



# Sponsorship Kit

BSides Wellington 2017

November 23 – 24 2017

info@bsides.nz

@bsideswlg

<http://www.bsides.nz>

April 3, 2017

## **BSides Wellington 2017 – Our inaugural event!**

Thank you for your interest in sponsoring the first Security BSides event in Wellington and New Zealand!

BSidesWLG 2017 is a diverse and inclusive information security conference welcoming anyone and everyone that is interested in security. BSides is an open platform that provides a rare opportunity to share experiences, ideas, insights, and develop longstanding relationships with others in the security community.

Our 2017 conference will provide approximately 450 participants with the choice of 2 tracks that will cover a wide range of information security disciplines and topics, with a workshop space, a CTF competition, and much more! Since our goal is to keep the event as low-cost as possible to participants, we are asking sponsors to generously support our event.

This pack contains our 2017 sponsorship information. We have put together multiple levels of sponsorship, each with their own benefits. Of course, the greatest benefit is that of giving back to the community and enabling others to grow and learn (won't somebody think of the children!).

Please do not hesitate to contact us if you have any questions or requests. Simply reach via email at [info@bsides.nz](mailto:info@bsides.nz). **We value your participation in BSidesWLG 2017 and thank you for your consideration.**

**Sincerely,**

**The BSidesWLG Team**

## About BSides

### What is Security B-Sides?

BSides is a community-driven framework for building events for and by information security community members. The goal is to expand the spectrum of knowledge and understanding through conversation by creating opportunities for individuals to both present and participate in an intimate atmosphere that encourages discussion and collaboration. It is an intense event with discussions, demos, and interaction from participants. It is where conversations on the next big thing are happening.

### History of Security B-Sides

Security BSides was born out of a desire to remove barriers to entry and create a community of active participants. We believe that making it easier for everyone to participate in the security community enables great things. What started as a small gathering of folks at one event in 2009 has grown to more than 275 BSides events in 84 cities, in 19 countries in just eight years, and the number of events continues to grow as participants realise they can create a community anywhere, be it in Augusta or Zurich.

While every BSides event is unique and independently run, each is committed to being a community-organised, volunteer-driven, and corporately-funded forum for expanding the spectrum of information security conversations.

### BSidesWLG

BSidesWLG is Wellington's own slice of Security B-Sides, our 2017 conference will be our inaugural event. The event is being organised for the benefit of the entire New Zealand information security community and we are aiming to pack the two days with security education, collaboration, community building and a bit of fun too!

BSidesWLG 2017 will be held on the 23 and 24 November 2017 at Shed6 in Wellington.

## Bee Part of the Buzz

### **BSidesWLG 2017 is not possible without sponsors!**

Just as BSidesWLG will provide a forum for participants to engage with others in the Wellington and wider New Zealand information security community, it will also facilitate a way for sponsors to engage our community of participants. The nature of our smaller, community-focused event provides our sponsors with the opportunity to be a big bee in a small, but very active, hive. And just as we've removed the high barriers to entry for our participants, we've done the same for our sponsors. For BSidesWLG 2017 we've designed a range of sponsorship opportunities to ensure that organisations of all sizes can 'bee' part of and support our event. As a sponsor, some of the benefits you'll see are:

#### **A Touch Point with the Wellington Security Community**

The BSidesWLG security community is active and more diverse than many organisations may realise. Our participants are individuals who are passionate about information security, they are the people you want to engage with and who will carry your message back to their teams and out to their network. How you reach these individuals though is key; these aren't the type of people who will readily answer phone calls or emails from an unknown source. It's all about building trust and one way to do this is to support the security community and community-driven events like BSidesWLG.

#### **Exposure to the New Zealand and Global Security Community**

We are expecting BSidesWLG to attract national and international participants. These are folks who feel so strongly about information security that they are willing to travel across the country or the globe to spend time in the company of like-minded individuals. Individuals with this sort of dedication are just the type of people you want to view your organisation as one that supports security education and community. And for the folks who can't make it to Wellington for the event, we are hoping (subject to sponsorship) to record all BSidesWLG presentations and freely share them online. Your participation and support will reach an audience much larger than just the people in the room.

## **Your Name and Logo “Up in Lights”**

While we can't promise the lights part, our sponsors names and logos are prominently placed throughout event marketing and the venue. We're proud of our sponsors and we want to show them off! We will be given our sponsors love and recognition on the BSidesWLG 2017 website and Twitter channel.

## **The Feel-Good Factor**

BSidesWLG is organised and run by This is Fine Ltd, a not for profit organisation dedicated to advancing information security through diversity, inclusion, education, conversation and collaboration. By supporting and enabling us to develop and advance the security community in Wellington and New Zealand, we hope you'll get the satisfaction that comes with doing something good and worthwhile.

Please help us make BSidesWLG 2017 un-BEE-lievable!\*

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\* C'mon, you can't avoid bee puns when your city's icon is the Beehive and your conference is BSides.

## Sponsorship Levels

Every organisation will have different objectives and priorities, which is why we offer different levels of participation for every individual, group, or organisation. We have specifically designed several different options to enable any sized organisations to participate and support our event.

