



October 20, 2022

**Event: #BSidesBoulder2023 ( June 23, 2023 ) more details at <https://bsidesboulder.org>**

**Thank you for your interest in sponsoring BSides Boulder (BSides).**

As we start to plan for another great BSides Boulder event, we look back on last year's (2022) event. This brought us the first in-person BSides Boulder which gave those in our community the opportunity to meet and get to know each other in person. These connections are invaluable as the security landscape rapidly changes.

We plan to make this year's event even better. There are plans to have more content, more speakers, and one or two villages where participants can go discuss and learn new skills hands-on.

If you are unfamiliar with BSides events and what we do, the rest of this packet will give you a good idea. If you are interested, and would like to support the BSides Boulder event, please contact us at [info\[at\]bsidesboulder\[dot\]org](mailto:info@bsidesboulder.org).

**We value your participation in BSides Boulder events and thank you for your consideration.**

**Sincerely,**

**The BSides Boulder Team**

## **What is Security BSides?**

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.

**2019:** More than 60 events worldwide in the US, Europe, Hong Kong, & Australia

**2020:** First BSides event in Boulder Colorado

**2022:** First in-person BSides event in Boulder Colorado

Thousands of people have attended and written about their experience at BSides events. Read more at: <http://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 to expand the spectrum of conversation
- Focused on giving a voice to the "next big thing"

Security BSides is a Global Community, here are resources for more information:

- Security BSides Global portal <http://securitybsides.com>

To request a Sponsorship Agreement or more information regarding joining us in fulfilling the BSides Mission reach out to [info@bsidesboulder.org](mailto:info@bsidesboulder.org)

# Sponsorship Opportunities

## Leading \$5,000 (limit 2)

- Logo in Swag
- Sponsor Spotlight Profile in Website
- Sponsor Spotlight Slide (scroll) - at the opening and closing events
- Swag – 2 x T-shirts (or similar)
- Opening/Closing Verbal Acknowledgements
- Sponsor “Elevator Speech” at the closing event
- Two tickets for entry
- A table for swag and socialization
- Company name on a room \*

## Contributing \$2,500 (limit 4)

- Logo in Swag
- Sponsor Spotlight Profile in Website
- Sponsor Spotlight Slide (scroll) - at the opening and closing events
- Swag – 2 x T-shirts (or similar)
- Opening/Closing Verbal Acknowledgements
- Two tickets for entry

## Supporting \$1,000 (limit 10)

- Logo in Swag
- Sponsor Spotlight Profile in Website
- Sponsor Spotlight Slide (scroll) - at the opening and closing events
- Swag – 2 x T-shirts (or similar)

\* We are aiming to have this as an in-person/hybrid event. These items will be included only at a physical event.

## Custom Sponsorships

Security BSides encourages participation from a wide range of organizations. If you have an idea on a custom sponsorship please, let us know. We'll do our best to provide a way for you to get involved. Ideas may include but are not limited to: the contribution of physical space, transportation, food and beverage, contests and give-aways, media publicity or PR, and/or legal assistance.

## **Support Terms and Conditions Agreement**

1. Sponsorship Agreement: between the event-specific Security BSides organizer or person (“Organizer”) and event-specific sponsor (“Sponsor”) is valid from the date it is fully executed through the end of the sponsored event.
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 BSides Boulder”.
3. Production Timeline: In order for Organizer to fulfill all promotional benefits for Sponsor, Sponsor agrees to meet all Organizer related submission deadlines:
  - 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.
  - 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:
  - 5.1. The Web banner ad to be posted on the event and Security BSides Web pages
  - 5.2. Sponsor benefit items Organizer detailed on the Support Package section
  - 5.3. Any 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 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 Organizer.
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 the full balance will subject sponsorship to cancellation.

8. 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.
9. Non-exclusivity: Neither Security BSides nor 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.
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 and 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.
11. 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.
12. Rejection: Security BSides 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.

**By signing below, you agree to all of the terms and conditions listed above.**

\_\_\_\_\_  
Sponsor (Printed)

\_\_\_\_\_  
Sponsor (Signature)

\_\_\_\_\_  
Sponsor (Mailing Address)

\_\_\_\_\_  
Sponsor (Company Name)

\_\_\_\_\_  
BSidesBoulder Event Organizer  
(Printed)

\_\_\_\_\_  
BSidesBoulder Event Organizer  
(Signature)

**Please indicate below which level of sponsorship you are selecting:**

**Leading Sponsor (\$5,000)** \_\_\_\_\_

**Contributing Sponsor (\$2,500)** \_\_\_\_\_

**Supporting Sponsor (\$1,000)** \_\_\_\_\_

**Custom Sponsorship:** \_\_\_\_\_

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