

2026 SANS

Cloud-Focused Sponsorship Opportunities



Why Partner with SANS?

Sponsoring a SANS Cloud Security-focused program delivers strong ROI by placing your brand and solutions directly in front of security architects, cloud engineers, and leaders responsible for securing cloud and multicloud environments. You gain highly qualified leads, increased brand authority, and meaningful engagement around topics like cloud threat detection, identity security, zero trust architectures, multicloud governance, and AI-driven cloud defense. Organizations consistently report accelerated pipeline growth and greater influence on cloud security strategies through SANS sponsorship.

Five Reasons to Sponsor a SANS Cloud Security Program

-  **Reach cloud security leaders** actively evaluating solutions for cloud platforms, driving high-quality engagement and strong lead-generation opportunities.
-  **Showcase expertise around cloud** threat detection, identity security, zero trust, and AI-driven defense to practitioners shaping enterprise cloud security strategy.
-  **Build brand authority by aligning with SANS**, the most trusted global source for cloud security training, research, and practitioner-driven insights.
-  **Influence buying decisions early** by presenting your cloud-security capabilities within an education-first environment where practitioners are primed to adopt new technologies.
-  **Accelerate pipeline growth through multi-touch exposure** across SANS webcasts, papers, social channels, and events targeting high-value cloud security audiences.

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.

2026 SANS

Cloud-Focused Sponsorship Opportunities

MAY 5
VIRTUAL

Spring Cyber
Solutions Fest
Cloud Track

CYBER FEST

AUG 17-18
HYBRID

Cloud Security
Exchange Summit

SUMMIT

OCT 21
VIRTUAL

Cloud Security
Survey

SURVEY

Custom Content Offerings:

In addition to these programs, SANS offers the unique opportunity to collaborate with a highly respected SANS instructor, who authors custom materials informed by your priorities and areas of interest. These include:

- White Papers**
- Surveys**
- Third-Party Product Reviews**
- Evaluation Guides**
- Webcasts**

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**

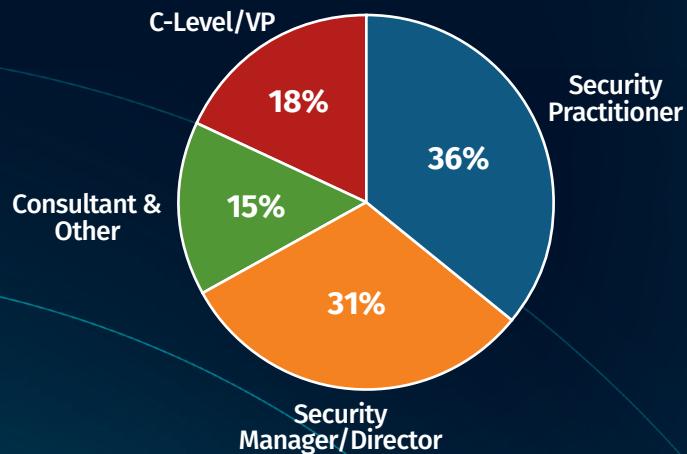
*Based on your package

Charting Success Together

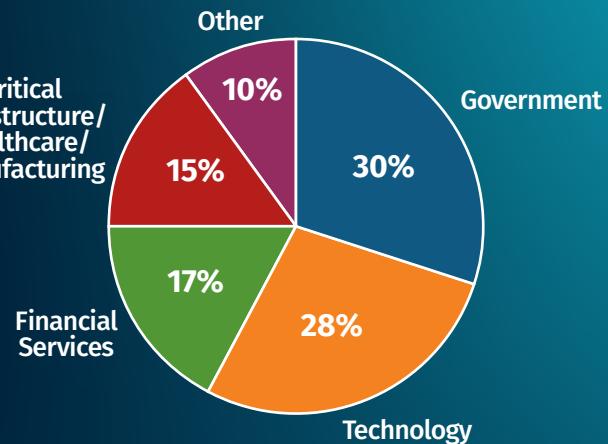
SANS has a base of over 500,000 cybersecurity professionals.

2026 Demographics

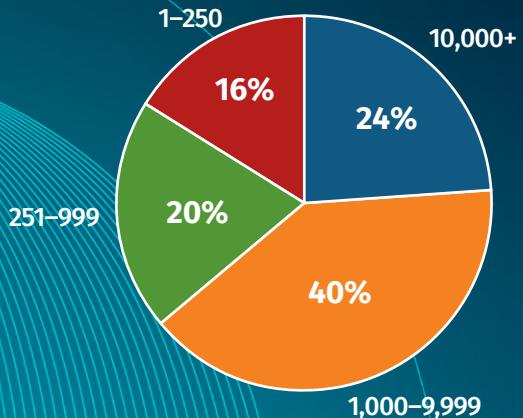
JOB FUNCTION



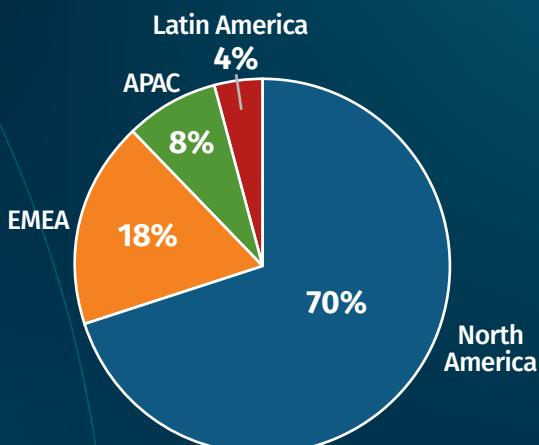
INDUSTRY TYPE



EMPLOYEES



REGION



SANS | Research Program

Contact Us to Reserve Your Spot



www.sans.org/sponsorship



sponsorships@sans.org