



11654 Plaza America Drive,

Unit: 351

Reston, VA 20190

[www.BSidesNoVA.org](http://www.BSidesNoVA.org)

[Info@bsidesnova.org](mailto:Info@bsidesnova.org)

[@bsides\\_NoVA](https://twitter.com/bsides_NoVA)

# Sponsorship Kit

Event Type: #BSidesNoVA2017

## Event details

**Event Date:**

February 2017

**Venue:**

CIT Building

2214 Rock Hill Rd

Herndon, VA 20170

Herndon, VA



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## BSides Welcome

Thank you for your interest in sponsoring BSidesNoVA (BSides). We are happy to announce the inaugural event for BSideNoVA scheduled for February 2017.

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 to 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 we only charge participants a nominal fee to enter event, the cost of hosting such an event is borne by the organizers. 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 [sponsors@bsidesnova.org](mailto:sponsors@bsidesnova.org).

We value your participation at this and other Security BSides events.



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## 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. 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 is 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 podcast interviews
- **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.
- **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).



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## Support Package

Through the unique nature of this event, the list of speakers and attendees is available online. 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.

Sponsor	Bronze \$500	Silver \$1,500	Gold \$2,500	Diamond \$3,500
Number available	-	-	2	2
Logo on website	X	X	X	X
Logo on event T-shirt	X	X	X	X
Logo on event signage/banner		X	X	X
Sponsors Table		X	X	X
Logo on talk podiums			X	X
Number of passes	2	4	4	6



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### Custom sponsorship packages:

- Cost: Agreed upon amount
- Features:
  - BSidesNoVA 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
    - Contests and give aways
    - Legal assistance
    - After Party (Placement of sponsor-provided banners at party)
    - Lanyards/Badges
    - Training Rooms (Placement of a sponsor-provided banner in each of the 2 rooms)
    - Energy drink
    - Breakfast
    - Lunch

# Support Terms and Conditions Agreement



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1. **Sponsorship Agreement:** between the event-specific BSidesNoVA 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 BSidesNoVA".
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 add to be posted on the event and BSidesNoVA Web pages
  - 5.2. Sponsor benefit items Organizer detailed on the Support Package section
  - 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 BSidesNoVA websites, and maintain the hyperlink as an active, functional, and



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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 BSidesNoVA or event-specific websites or mailing lists does not constitute endorsement by BSidesNoVA 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 BSidesNoVA or Organizer.
9. **Non-exclusivity:** Neither BSidesNoVA or Organizer awards exclusive sponsorship or establishes exclusive relationships with Sponsors. Sponsor shall not imply that such a preferential relationship exists between Sponsor and BSidesNoVA 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, BSidesNoVA, 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 BSidesNoVA, 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:** BSidesNoVA and Organizer reserve the right to reject a potential sponsor for any reason.



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

X \_\_\_\_\_ X \_\_\_\_\_  
**Sponsor** **Signature / Date**

X \_\_\_\_\_ X \_\_\_\_\_  
**Sponsor** **Website for BSides Page Link**

X \_\_\_\_\_ X \_\_\_\_\_  
**BSides Organizer** **Signature / Date**

<b>Sponsorship Level</b>	<b>Cost</b>	<b>(Please check here)</b>
Platinum	\$3,500	
Gold	\$2,500	
Silver	\$1,500	
Bronze	\$500	
Custom Sponsorship	-	





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## **Additional Notes:**