SANS | GIAC CERTIFICATIONS

2026 SANS

Threat-Focused Sponsorship Opportunities

Lead the Threat Conversation with SANS

Why Partner with SANS?

Align your brand with the industry's most trusted cybersecurity authority, with SANS offering 15+ courses in threat intelligence, detection, incident response, and digital forensics. Sponsorship demonstrates thought leadership, connects you directly with engaged practitioners, and delivers unmatched visibility among professionals driving enterprise security strategy.

By sponsoring a SANS Threat Intelligence paper or event, your organization gains:

Credibility—Association with independent, practitioner-driven expertise

Engagement—Direct connection to an active community of security professionals

Influence—Access to decision makers shaping cybersecurity investments

Why Sponsor?

✅ **High-value lead generation:** Engage a targeted audience of practitioners seeking solutions that enhance detection, hunting, attribution, and threat-driven security operations. SANS programs consistently generate qualified; opt-in leads with strong buying intent.

✅ **Brand authority and thought leadership:** Position your experts alongside SANS faculty and industry leaders. Sponsorship elevates your credibility and distinguishes your organization as a contributor to cutting-edge intelligence practices.

✅ **Meaningful customer engagement:** Gain direct interaction with the analysts, defenders, cyber intelligence teams, and executives shaping modern security strategy—expanding your relationships and influencing purchasing decisions.

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.

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JAN 26-27 HYBRID	CTI Summit	SUMMIT
APR 15 VIRTUAL	CTI — Survey & Forum	SURVEY
MAY 6 VIRTUAL	Spring Cyber Solutions Fest — Detection & Response Track	CYBER FEST

SEP 16 VIRTUAL	Threat Hunting — Survey & Forum	SURVEY
OCT 15-16 HYBRID	DFIR Summit	SUMMIT
NOV 19 VIRTUAL	Fall Cyber Solutions Fest — Threat Intelligence Track	CYBER FEST
DEC 9 VIRTUAL	Detection & Response — Survey & Forum	SURVEY

Cyber Fest Deliverables

- **Opt-in lead guarantee:** Receive 750–1,000 opt-in leads for post-event sales and follow-up (on average 2,000+).
- **Branding on event website:** Gain visibility on the event website to increase brand recognition and reach.
- **Discussion channel on Slack:** Engage directly with attendees via dedicated channel to foster interaction and networking.

- **Speaking slot on track:** Present your solution to ~1,500 viewers per track in a 30-minute slot.*
- **Seat on track panel discussion:** Join a panel with other experts to share insights and thought leadership.*
- **MP4 recording of session:** Get a recording of your session for future use, sharing, or internal reference.

Research Survey Deliverables

- **Opt-in lead guarantee:** Receive opt-in leads for post-event sales and follow-up
- **Branding on survey webcast page:** Gain visibility on the event website to increase brand recognition and reach
- **Custom product brief:** A SANS-authored, custom-content asset highlighting the importance of your solution backed by SANS research
- **Inclusion in panel discussion:** Join a panel with other experts to share insights and thought leadership

- **Co-branded survey insights report:** Gain prominent visibility alongside widely recognized, data-driven findings that the cybersecurity community relies on to guide strategy, validate decisions, and shape industry best practices
- **Speaking session:** Share thought leadership and insights with a highly targeted audience*
- **Anonymized-survey results data:** Empowering deeper insights, custom analysis, and data-driven content that elevates your thought leadership and sharpens your market strategy
- **MP4 recording:** Repurpose the speaking session for marketing content or promotion

Summit Deliverables

Virtual & In-Person
- **Branding on event website:** Gain visibility on the event website to increase brand recognition and reach.
- **Discussion channel on Slack:** Engage directly with attendees via dedicated channel to foster interaction and networking.

Virtual
- **Opt-in lead guarantee:** Receive 750–1,000 opt-in leads for post-event sales and follow-up (on average 2,000+).
- **Speaking slot on track:** Present your solution to ~1,500 viewers per track in a 30-minute slot.*
- **MP4 recording of session:** Get a recording of your session for future use, sharing, or internal reference.

