

SANS

2025 SPONSORED EVENTS

Align with the world's leading base of cybersecurity professionals by sponsoring a SANS event.



We invest in ongoing training and research to stay ahead of emerging threats



We create personalized security strategies to address your challenges



We ensure you with all relevant industry standards and regulations

 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.*

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 today.





2025 Training Event Sponsorship Offerings



SANS 2025 Baltimore
March 2–6 | Baltimore, MD
Expo: March 5



SANS 2025 Orlando
April 12–16 | Orlando, FL
Expo: April 15



SANS 2025 San Diego
May 4–8 | San Diego, CA
Expo: May 7



SANSFIRE 2025
July 13–17 | Washington, DC
Expo: July 16



SANS 2025 Las Vegas
Sep 21–25 | Las Vegas, NV
Expo: Sep 24



TRAINING EVENT SPONSORSHIP PACKAGES

BENEFITS	SILVER	GOLD
Signage and Branding at Live Event	✓	✓
Tabletop at Live Event Expo Breakfast and Lunch * 6 foot draped table + two chairs + electricity + WiFi	✓	✓
Badge Scanner Application	✓	✓
Inclusion in Passport to Prizes (or similar activity during Expo)	✓	✓
Lunchtime Presentation in Classroom * 50 attendees targeted based upon industry focus		✓
Boxed Lunch for 50 Attendees		✓

Additional Sponsorship Opportunities!

HOSPITALITY SUITE

- Evening event
- Special invitation to targeted attendees
- Suite and F&B billed back to sponsor without markup

ROUNDTABLE DINNER

- Two-hour dinner meeting
- 15+ in-person targeted attendees
- Location and F&B cost billed back to sponsor without markup

ROUNDTABLE LUNCH

- 45-minute lunch meeting
- 15+ in-person targeted attendees
- F&B cost billed back to sponsor without markup





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





2025 Virtual Summit Sponsorship Offerings

Ransomware Summit

Date: May 30

Chaired by: Matt Bromiley



VIRTUAL 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

“Going to SANS was eye-opening for us. I think our standards for what constitutes a worthwhile conference with excellent organization, participation and relevant content has changed forever.

—Dispel

“We have been working with SANS for the past three years on custom marketing programs and could not be happier! They go above and beyond, helping us execute high-quality events and getting us in front of the right people. They have an outstanding, detail-oriented team that make the process easy.

—Carahsoft





SANS 2025 Cyber Solutions Fest

SHOWCASE YOUR LATEST TECHNOLOGIES

In 2025 we will host two Cyber Solutions Fest events featuring 10 highly technical tracks.
Check out our Spring and Fall tracks below:



CYBER SOLUTIONS FEST Spring 2025

March 18–20 | Virtual



Emerging Tech

Tuesday, March 18



Cloud Security

Wednesday, March 19



Detection & Response

Wednesday, March 19



Attack Surface & Vulnerability Management

Thursday, March 20



Zero Trust

Thursday, March 20



CYBER SOLUTIONS FEST Fall 2025

November 4–6 | Virtual



Emerging Tech

Tuesday, November 4



Cloud Identity & Access Management

Wednesday, November 5



SOC/SOAR

Wednesday, November 5



Artificial Intelligence

Thursday, November 6



Threat Hunting & Intelligence

Thursday, November 6





SANS 2025 Cyber Solutions Fest



CYBER SOLUTIONS FEST SPONSORSHIP PACKAGES

BENEFITS	SILVER	GOLD	PLATINUM
Branding on Event Website	✓	✓	✓
Discussion Channel on Slack	✓	✓	✓
Opt-In Lead Guarantee	500 Leads	750 Leads	1,000 Leads
MP4 Recording of Session		All Sessions	All Sessions
Speaking Slot on Track		30 Minutes	40 Minutes
Seat on Track Panel Discussion			✓
Planning Call with Chairperson			✓



Branding on Event Website: Gain prominent visibility on the event website, increasing brand recognition and reach.



Discussion Channel on Slack: Engage with attendees directly through a dedicated discussion channel, fostering interaction and networking.



Opt-in Lead Guarantee: Secure a guaranteed number of opt-in leads, enhancing your potential for follow-up and sales.



MP4 Recording of Session: Receive a recorded version of your session(s) for future use, distribution, or review.



Speaking Slot on Track: Present your expertise and solutions to an average of 2,000 attendees per track, in a dedicated speaking slot, with durations of 20 minutes, 30 minutes, or 40 minutes depending on your package.



Seat on Track Panel Discussion: Participate in a panel discussion, sharing insights and engaging in thought leadership with other experts.



30-Minute Planning Call with Chairperson: Collaborate with the event chairperson to align your presentation and messaging with event themes and audience interests.





SANS 2025 Cyber Solutions Fest



NEW TRACK!

Emerging Technologies/New Tech

BENEFITS	NEW TECH
Branding on Event Website	✓
Discussion Channel on Slack	✓
Opt-In Lead Guarantee	200 Leads
MP4 Recording of Session	Individual Session
Speaking Slot on Track	30 Minutes



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.



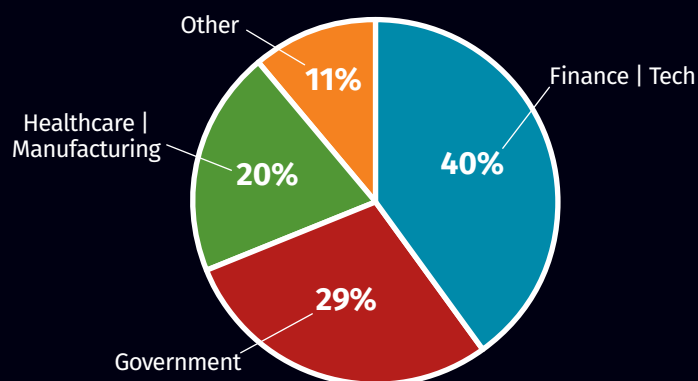
Thought Leadership

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

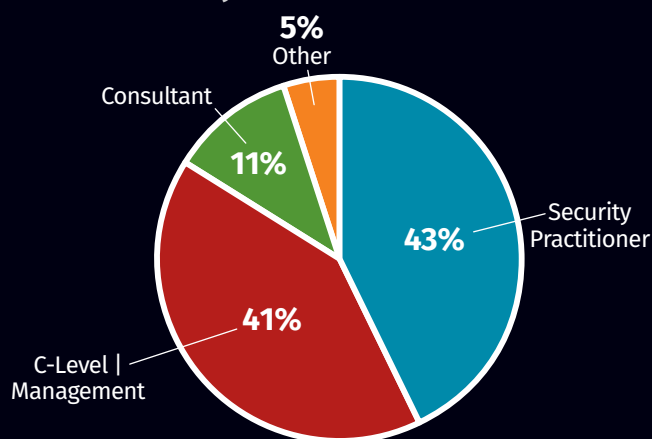
DEMOGRAPHICS

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.