### Sponsorship Packages

#### **Platinum (2 of 3 available): \$10,000+GST**

We have 2 of 3 platinum sponsorship packages available. As a platinum sponsor you can expect fame and glory, together with the deep satisfaction of knowing you have helped to make BSidesWLG happen. This will be recognised with:

- an extra-large logo on the BSidesWLG website.
- a special thank you at the conference opening and closing.
- recognition in the event booklet.
- an extra-large logo on the event slides.
- an extra-large logo event banners.
- a full-page advert in the A5 event booklet.

#### **Gold (4 available): \$6,000+GST**

We have 4 gold sponsorship packages available. As a gold sponsor, you can expect renown and acclaim, together with the pleasure of knowing you have helped to make BSidesWLG happen. This will be recognised with:

- a large logo on the BSidesWLG website.
- a special thank you at the conference opening and closing.
- recognition in the event booklet.
- a large logo on the event slides.
- a large logo event banners.
- a half-page advert in the A5 event booklet.

## **Silver (6 available): \$4,000+GST**

We have 6 silver sponsorship packages available. As a silver sponsor, you can expect respect, together with the warm glow of knowing you have helped to make BSidesWLG happen. This will be recognised with:

- a medium logo on the BSidesWLG website.
- a special thank you at the conference opening and closing.
- recognition in the event booklet.
- a medium logo on the event slides.
- a medium logo event banners.
- a quarter-page advert in the A5 event booklet.

## **Bronze (8 available): \$2,000+GST**

We have 8 bronze sponsorship packages available for BSidesWLG 2017. As a bronze sponsor, you can expect admiration, together with the thrill of knowing you have helped to make BSidesWLG happen. This will be recognised with:

- a small logo on the BSidesWLG website.
- a thank you at the conference opening and closing.
- recognition in the event booklet.
- a small logo on the event slides.

## **Supporting (Unlimited): \$1,000+GST**

We have unlimited supporting sponsorship packages available for BSidesWLG 2017. As a supporting sponsor, you will have the pleasure of knowing you have helped to make BSidesWLG happen. This will be recognised with:

- your name or an extra-small logo on the BSidesWLG website.
- a thank you at the conference opening and closing.
- recognition in the event booklet

## Summary of Sponsorship Package Benefits:

Sponsorship Package	Supporting \$1,000+GST	Bronze \$2,000+GST	Silver \$4,000+GST	Gold \$6,000+GST	Platinum \$10,000+GST
Number Available	Unlimited*	8	6	4	2 of 3
Logo on website**	Yes	Yes	Yes	Yes	Yes
Thank you at opening and closing	Yes	Yes	Yes	Yes	Yes
Recognition in the event booklet	Yes	Yes	Yes	Yes	Yes
Logo on event slides**	No	Yes	Yes	Yes	Yes
Logo on event banner stands**	No	No	Yes	Yes	Yes
Ad space in A5 event booklet	No	No	¼ page block	½ page block	1 page block

\* The number of available sponsor packages will be limited by the overall budgeted expenses. If expenses are adequately covered, supporting sponsorship may close early.

\*\* The size and prominence of logo will correspond to the sponsorship package.

## Custom Sponsorship

At BSidesWLG we are encouraging participation from a wide range of organisations, groups and individuals. If you have an idea for a custom sponsorship package, please let us know by emailing us at [info@bsides.nz](mailto:info@bsides.nz). We'll do our best to provide a way for you to get involved. Ideas may include but are not limited to:

- diversity fund;
- events;
- contests and give-aways;
- prizes;
- media publicity; and/or
- legal assistance.

## Additional Opportunities

In addition to our tired sponsorship levels, we also have a handful of exclusive sponsorship opportunities available that will enable us to keep ticket prices as low as possible:

### **T-Shirt Sponsor: \$7,500+GST**

All great security conferences have an event t-shirt and BSides Wellington will be no different! We'd love for our participants to be able to let complete strangers know that they have attended our I33t event! As our t-shirt sponsor, you can expect special kudos with a large logo on the BSidesWLG website, a thank you at the conference opening and closing, and recognition in the event booklet.

### **A/V Sponsor: \$7,500+GST**

We'd love for our participants to be immersed in the BSidesWLG experience without being distracted by A/V issues. As our A/V sponsor, you can expect special kudos with a large logo on the BSidesWLG website, a thank you at the conference opening and closing, and recognition in the event booklet.

### **Recording/Live Streaming Sponsor: \$4,000+GST**

We'd like to make all of the great BSidesWLG content available for free to the wider security community after the conference. As our Recording/Live Streaming sponsor, you can expect special kudos with a medium logo on the BSidesWLG website, a thank you at the conference opening and closing, and recognition in the event booklet.

### **Badge Sponsor: \$2,000+GST**

What would a security conference be without a conference badge? As our badge sponsor, you can expect kudos with a small logo on the BSidesWLG website, a thank you at the conference opening and closing, and recognition in the event booklet.

