SANS D

DIFFERENCE MAKERS AWARDS 2024

SPONSORSHIP PROPOSAL



ABOUT

The SANS Difference Makers Awards shine a light on the cybersecurity practitioners who are leading innovative developments in the industry, who've made outstanding security achievements, and who are contributing back to the InfoSec community in ways that deserve recognition.



DATE AND LOCATION

Sunday, December 15th - starting at 6:00pm

A part of SANS Cyber Defense Initiative at The Washington Hilton.

Washington Hilton 1919 Connecticut Avenue, N.W. Washington D.C. 20009

WHY PARTICIPATE?

As a sponsor of the Difference Maker Awards, you're given a unique opportunity to simultaneously elevate your brand and demonstrate your company's commitment to community support. The event is much more than just an awards ceremony—it's a platform for your brand to shine amidst a diverse and highly-engaged audience. This isn't just about logo representation—it's about connecting, engaging, and making a tangible difference in cybersecurity.

Don't just reach this audience, resonate with them.

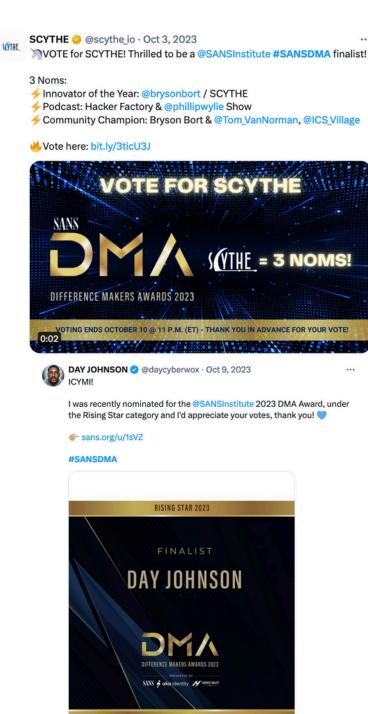
2023 DMA IMPACT & REACH



67 Nominees | 8,500+ Votes | 22 Winners | 180 Live Attendees | 6.5k Views Online

The DMA's will be promoted to the SANS and Hacker Valley audiences of <u>over 500,000 cybersecurity professionals.</u> We saw excellent social engagement from nominees and winners, who were provided with graphics to share throughout the nomination and voting process.

As a sponsor, we encourage you to leverage your social network to promote this event too.





Eric Belardo, The Cyber Papa



SPONSORSHIP OPPORTUNITIES



	Price	Included
Presenting Sponsor (1 Available)	\$50,000	Pour logo receives top billing on Website, Signage, and Program Guide Your logo receives top billing in relevant editorial copy and in any press releases Your logo in an email promoting the event At the Awards Host a table of 10 clients at the Awards dinner with an elevated VIP package Onscreen branding and recognition during the reception and awards ceremony (logo on stage) An invitation on stage to present the award to the category winner After the Awards Your logo in an email announcing the winners Continuing presence on the Awards website offering coverage of the winners
Gold Sponsor (2 Available)	\$20,000	Pour logo on Website, Signage, and Program Guide Your logo in relevant emails, editorial copy and in any press releases At the Awards Host a table of 10 clients at the Awards dinner with an elevated VIP package Onscreen branding and recognition during the reception and awards ceremony (logo on stage) After the Awards Your logo in an email announcing the winners Continuing presence on the Awards website offering coverage of the winners
Table Sponsor (3 Available)	\$8,500	Logo included on Website, Signage and Program Guide Host a table of 10 clients at the Awards dinner with an elevated VIP package
360 Revolving Camera (1 Available)	\$3,500	Logo included on Website, Signage and Program Guide Signage with Logo next to the Revolving Camera
Logo Sponsor (5 Available)	\$2,500	Logo included on Website, Signage and Program Guide
Cocktail Reception (1 Available)	\$1,750	Sponsor the Cocktail Reception + Logo included on Website & Signage
Dessert Reception (1 Available)	\$750	Sponsor the Dessert Reception + Logo included on Website & Signage



Date

TERMS OF SERVICE

Delivery and Quality: SANS warrants that the virtual broad streaming disruptions.	dcast will be of good quality consistent with industry standards without significant
Promotion Guarantee: The DMA's will be promoted to the	SANS and Hacker Valley audiences of over 500,000.
On-demand Viewing: Following the live Event, SANS will a minimum of 2 years.	rchive the DMA's in the SANS YouTube channel and will be available on-demand for a
Payment Terms: 50% of sponsorship fee is due within 30 event. All payments are non-refundable.	business days of signed agreement. Remaining balance is due 30 days prior to the
SELECT YOUR SPONSORSHIP	PACKAGE
Presenting Sponsor \$50,000	360 Camera Sponsor \$3,500
Gold Sponsor \$20,000	Cocktail Sponsor \$1,750
Table Sponsor \$8,500 Logo Sponsor \$2,500	Dessert Sponsor \$750
Name	Company

Contact

Please email the signed agreement or any questions to differencemakers@sans.org.

Company