

SANS

DMA

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 over 500,000 cybersecurity professionals. 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.

SCYTHE @scythe_io · Oct 3, 2023

VOTE for SCYTHE! Thrilled to be a @SANSInstitute #SANSDMA finalist!

3 Noms:

- ⚡ Innovator of the Year: @brysonbort / SCYTHE
- ⚡ Podcast: Hacker Factory & @phillipwylie Show
- ⚡ Community Champion: Bryson Bort & @Tom_VanNorman, @ICS_Village

🔥 Vote here: bit.ly/3ticU3J



DAY JOHNSON @daycyberwox · Oct 9, 2023

ICYM!

I was recently nominated for the @SANSInstitute 2023 DMA Award, under the Rising Star category and I'd appreciate your votes, thank you! ❤️

sans.org/u/1sVZ

#SANSDMA



TrustedSec @TrustedSec · Dec 1, 2023

We are proud to sponsor this year's SANS Difference Maker Awards! #SANSDMA honors individuals and teams in the cybersecurity community who have made a measurable and significant difference in security. Watch the awards ceremony livestream on Dec. 13! hubs.la/Q02bGgkH0

Eric Belardo, The Cyber Papa @ebelardo73

Do This For your Country! 🇺🇸 1 MORE DAYS TILL VOTING ENDS! @RaicesCyberOrg and I are finalists for the 2022 SANS Difference Makers Awards! Vote here: lnkd.in/e5tdjdRu #SANSDMA #Hispanic #Latinos #Latinas #latinx #cybersecurity #infosec #Diversity #DiversityandInclusion

SPONSORSHIP OPPORTUNITIES

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

TERMS OF SERVICE

Delivery and Quality: SANS warrants that the virtual broadcast will be of good quality consistent with industry standards without significant streaming disruptions.

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 archive the DMA's in the SANS YouTube channel and will be available on-demand for a minimum of 2 years.

Payment Terms: 50% of sponsorship fee is due within 30 business days of signed agreement. Remaining balance is due 30 days prior to the event. All payments are non-refundable.

SELECT YOUR SPONSORSHIP PACKAGE

Presenting Sponsor \$50,000

Gold Sponsor \$20,000

Table Sponsor \$8,500

Logo Sponsor \$2,500

360 Camera Sponsor \$3,500

Cocktail Sponsor \$1,750

Dessert Sponsor \$750

Name

Company

Date

Contact

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