SANS | GIAC CERTIFICATIONS

2027 SANS

AI-Focused Sponsorship Opportunities

Upcoming 2027 events and research projects for AI security and AI-driven security operations

Why Partner with SANS?

Sponsoring a SANS AI Security program delivers strong ROI by aligning your organization with the leading authority on both securing AI systems and using AI to strengthen cybersecurity operations. You gain targeted visibility with practitioners and decision makers seeking solutions for AI risk, model governance, and AI-powered detection, response, and automation.

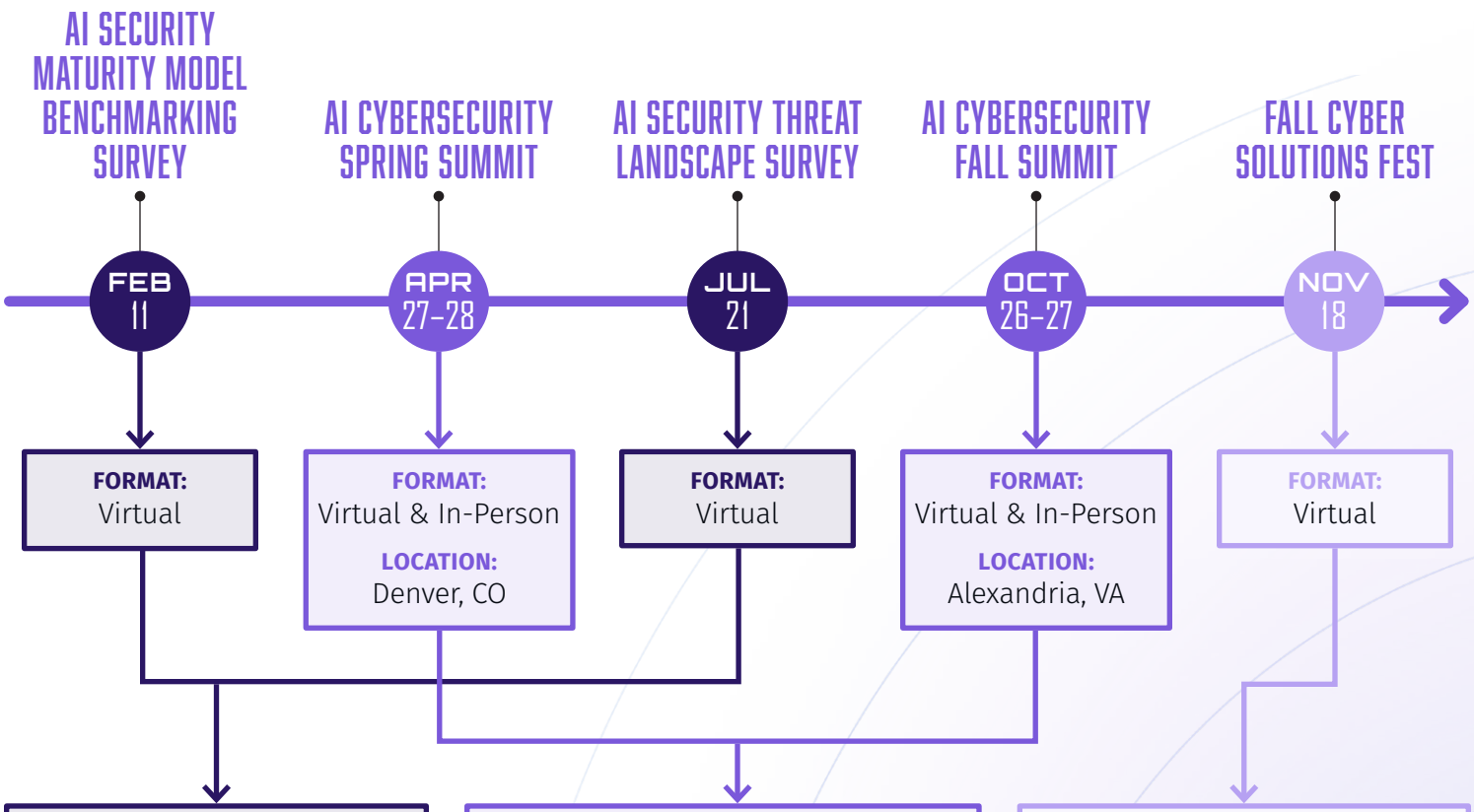
Five Reasons to Sponsor a SANS AI Security Program

- **Reach a highly targeted audience of AI-focused security leaders:** Engage directly with practitioners and decision makers responsible for securing AI models, governing AI risk, and evaluating AI-powered defensive tools.
- **Position your brand at the center of AI security innovation:** Align with SANS to elevate your credibility in both AI security and AI-driven security operations.
- **Accelerate pipeline growth with high-intent buyers:** Gain access to organizations actively investing in AI governance, model security, and AI-powered detection/response technologies.
- **Influence industry education and emerging best practices:** Showcase your expertise and help shape conversations around securing AI workflows and mitigating AI-based threats.
- **Expand long-term visibility through multi-channel thought leadership:** Benefit from exposure across SANS webcasts, papers, events, and communities.

ROI Opportunities

By aligning with SANS, your organization invests in brand visibility, customer acquisition, and long-term thought-leadership—making this one of the highest-ROI opportunities in the cybersecurity market. SANS' robust and diverse offerings allow us to align perfectly with your strategic direction. Whether you are looking for in-person events, speaking opportunities, or research content, SANS has an offering that will place your solutions directly in front of your target audience. Sponsors routinely report 7–10 times their investment in high-qualified opportunities specifically with decision makers or decision influencers.

2027 AI-Focused Sponsorship Opportunities



SURVEYS:

Build brand authority through co-branded research, expert insights, and qualified leads from a highly targeted cybersecurity audience.

BENEFITS:

- Sponsor-defined survey written by a SANS subject-matter expert
- Standalone key findings infographic
- Branded survey insights report
- Co-presented survey insights webcast (60 minutes)
- MP4 recording
- Opt-in 500+ lead guarantee

SUMMITS:

Put your brand in front of engaged cybersecurity professionals through highly visible, focused in-person and virtual events.

BENEFITS (VIRTUAL):

- Branding on event website
- Discussion channel on Slack workspace
- Speaking session
- MP4 recording
- Opt-in 500+ lead guarantee

BENEFITS (IN-PERSON):

- Branding on event website
- Tabletop in Summit Expo Hall
- Sponsorship of Summit @Night event
- Tabletop during first day of classes and lunch presentation

CYBER SOLUTIONS FEST:

Maximize visibility and reach at SANS' highest-attended virtual event, connecting your brand with a large cybersecurity audience and industry experts.

BENEFITS:

- Virtual speaking slot (based on your package)
- Seat on track panel discussion
- MP4 recording
- 750–1,000 opt-in lead guarantee
- Discussion channel on Slack
- Branding on event website

Contact Us to Reserve Your Spot sans.org/sponsorship sponsorships@sans.org

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