



SPONSORSHIP GUIDE

FOR MORE INFORMATION

EMAIL : sponsor@bsidesorlando.org

TWITTER : [@bsidesorl](https://twitter.com/bsidesorl)

INSTAGRAM : [bsidesorl](https://www.instagram.com/bsidesorl)

WEBSITE : bsidesorlando.org

Thank you for your interest in sponsoring B-Sides Orlando

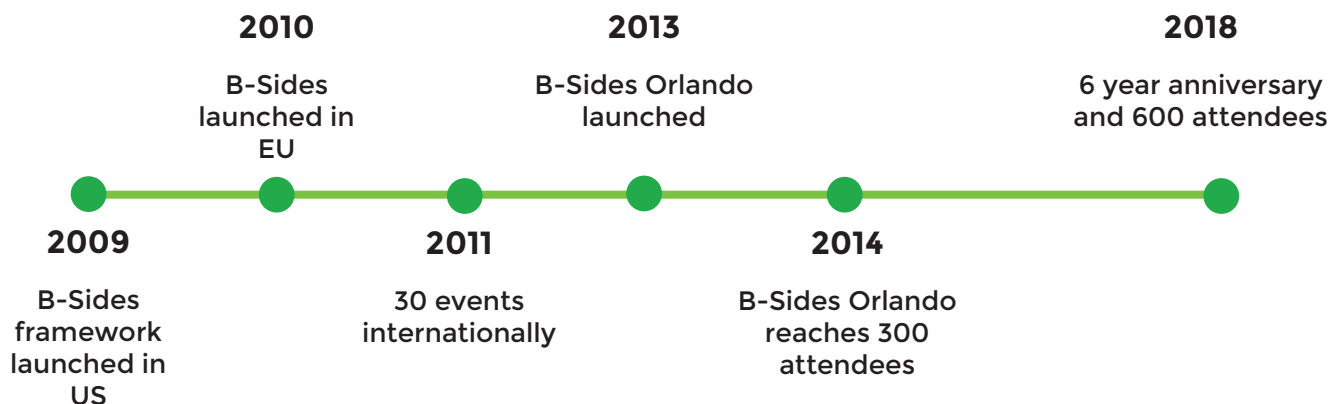
Our success has grown over the last several years with the help of a dedicated community of volunteers and organizers. We provide an open platform that gives beginners, security experts, and industry professionals the opportunity to share ideas, insights, and develop longstanding relationships in the community.

EVENT INFO

B-Sides Orlando is a community-organized event driven by a passion to connect information security professionals regardless of where they are in their career. We provide traditional tracks and various villages but we differ in our approach to speakers and attendees.

We encourage new and aspiring speakers to present for the first time and provide opportunities for attendees to take their skills to the next level.

TIMELINE



View archived pictures, video, and information on the B-Sides Orlando site: <http://bsidesorlando.org>



GOALS

B-Sides Orlando acts as a supplement to larger events like SANS Orlando. This facilitates a laidback environment to the professionals attending SANS and unique access to accomplished speakers. Our environment fosters communication and collaboration between professionals, hobbyists, and students.

Our goal is to bring the conversation to another level and inspire a passion for security. We welcome presentations from diverse and humble areas of interest.

TARGET AUDIENCE

While each B-Sides event is unique, we focus on those new to the industry while enabling intermediate and advanced professionals to expand their knowledge. An eclectic blend of students, young professionals, and infosec professionals provide opportunity for our attendees to grow.

A smaller and more intimate setting contributes to the unique nature of B-Sides Orlando where attendees look for more than just information. They are looking to make connections and have conversations to complete their goals.



THE VALUE OF A SPONSORSHIP

Our intimate event provides participants an opportunity to develop connections with students, hobbyists, and industry professionals. The biggest value of B-Sides Orlando is recruitment from a large list of potential candidates.

Contact **sponsor@bsidesorlando.org** for more information regarding custom sponsorships to meet the specific needs of your organization.

SPONSORSHIP OPPORTUNITIES

	Free*	Gold	Platinum	Diamond**
	\$0*	\$1,000	\$1,500	\$2,500
Verbal recognition	X	X	X	X
Logo on event website	X	X	X	X
Logo in guide and signage	X	X	X	X
Social media promotion	X		X	X
Logo on back of t-shirt			X	X
Vendor table space	X		X	X
Attendee email blast on behalf of sponsor				X
Sponsor-provided item or flyer included in swag bag				X
Optional 2-3 min at closing ceremonies				X
Number of event tickets		1	2	4

* For student groups and and not-for-profit organizations only. Suggested donation \$500.

**Co-brand your table with optional preferred business partner



TARGETED OPPORTUNITIES

Event	Cost	Engagement
Capture the Flag (CTF) Hosting	\$500 (1 seat)	Sponsor banner in CTF room. Optional 2-3 min to address attendees in CTF room.
CTF Trophy	\$500 (1 seat)	Sponsor banner in CTF room. Optional 2-3 min to address attendees in CTF room.
Lockpick Village (LPV)	\$500 (1 seat)	Sponsor banner in LPV room. Optional 2-3 min to address attendees in LPV room.
Happy Hour Social	\$500 + bar tab (1 seat)	Sponsor-provided banner and koozie at happy hour. Optional 2-3 min to address attendees at happy hour.
T-shirts	\$1,000 (1 seat)	Top billing logo on back of shirt.
Digital Badges	\$2,000 (1 seat)	Sponsor logo printed on badge circuit board. Sponsor-provided lanyards for all badges.
Beverage Station	\$500	Provides coffee and water stations at the venue. Sponsor-provided sign at stations.

CUSTOM SPONSORSHIP

Contact **sponsor@bsidesorlando.org** for more information regarding custom sponsorships to meet the specific needs of your organization. Prices are negotiable and discounts are offered to returning sponsors.

Payments must be paid in full by March 1st.

Ideas include:

- Contest and giveaways
- Door prizes
- Media publicity or PR

At a minimum, custom sponsorship includes:

- Printed logo on signage around the event
- Logo on the event website
- Announcements during the event for the sponsored item(s)

