column.

FOR SPONSORS		
PACKAGE	COMMITMENT	SELECTION
GENERAL OPTIONS		
DIAMOND	\$8000	
PLATINUM	\$5000	
GOLD	\$4000	
SILVER	\$2500	
BRONZE	\$1000	
ALA CARTE OPTIONS		
LANYARDS	\$500	NOT AVAILABLE
SWAG BAGS	\$800	
BREAKFAST	\$1000	
LUNCH	\$2500	
BADGES	\$3000	
HAPPY HOUR	\$3000	
ADD ON ITEMS		
ADD-ON ITEM	\$ 500	
TOTAL COMMITMENT		
ORGANIZATION CONTACT INFORMATION		
ORGANIZATION		
POC NAME		
EMAIL ADDRESS		
MAILING ADDRESS		
DATE		
SIGNATURE		

SPONSORSHIP TERMS AND CONDITIONS AGREEMENT

Sponsorship Agreement: between the event-specific Security BSides San Diego organizer (“Organizer”) and _____ (“Sponsor”) is valid from the date it is fully executed through the end of the sponsored event BSides San Diego 2020.

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 BSides San Diego”.

Production Timeline: In order for Organizer to fulfill all promotional benefits for Sponsor, Sponsor agrees to meet all Organizer related submission deadlines:

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.

All items will be submitted one month prior to the event or production deadline as specified.

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.

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:

- The Web banner add to be posted on the Security BSides event and Security BSides San Diego Web pages.
- Sponsor benefit items Organizer detailed on the Sponsorship Features sections above
- Any Exhibit Hall promotional banner and signage/lanyard, etc.

Web Reference: Sponsor may publish an Internet hyperlink from Sponsor’s website to the event specific and Security BSides 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.

Payment: Full payment must accompany this application and Sponsorship Agreement and be received by Organizer. Payment can also be sent via our online payment using a Credit Card. Failure to pay full balance will subject sponsorship to cancellation. All payments shall be made out to the event operator, details to be specified on the invoice issued upon execution of this agreement.

Non-endorsement: The use of Sponsor’s name within Security BSides or event-specific websites or mailing lists does not constitute endorsement by Security BSides or Organizer of the Sponsor, the Sponsor’s 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 BSides or Organizer.

Non-exclusivity: Neither Security BSides 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 BSides or Organizer.

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 BSides, 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.

Force Majeure: Neither Security BSides, 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.

Rejection: Organizer reserves the right to reject a potential sponsor for any reason.

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Entire Agreement: This and all attachments here to, constitute the entire Sponsorship Agreement.

Name of Authorized Person	Date	Signature
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Name of Organizer	Date	Signature
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