

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



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.



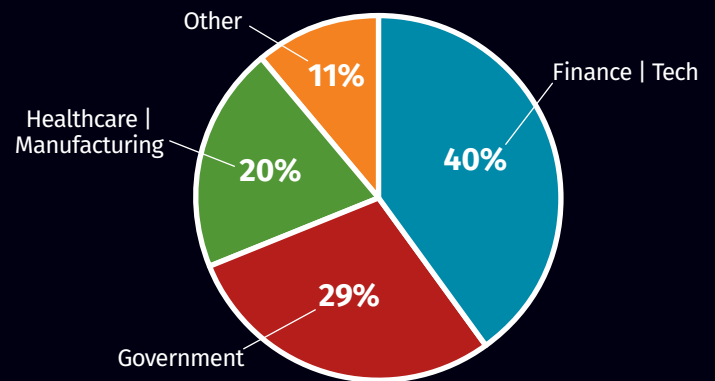
Thought Leadership

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

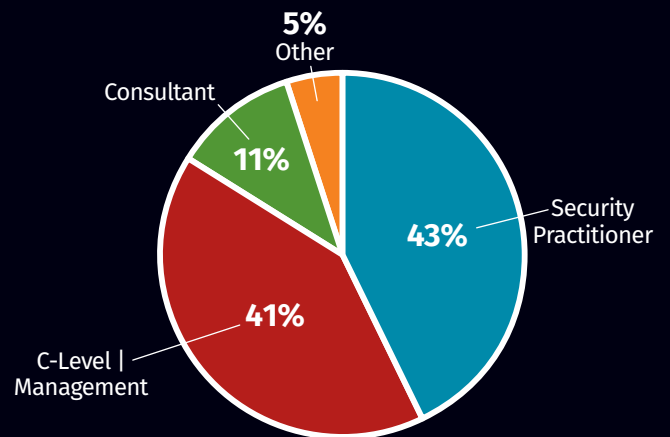
DEMOGRAPHICS

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.



2025 Training Event Sponsorship Offerings



TRAINING EVENT SPONSORSHIP PACKAGES

BENEFITS	SILVER	GOLD
Signage and Branding at Live Event	✓	✓
Tabletop at Live Event Expo Breakfast and Lunch <i>* 6 foot draped table + two chairs + electricity + WiFi</i>	✓	✓
Badge Scanner Application	✓	✓
Inclusion in Passport to Prizes <i>(or similar activity during Expo)</i>	✓	✓
Lunchtime Presentation in Classroom <i>* 50 attendees targeted based upon industry focus</i>		✓
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 In-Person Summit Sponsorship Offerings

SANS 2025
CTI Summit
January 27–28
Alexandra, VA

SANS 2025
OSINT Summit
February 24–25
Location TBD

SANS 2025
AI Summit
March 17–18
Location TBD

SANS 2025
ICS Summit
June 16–17
Orlando, FL

SANS 2025
DFIR Summit
July 24–25
Salt Lake City, UT

SANS 2025
Security Awareness Summit
August 14–15 | Chicago, IL

SANS 2025
Cloud Summit
October 6–7
Denver, CO

SANS 2025
HackFest Summit
Los Angeles, CA
October 27–28

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



Blue Team/SOC Summit
 Date: TBD
 Chaired by: TBD

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

April 1–3 | Virtual



CYBER SOLUTIONS FEST Fall 2025

November 4–6 | Virtual



Emerging Tech
Tuesday, April 1



Cloud Security
Wednesday, April 2



Detection & Response
Wednesday, April 2



Attack Surface & Vulnerability Management
Thursday, April 3



Zero Trust
Thursday, April 3



Emerging Tech
Tuesday, November 4



Insider Threat & 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