In-Person (Based on Your Package)
- **Tabletop in Summit hall**
- **Sponsorship of Summit @Night event**
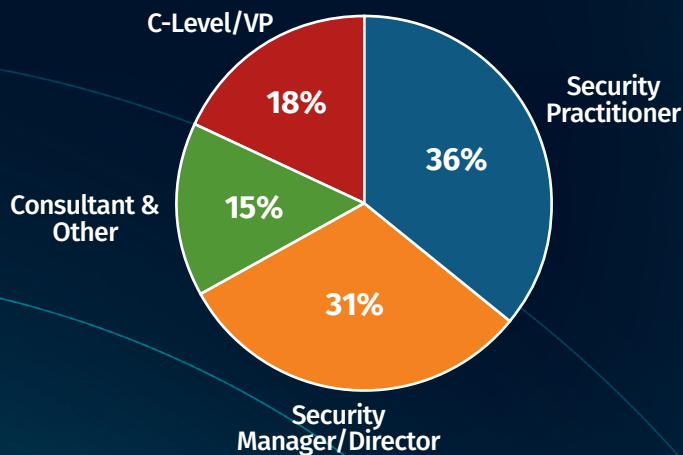- **Tabletop during first day of classes and lunch presentation for 30–50 people**

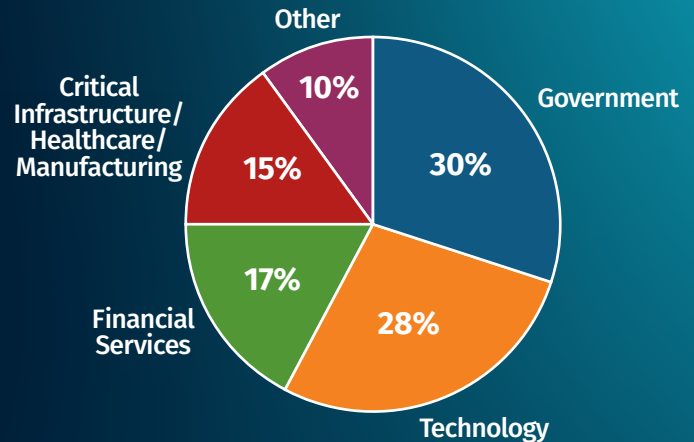*Based on your package

Charting Success Together

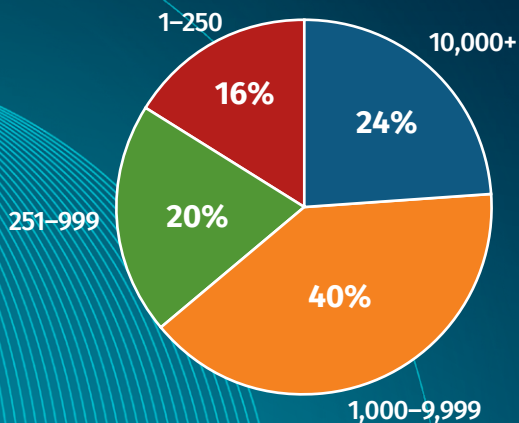## SANS has a base of over **500,000** cybersecurity professionals.
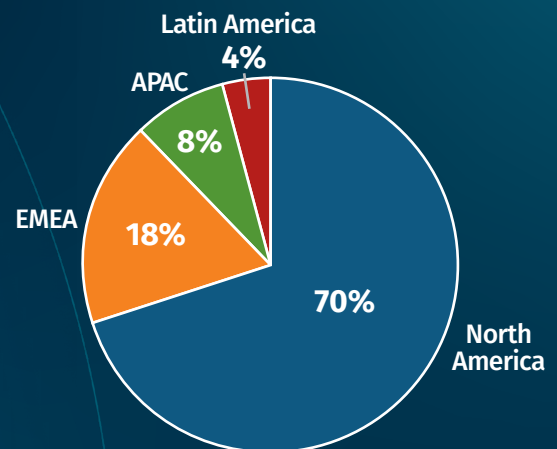
2026 Demographics

JOB FUNCTION

- C-Level/VP **18%**
- Consultant & Other **15%**
- Security Manager/Director **31%**
- Security Practitioner **36%**

INDUSTRY TYPE

- Other **10%**
- Critical Infrastructure/Healthcare/Manufacturing **15%**
- Financial Services **17%**
- Government **30%**
- Technology **28%**

EMPLOYEES

- 1–250 **16%**
- 251–999 **20%**
- 10,000+ **24%**
- 1,000–9,999 **40%**

REGION

- Latin America **4%**
- APAC **8%**
- EMEA **18%**
- North America **70%**

SANS | Research Program