

SANS

DMA

DIFFERENCE MAKERS AWARDS 2023

SPONSORSHIP PROPOSAL

ABOUT

The SANS Difference Makers Awards shine a light on the cybersecurity practitioners who are leading innovative developments in the industry, who've made outstanding security achievements, and who are contributing back to the InfoSec community in ways that deserve recognition.



DATE AND LOCATION

Wednesday, December 13th - starting at 6:00pm

A part of SANS Cyber Defense Initiative at The Washington Hilton.

Washington Hilton

1919 Connecticut Avenue, N.W.

Washington D.C. 20009

WHY PARTICIPATE?

As a sponsor of the Difference Maker Awards, you're given a unique opportunity to simultaneously elevate your brand and demonstrate your company's commitment to community support. The event is much more than just an awards ceremony—it's a platform for your brand to shine amidst a diverse and highly-engaged audience. This isn't just about logo representation—it's about connecting, engaging, and making a tangible difference in cybersecurity.

Don't just reach this audience, resonate with them.

2022 DMA IMPACT & REACH

49 Nominees 7,500+ Votes 22 Winners

Last year was the first time we opened voting to the general public. We anticipate even greater participation this year! We saw excellent social engagement from nominees and winners, who were provided with graphics to share throughout the nomination and voting process.

As a sponsor, we encourage you to leverage your social network to promote this event too.



SPONSORSHIP OPPORTUNITIES

	Price	Included
Presenting Sponsor (2 Available)	\$20,000	Before the Awards Your logo on Website, Signage, and Program Guide Your logo in relevant editorial copy and in any press releases At the Awards Host a table of 10 clients at the Awards dinner Onscreen branding and recognition during the reception and awards ceremony (logo on stage) An invitation on stage to present the award to the category winner After the Awards Your logo in an email announcing the winners Continuing presence on the Awards website offering coverage of the winners.
Table Sponsor (3 Available)	\$6,500	Logo included on Website, Signage and Program Guide + a table for 10 ppl.
Logo Sponsor (5 Available)	\$2,500	Logo included on Website, Signage and Program Guide.
360 Revolving Camera (1 Available)	\$2,500	Logo included on Website, Signage and Program Guide.
Cocktail Sponsor (1 Available)	\$500 + Variable	Sponsor the Cocktail Reception + Logo included on Website, Signage.
Dessert Reception Sponsor (1 Available)	\$500 + Variable	Sponsor the Dessert Reception + Logo included on Website, Signage.
Swag Bag Sponsor (10 Available)	\$250 + Variable	Sponsor an approved item in the Swag Bag + Logo included on Website, Signage.

TERMS OF SERVICE

Delivery and Quality: SANS warrants that the virtual broadcast will be of good quality consistent with industry standards without significant streaming disruptions. SANS will provide the virtual platform required to broadcast the session, the registration platform required for the collection and delivery of leads for Sponsor and the platform for the chat workspace.

Promotion Guarantee: The DMA's will be promoted to the SANS and Hacker Valley audiences (over 500,000), in addition to community exposure.

On-demand Viewing: Following the live Event, SANS will archive the DMA's in the SANS YouTube channel and will be available on-demand for a minimum of 2 years.

Branding: The sponsor's logo will be prominently placed on the event website and on the sponsor's social posts.

Cancellations: Cancellations will only be accepted when agreed to in writing by The SANS Institute. Absolutely no cancellations will be accepted 4 weeks or less from the day of the event, and full payment will be required of those who fail to attend. A processing fee of 50% of cost will be applied to any approved cancellation, regardless of when the cancellation is made. Cancellation fee must be paid by check or with credit card within 10 business days of the cancellation date.

☐ Presenting Sponsor \$20,000

☐ Table Sponsor \$6,500

☐ Cocktail Sponsor *\$500 +

☐ Logo Sponsor \$2,500

☐ Dessert Sponsor *\$500+

☐ 360 Camera Sponsor \$2,500

☐ Swag Sponsor *\$250+

**Additional charges based on F&B or Swag costs.*

Name

Company

Date

Contact

Please email the signed agreement or any questions to dma@sans.org.