SANS | Research Program

# 2027 Research Programs

## COLLABORATE WITH THE WORLD'S LEADING CYBERSECURITY EXPERTS THROUGH A SANS RESEARCH PROJECT

# Reach the people shaping cybersecurity decisions.

## WHY YOUR BRAND BELONGS HERE

SANS connects your brand with an engaged community of practitioners and leaders who invest in advanced training and protect real-world infrastructure.



01

### HIGH-INTENT AUDIENCE

Reach professionals actively building, buying, and defending — not passive impressions.

02

### EXPERT-AUTHORED CONTENT

SANS instructors create the content, combining deep expertise with firsthand field experience.

03

### STRONGER CONVERSATIONS

Build immediate credibility that supports higher quality engagement and faster sales cycles.

**Trusted experts. Real-world experience. A quality audience.**

SANS helps your brand earn attention by placing it alongside expertise people already trust.

# 2027 SANS Research Program

## Sponsor Industry-Defining Research

Build your brand's authority through co-branded SANS research surveys and thought leadership created for a highly targeted cybersecurity audience.

SANS research goes beyond reporting the data. Each survey insights report combines original findings with the real-world experience, expert analysis, and actionable guidance of the SANS instructor who authors it—helping readers understand what the results mean, why they matter, and what to do next.

SANS manages the research methodology, analysis, and editorial integrity, while your brand gains a credible voice in the market, valuable visibility, qualified leads, and actionable market intelligence.

## 2027 Research Calendar

| | |
|---|---|
| FEB 11 | AI Security Maturity Model Benchmarking Survey |
| MAR 24 | Identity Threat Survey |
| APR 21 | Government Security Survey |
| MAY 12 | CTI Survey |
| MAY 26 | Cyber Resilience & Ransomware Recovery Survey |
| JUN 23 | SOC Survey |
| JUL 21 | AI Survey |
| AUG 25 | Threat Hunting Survey |
| OCT 6 | Cloud/CNAPP Survey |
| OCT 20 | Exposure Management Survey |
| NOV 10 | ICS/OT Survey |
| DEC 3 | Detection & Response Survey |

| BENEFITS | BRONZE | SILVER | GOLD | PLATINUM |
|---|---|---|---|---|
| Opt-In Lead Guarantee | 500 Leads | 500 Leads | 500 Leads | 500 Leads |
| Co-branded Key Findings Infographic | ✔ | ✔ | ✔ | ✔ |
| Branded Survey Paper | ✔ | ✔ | ✔ | ✔ |
| Branded MP4 | ✔ | ✔ | ✔ | ✔ |
| Event Web Page Branding | ✔ | ✔ | ✔ | ✔ |
| Anonymized Data Set | ✔ | ✔ | ✔ | ✔ |
| Inclusion in Panel Discussion | | ✔ | ✔ | ✔ |
| Custom Product Brief or Infographic | | | ✔ | ✔ |
| 15-Minute Speaking Slot | | | | ✔ |

# 2027 Custom SANS Research Program Offerings

**Align your brand with SANS through timely, compelling content on a cybersecurity topic of your choosing that is authored by SANS instructor experts and grounded in real-world experience. Explore our custom research and content offerings:**

## Custom Surveys

Partner with SANS to survey its highly skilled cybersecurity community on key industry topics. Work directly with a SANS Research Analyst to gain insights that inform your go-to-market strategy and position your brand through a trusted, data-driven report and promotional campaign.

### Benefits

- Sponsor-defined survey written by a SANS subject-matter-expert
- Branded survey insights report
- Co-presented survey insights webcast (60 minutes)
- MP4 recording
- Opt-in leads

## Product Reviews

Gain third-party, unbiased analysis of your product through a hands-on review by a SANS expert. This in-depth evaluation highlights your tool's capabilities, use cases, and differentiators—providing trusted validation and exposure to a highly technical cybersecurity audience.

### Benefits

- Branded product review paper written by a SANS subject-matter-expert
- Co-presented webcast (60 minutes)
- MP4 recording
- Opt-in leads

## White Papers

Establish your position as a thought leader by partnering with a SANS expert to create a custom white paper on a topic of your choice. This insightful, expert-driven content educates the SANS community and supports your go-to-market strategy with trusted, high-impact messaging.

### Benefits

- Branded thought leadership paper written by a SANS subject-matter-expert
- Co-presented webcast (60 minutes)
- MP4 recording
- Opt-in leads

## First Looks

Introduce your cutting-edge technology to the SANS community with an independent, expert overview by a SANS analyst. This trusted "first look" boosts your brand visibility in an overcrowded market and highlights your solution's key capabilities to a highly technical cybersecurity audience.

### Benefits

- Branded 2–3 page executive summary written by a SANS subject-matter-expert
- Co-presented webcast (30 minutes)
- MP4 recording
- Opt-in leads

# 2027 Custom SANS Research Program Offerings

## Evaluation Guide

The SANS Evaluators Buyers Guide features expert, third-party guidance from a SANS instructor on key considerations, capabilities, and benefits to look for in cybersecurity solutions. Including a practical checklist, the guide helps demonstrate the value of the sponsors offering, positions their brand as a trusted resource and informs security buyers.

