



## 2025 Hybrid Summit Sponsorship Offerings



### IN-PERSON SUMMIT SPONSORSHIP PACKAGES

BENEFITS	SILVER	PLATINUM
Branding on Event Website and In-Person Event	✓	✓
Discussion Channel on Slack Workspace	✓	✓
30-Minute Speaking Slot at Solutions Track		✓
MP4 Recording of Speaking Session		✓
Virtual Opt-In Lead Guarantee	500 Leads	500 Leads

## Additional Sponsorship Opportunities!

### TABLETOP

- Signage at In-Person Event and Brochure
- Tabletop at Expo Breakfast and Lunch
- Badge Scanner Application
- Invitation to Attend SANS Evening Event
- **Two FREE Summit Passes**

### EVENING EVENT

- Signage or Inclusion on Event Marquee
- Dedicated Sponsor Area at Event





## Who is SANS Institute?

SANS Institute is a global-leading provider of cybersecurity training, offering top-notch courses, expert instructors, and advanced research. We serve a community of over 400,000 cybersecurity professionals.

## What is SANS's Sponsorship Program?

Our Sponsorship program connects your organization with a targeted audience of cybersecurity professionals and decision makers through our events, classes, and webinars. *See previous sponsors on last page.*

## Why Partner with SANS?



### Direct Access to Key Decision Makers

With an average class investment of \$9,000, our attendees are typically company-sponsored and include key decision makers and influencers.



### Enhanced Brand Visibility and Credibility

Align with SANS to position your brand as a cybersecurity leader, enhancing your credibility and market presence.



### Meaningful Engagement with a Targeted Audience

Present your solutions to professionals seeking advanced cybersecurity tools and strategies.



### High-Quality Leads

Generate leads from professionals invested in improving their cybersecurity practices. *\*A sponsor from CyberFest 2024 secured a seven-figure deal from a lead obtained through the event, demonstrating the substantial business impact.*



### Premier Sponsorship Benefits

Premium event placement, branded content opportunities, and tailored sponsorship packages ensure maximum impact and ROI.

**Seize this opportunity to showcase your solutions to those who matter most and solidify your position as a leader in cybersecurity innovation.**

**Contact us at [sponsorships@sans.org](mailto:sponsorships@sans.org) today.**



# Charting Success Together

## SPONSORSHIP BENEFITS



### Targeted Audience Access

Gain exposure to an audience of cybersecurity professionals and decision makers.



### Brand Visibility

Enhance recognition at premier industry events through digital platforms.



### Product Showcasing

Showcase your products and solutions directly to potential customers.



### Networking Opportunities

Build valuable relationships with industry leaders, influencers, and potential clients.



### Sales Opportunities

Turn your virtual connections with our highly qualified audience into potential sales.



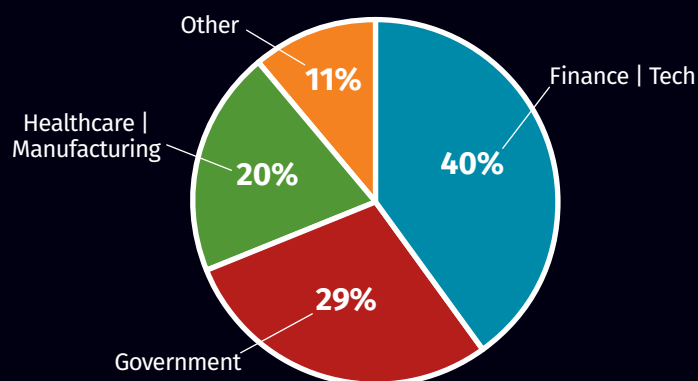
### Thought Leadership

Present on the SANS virtual stage establishing your expertise in the field.

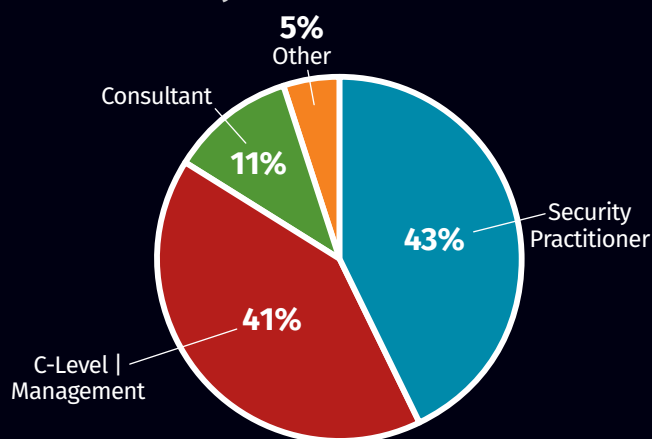
## DEMOGRAPHICS

SANS has a base of over **400,000** cybersecurity professionals

### INDUSTRY TYPE



### JOB FUNCTION



**Join us in shaping the future of cybersecurity.**

We create unparalleled opportunities for growth, collaboration and innovation in cybersecurity by partnering sponsors with experts and industry-leading organizations.