

# 2025 RESEARCH PROJECTS

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



🖂 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.

### **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. **Why Partner** Meaningful Engagement with a Targeted Audience Present your solutions to professionals seeking with SANS? 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** today.







## **2025 Research Schedule**

| mar<br>12        | SANS 2025<br>Threat Hunting<br>Survey Webcast<br>AUTHORS: Josh Lemon & Jess Garcia   | sep<br>4         | SANS 2025<br>Al Survey Webcast<br>AUTHORS:<br>Brandon Evans & Ahmed Abugharbia                 |
|------------------|--|------------------|--|
| мау<br><b>21</b> | SANS 2025<br>CTI Survey Webcast<br>AUTHORS:<br>Rebekah Brown & Andreas Sfakianakis   | ост<br><b>22</b> | SANS 2025<br>Attack Surface & Vulnerability<br>Management Survey Webcast<br>AUTHOR: Chris Dale |
| jul<br><b>9</b>  | SANS 2025<br>SOC Survey Webcast<br>AUTHOR:<br>Chris Crowley                          | NOV<br><b>19</b> | SANS 2025<br>ICS Survey Webcast<br>AUTHOR:<br>Jason Christopher                                |
| AUG<br>22        | SANS 2025<br>Multicloud Survey<br>Webcast<br>AUTHORS: Kenneth Hartman & Simon Vernon | dec<br>3         | SANS 2025<br>Detection & Response<br>Webcast<br>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          | ✓         | <b>~</b>  | ✓                     | ✓         |
| Branded MP4 Recording         | ✓         | ✓         | <b>~</b>              | ✓         |
| Event Web Page Branding       | ✓         | ✓         | ✓                     | ~         |
| Anonymized Data Set           | ✓         | ✓         | ✓                     | ✓         |
| Inclusion in Panel Discussion |           | ✓         | ✓                     | ~         |
| Product Brief or Infographic  |           |           | <ul> <li>✓</li> </ul> | ✓         |
| 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          | ~         | ✓         | <b>~</b>  | ✓         |
| Branded MP4 Recording         | <b>~</b>  | ✓         | ✓         | ✓         |
| Event Web Page Branding       | ~         | ✓         | ✓         | ✓         |
| Inclusion in Panel Discussion |           | ✓         | ✓         | <b>~</b>  |
| Product Brief or Infographic  |           |           | ✓         | <b>~</b>  |
| 15-Minute Speaking Slot       |           |           |           | <b>~</b>  |

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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

**Contact Us to Reserve Your Spot!** 

() www.sans.org



) sponsorships@sans.org



## **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-tomarket 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-tomarket 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

### **FIRST LOOKS**

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

#### BENEFITS

**Co-Presented Webcast (One Hour)** 

**Branded Product Review** 

**Recorded Content Presentation (45 Minutes)** 

**Branded MP4 Recording** 

**Opt-In Leads** 

#### 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 thoughtleadership 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

**Contact Us to Reserve Your Spot!** 



## **Charting Success Together**

### **SPONSORSHIP BENEFITS**



### Targeted Audience Access

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



### **Brand Visbility**

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.

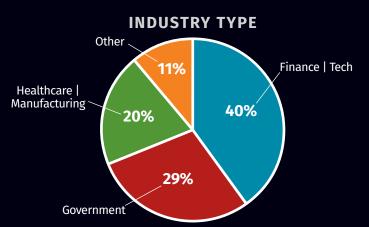


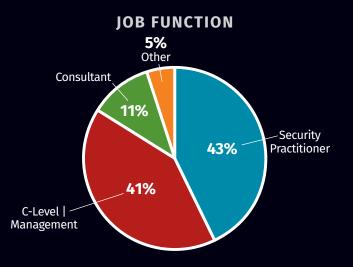
### Thought Leadership

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

## DEMOGRAPHICS

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





## 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.



# SANS

## **Previous Event Sponsors**

| aws          | C ConductorOne | INTEZER                         | <b>The panther</b>                 | ThreatConnect. |
|--------------|----------------|---------------------------------|------------------------------------|----------------|
| Google Cloud | 🖒 corelight    | JUNIPEC.                        | <b>Phosphorus</b>                  | THREATQUOTIENT |
| Microsoft    | CROWDSTRIKE    | JupiterOne                      | 🔅 Polymer                          | torq=          |
| AIRGAP™      | 👿 cybereason   |                                 | Randori                            | ★TRACEABLE_    |
|              |                | <b>OTbase</b>                   |                                    |                |
|              | ©Cyolo         |                                 | RAPID                              |                |
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| axis         |                | LiveAction <sup>°</sup>         | REVERSINGLABS                      | VECTRA         |
| X AXONIUS    | 🔊 DISPEL       | $\sim \sqrt{7}$ LogRhythm       | SIEMENS                            |                |
| StackBerry.  | DRAGOS         | S Lookout                       | 👹 snyk                             | VMRAY          |
| Blumira      | eclypsium      |                                 | sonraí<br>security                 | VULCAN.        |
| i) brinqa    | EXTRAHOP       |                                 | SOPHOS                             |                |
| bugcrowd     | FINITE B STATE | <b>np</b> network<br>perception | splunk>                            | WIZ            |
|              | Gigamon        | NOZOMI<br>NETWORKS              | sumo logic                         | age xage       |
| carahsoft.   | l1ackerone     | okta                            | SWIMLANE                           |                |
|              | IBM Security   | <b>Orca</b><br>security         | Symantec.                          |                |
| cisco.       | CINTEL471      |                                 | sysdig Secure                      |                |