**Benefits**

- Branded evaluators guide written by a SANS subject-matter-expert
- Co-presented survey insights webcast (60 minutes)
- MP4 recording
- Opt-in leads

## Security Lab

The SANS Security Lab is a collaborative webinar where a SANS instructor and your expert explore key security topics, provide guidance, and showcase your solution's capabilities. Real-world demos highlight value, positioning your brand as a trusted resource for informed security buyers.

**Benefits**

- Co-presented security lab webcast (60 minutes)
- MP4 recording
- Opt-in leads

## Custom Webcast

A sponsor-led webcast featuring the sponsor's expert presenting to a live virtual SANS audience, followed by audience Q&A.

**Benefits**

- 60-minute webcast
- MP4 recording
- Opt-in leads

## Ask the Expert

A live, 60-minute webcast on a topic of your choice, pairing your expert with a SANS instructor for an engaging, co-presented discussion.

**Benefits**

- Co-presented webcast with SANS instructor
- MP4 recording
- Opt-in leads

# Additional Sponsorship Opportunities

## Spotlight Papers

- 2–3 page co-branded thought-leadership paper written by a SANS subject-matter expert

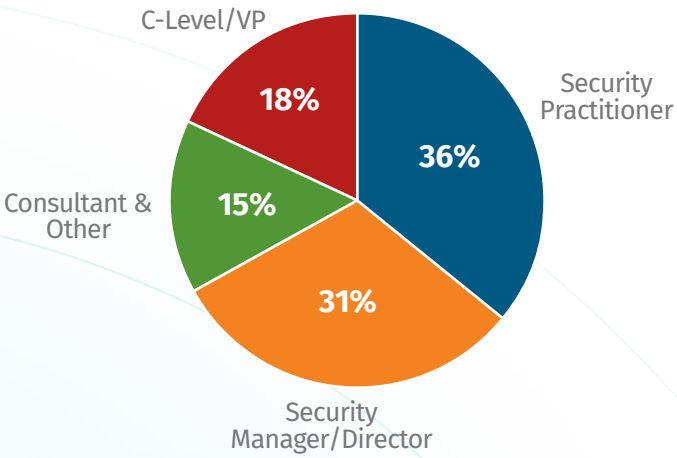
## Newsletter Ad Inclusions

- *NewsBites* (over 445,500 subscribers and growing) and *@RISK* (over 399,000 subscribers and growing)
  - **Upper ads:** 55 words + URL + Logo
  - **Lower ads:** 25 words + URL

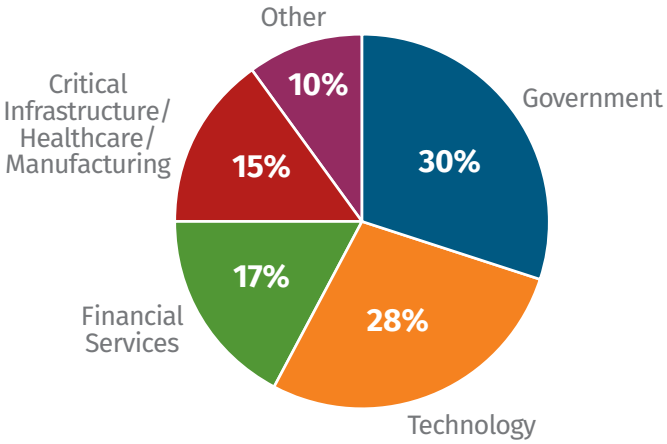
# 2027 Demographics — Charting Success Together

**Reach the professionals and decision-makers driving cybersecurity budgets worldwide.**

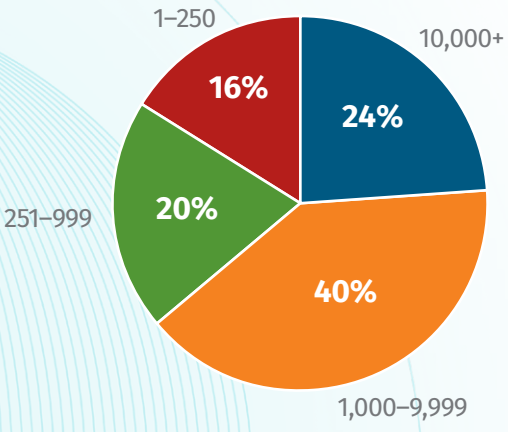
## JOB FUNCTION



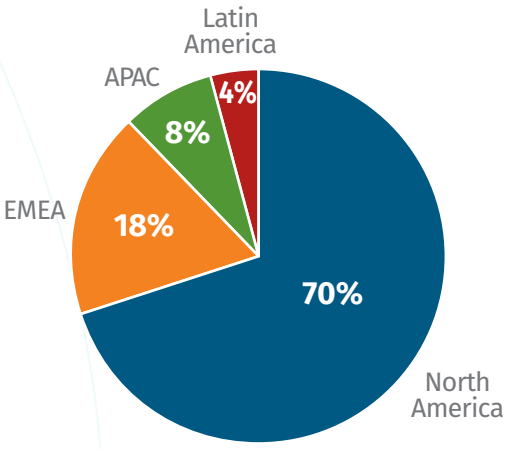

## INDUSTRY TYPE




## EMPLOYEES




## REGION




**Ready to reach the decision makers?** sans.org/sponsorship sponsorships@sans.org

SANS