### **Lanyard Sponsor: \$2,000+GST**

Where there is a conference badge, there is a lanyard. As our Lanyard sponsor, you can expect kudos with a small logo on the BSidesWLG website, a thank you at the conference opening and closing, and recognition in the event booklet





## Sponsorship Kit

### **Event Booklet and Stickers: \$2,000+GST**

It'd be great for our participants to be able to know what is on, when and to have some cool stickers to add to their laptop to let others know they attended BSidesWLG. As our event booklet and stickers, you can expect kudos with a small logo on the BSidesWLG website, a thank you at the conference opening and closing, and recognition in the event booklet.

## Agreement

### Support Terms and Conditions Agreement

1. **Sponsorship Agreement:** between This is Fine Ltd, the BSides Wellington 2017 event organiser (“Organiser”) and event-specific sponsor (“Sponsor”) is valid from the date it is fully executed through the end of the sponsored event.
2. **Sponsor Marketing Use Agreement:** Sponsor may use the following tag line on its marketing materials during the term of this Sponsorship Agreement: “Official Sponsor of BSides Wellington 2017”.
3. **Production Timeline:** In order for Organiser to fulfil all promotional benefits for Sponsor, Sponsor agrees to meet all Organiser related submission deadlines:
  - a. Trademark/Logo, Sponsor URL, Ad (if applicable), Banner display (if applicable), will be sent within 10 business days from the date this Sponsorship Agreement is fully executed.
  - b. All items will be submitted one month prior to the event or production deadline.
4. **Sponsor Trademark Usage Agreement:** Sponsor agrees to allow Organiser to use Sponsor’s trademark/logo/tagline solely to perform and fulfil its obligations under the Sponsorship Kit and this Sponsorship Agreement.
5. **Sponsor Trademark Usage:** Notwithstanding Section 4 above, Sponsor agrees to allow Organiser the right to use Sponsor’s trademark/logo/tagline and graphics on all of the promotional benefits, including but not limited to Sponsor benefit items Organiser detailed on the Support Levels and Additional Opportunities section.
6. **Web Reference:** Sponsor may publish an Internet hyperlink from Sponsor’s website to the BSides Wellington 2017 and Security B-Sides websites, and maintain the hyperlink as an active, functional, and correct link to the websites through the duration of the event and thereafter unless removal is requested by Organiser.
7. **Payment:** Full payment must be received by Organiser by bank transfer within 20 working days of the invoice being issued. Failure to pay full balance will subject sponsorship to cancellation.
8. **Non-endorsement:** The use of Sponsor’s name within Security B-Sides or BSides Wellington 2017 websites or mailing lists does not constitute endorsement by Security B-Sides or Organiser of the Sponsor, the Sponsor’s services, products or programs. Additionally, the Sponsor is not permitted to represent in any manner that such products, services, or programs have been endorsed by Security B-Sides or Organiser.
9. **Non-exclusivity:** Neither Security B-Sides or Organiser awards exclusive sponsorship or establishes exclusive relationships with Sponsors. Sponsor shall not imply that such a preferential relationship exists between Sponsor and Security B-Sides or Organiser.

10. **Participant Personal Information:** Organiser will not provide the Sponsor with any personal information, including the contact details, of any event participant (i.e. volunteers, presenters or attendees) under any circumstances.
11. **Limited Liability:** In the event that circumstances beyond the commercially reasonable control of Organiser interferes with, or prevents, Organiser from fulfilling, in part, or all of, Sponsor's promotional benefits under this Sponsorship Agreement, Sponsor, by signing this Sponsorship Agreement, holds Organiser and Security B-Sides as well as their respective Board of Directors and employees *harmless* from all legal and financial liability to Sponsor, caused by such circumstances, beyond the fee paid by Sponsor for this sponsorship.
12. **Force Majeure:** Neither Security B-Sides, Organiser, or Sponsor shall be deemed in default of this Sponsorship Agreement to the extent that performance of its obligations or attempts to cure any breach are delayed or prevented by reason of any act of God, fire, natural disaster, accident, act of government, or any other causes beyond its commercially reasonable control.
13. **Code of Conduct:** Sponsor and all individuals representing them, agree to abide by and adhere to the BSides Wellington 2017 code of conduct.
14. **Rejection:** Security B-Sides and Organiser reserve the right to reject a potential sponsor for any reason.
15. **Entire Agreement:** This and all attachments here to, constitute the entire Sponsorship Agreement.

**By signing below, you agree to all of the terms and conditions listed above.**

Signed and agreed by, and on behalf of:

Signed and agreed by, and on behalf of This is Fine Ltd:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

Name:

Name:

Position:

Position:

Company:

Company:

Date:

Date:

Please indicate below which level of sponsorship you are selecting:

Sponsorship Package	Contribution	Please Select
Platinum	\$10,000+GST	
Gold	\$6,000+GST	
Silver	\$4,000+GST	
Bronze	\$2,000+GST	
Supporting	\$1,000+GST	
T-Shirt	\$7,500+GST	
A/V	\$7,500+GST	
Recording/Live Streaming Sponsor	\$4,000+GST	
Badge	\$2,000+GST	
Lanyards	\$2,000+GST	
Event Booklet and Stickers	\$2,000+GST	