

SANS

2025 RESEARCH PROJECTS

Align with the world's leading base of trusted cybersecurity professionals by developing a SANS research project.

 www.sans.org

 sponsorships@sans.org



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.*



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 today.



2025 Research Schedule

MAR 12	SANS 2025 Threat Hunting Survey Webcast AUTHOR: Josh Lemon		SEP 4	SANS 2025 AI Survey Webcast AUTHORS: Brandon Evans & Ahmed Abugarbia	 
MAY 21	SANS 2025 CTI Survey Webcast AUTHORS: Rebekah Brown & Andreas Sfakianakis	 	SEP 17	SANS 2025 Zero Trust Survey Webcast AUTHOR: Ismael Valenzuela	
JUL 9	SANS 2025 SOC Survey Webcast AUTHOR: Chris Crowley		OCT 22	SANS 2025 ICS Survey Webcast AUTHOR: Jason Christopher	
AUG 22	SANS 2025 Multicloud Survey Webcast AUTHOR: Kenneth Hartman		DEC 3	SANS 2025 Detection & Response Webcast AUTHOR: Josh Lemon	

SURVEY SPONSORSHIP PACKAGES

BENEFITS	BRONZE	SILVER	GOLD	PLATINUM
Opt-In Lead Guarantee	500 Leads	500 Leads	500 Leads	500 Leads
Branded Survey Paper	✓	✓	✓	✓
Branded MP4 Recording	✓	✓	✓	✓
Event Web Page Branding	✓	✓	✓	✓
Anonymized Data Set	✓	✓	✓	✓
Inclusion in Panel Discussion		✓	✓	✓
Product Brief or Infographic			✓	✓
15-Minute Speaking Slot				✓



2025 Research Report Offerings

JULY

SANS 2025
New Attacks Report
 & FORUM
 AUTHOR: TBD



REPORT SPONSORSHIP PACKAGES

BENEFITS	BRONZE	SILVER	GOLD	PLATINUM
Opt-In Leads	300 Leads	300 Leads	300 Leads	300 Leads
Branded Report Paper	✓	✓	✓	✓
Branded MP4 Recording	✓	✓	✓	✓
Event Web Page Branding	✓	✓	✓	✓
Inclusion in Panel Discussion		✓	✓	✓
Product Brief or Infographic			✓	✓
15-Minute Speaking Slot				✓

“SANS continuously delivers quality events and highly desirable prospects for our lead generatin program.

—VMRAY

“I have done various SANS events over the last seven years. We have been very happy with the quality of attendees at each event!

—RiskIQ



2025 Custom Research Offerings

The SANS Research & Content Program provides cybersecurity organizations the ability to align their brand with SANS experts, by conducting research and producing compelling and timely content on a cyber topic of your choosing. Learn more about our custom offerings:

CUSTOM SURVEYS

- Highly skilled community for market research
- Helps shape your go-to-market strategy
- Work directly with a SANS research analyst

BENEFITS

Sponsor-Defined Survey Written by SANS SME

Branded Survey Paper

Co-Presented Survey Insights Webcast (One Hour)

Branded MP4 Recording

Opt-In Leads

WHITE PAPERS

- Establish your position as a thought leader
- Partner with a SANS expert to create insightful content on a topic of your choice

BENEFITS

Thought Leadership Paper Written by SANS Analyst

Co-Presented Webcast (One Hour)

Recorded Content Presentation (60 Minutes)

Branded MP4 Recording

Opt-In Leads

The SANS Research Program aims to leverage resources to further develop your go-to-market strategy. Reach out to your Account Manager today at sponsorships@sans.org to collaborate on a strategy to best utilize our programs to meet your organizational goals.



2025 Custom Research Offerings



PRODUCT REVIEWS

- Third-party, unbiased analysis of your tool or product performed by a SANS analyst
- Highlight your tool's capabilities to an audience of highly technical cybersecurity experts

BENEFITS

Co-Presented Webcast (One Hour)

Branded Product Review

Recorded Content Presentation (45 Minutes)

Branded MP4 Recording

Opt-In Leads



FIRST LOOKS

- Introduce your cutting-edge technology to the SANS community
- Increase your brand visibility within an over-populated market

BENEFITS

2-3 Page Executive Summary on Product Written by SANS SME

Branded First Looks Paper

Co-Presented Webcast (30 Minutes)

Branded MP4 Recording

Opt-In Leads

Additional Sponsorship Opportunities!

SPOTLIGHT PAPER

2-3 page co-branded thought-leadership paper written by a SANS subject-matter-expert

NEWSLETTER AD INCLUSIONS

NewsBites (over 445,500 subscribers and growing) & @RISK (over 399,000 subscribers and growing)

- Upper ads: 55 words + URL + Logo
- Lower ads: 25 words + URL



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.



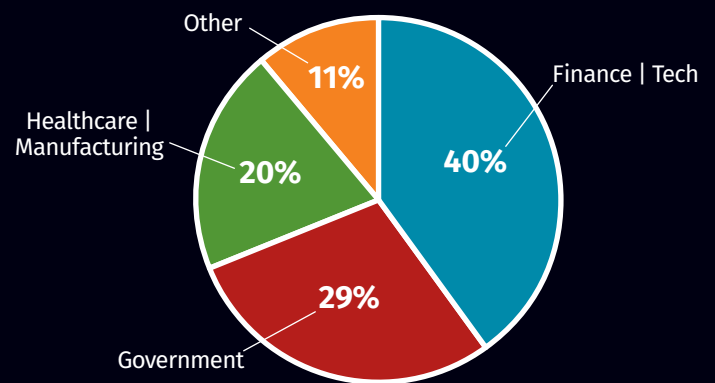
Thought Leadership

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

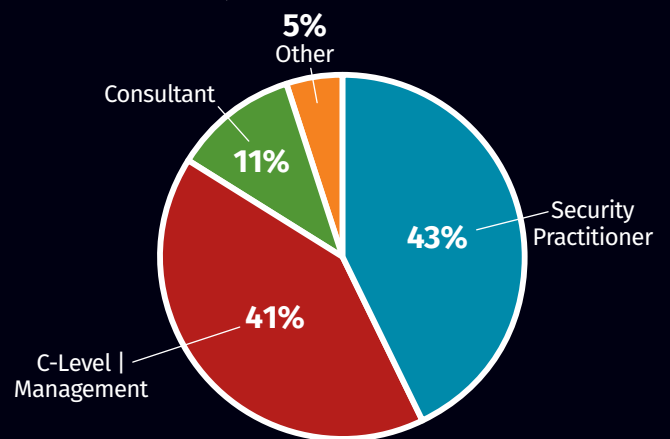
DEMOGRAPHICS

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.

