



## 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](mailto: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



## 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.



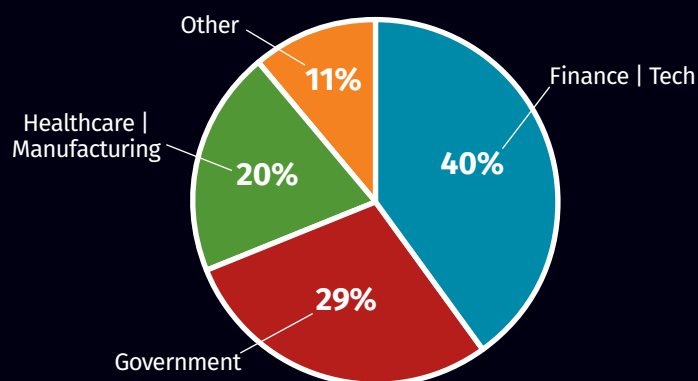
### Thought Leadership

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

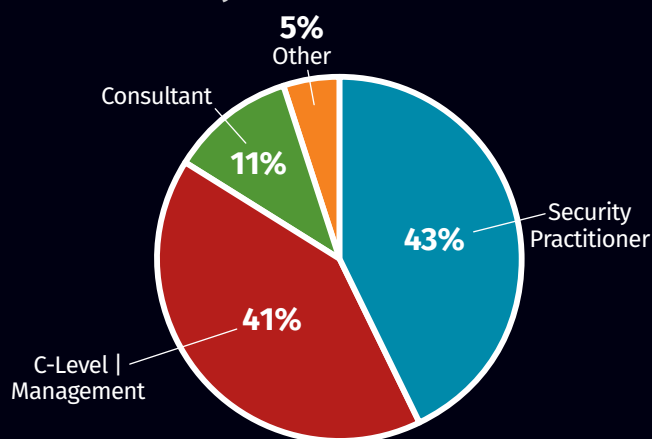
## DEMOGRAPHICS

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.