



SECURODEO is an event during the Calgary Stampede. It is a turnkey event for Cybersecurity Vendors during one of the most exciting times of the year.

It is a unique opportunity to get together, entertain, and strengthen existing relationships with your customers, as well as to develop new relationships.

This is the ninth year of the event, and it continues to grow, as we filled beyond capacity last year and have increased the venue size again for 2024.

Cybersecurity companies come together to supersize their individual events.

There are two events with SECURODEO:

### **Event 1: SECURODEO Social**

For sponsors, we will be hosting a large customer-focused social event. With the success and momentum of previous years established, an afternoon social will be hosted at a new venue, The Rooftop in downtown Calgary, on Tuesday, July 9, 2024. This is a turnkey event, including event staff, signage, and everything. Sponsors need only to show up and entertain.

- A social mixer with food and complimentary beverages, with a target audience of 500 attendees.
- Live Music from the Robert Gosse Band (Entertainment Sponsor Available)
- Last year's event, we had over 350 customer attendees plus sponsor staff, and this year we expect over 500.
- We can accommodate up to 550 registrations this year with the new venue.
- We will announce the menu for the social later in 2024, but as always, our aim is to provide a premium experience, so good food is a must!
- Every guest will receive 4 drink tickets, plus each sponsoring company will receive 50 extra tickets.
- This is a customer event, not a partner/reseller event. Focus on inviting end users only.
- Please do not invite non-sponsoring vendors. Their registrations will be cancelled. If you need a special guest to attend, please work with our Event Director, Janis by emailing [sponsor@securodeo.com](mailto:sponsor@securodeo.com)
- Guests MUST preregister as we will hit capacity, and we are unable to accommodate on-site registration.

We chose Tuesday as it has fewer competitive IT events than other days of the week, and also doesn't compete with the big outdoor concerts. As you know, every day is a busy day during Stampede week! This will maximize attendance.

### **Event 2: VIP Concert Experience**

Following that evening, there is a VIP Experience at the Cowboys Music Festival for **Diamond and Gold Sponsors** only starting at 8:30 pm. There are very limited number of tickets available to each sponsor.

- An exclusive concert event, including a private viewing suite, bottle service and food. (Exclusive to Diamond and Gold Sponsors) There is over \$20,000 in bottle service and drinks provided.
- VIP Suites have been reserved for Tuesday evening, July 9.
- These VIP suites will be available to Diamond and Gold Sponsors only.
- The concert has yet to be announced.
- VIP Concert suites need to be secured months in advance. We have no idea who the music act will be this early. Previous Acts have included Sam Hunt, Zac Brown Band, Brothers Osborne, Steven Tyler, Diplo, Snoop Dogg & Nelly, Blink 182 and Blue Rodeo.

## We do a joint event for many reasons:

- The increase in budget allows us to run a higher-end event at premium locations.
- We all end up inviting the same clients to multiple events, a joint event means we don't compete for their time.
- A bigger event has a higher RSVP and attendance rate.
- A turnkey event, with event staff, means more time for you with your customers and less time worrying about the details.

Please let us know which level of sponsorship and who to connect with at your company as soon as possible; we will get the website updated for 2024 in February and update regularly as the sponsorships come on board. We can not accommodate splitting or sharing of sponsorships. If you are interested in a custom package or something unique in your sponsorship, please email us at [sponsor@securodeo.com](mailto:sponsor@securodeo.com)

## The Details:

For all sponsors who commit, first invitations will be available in April 2024.

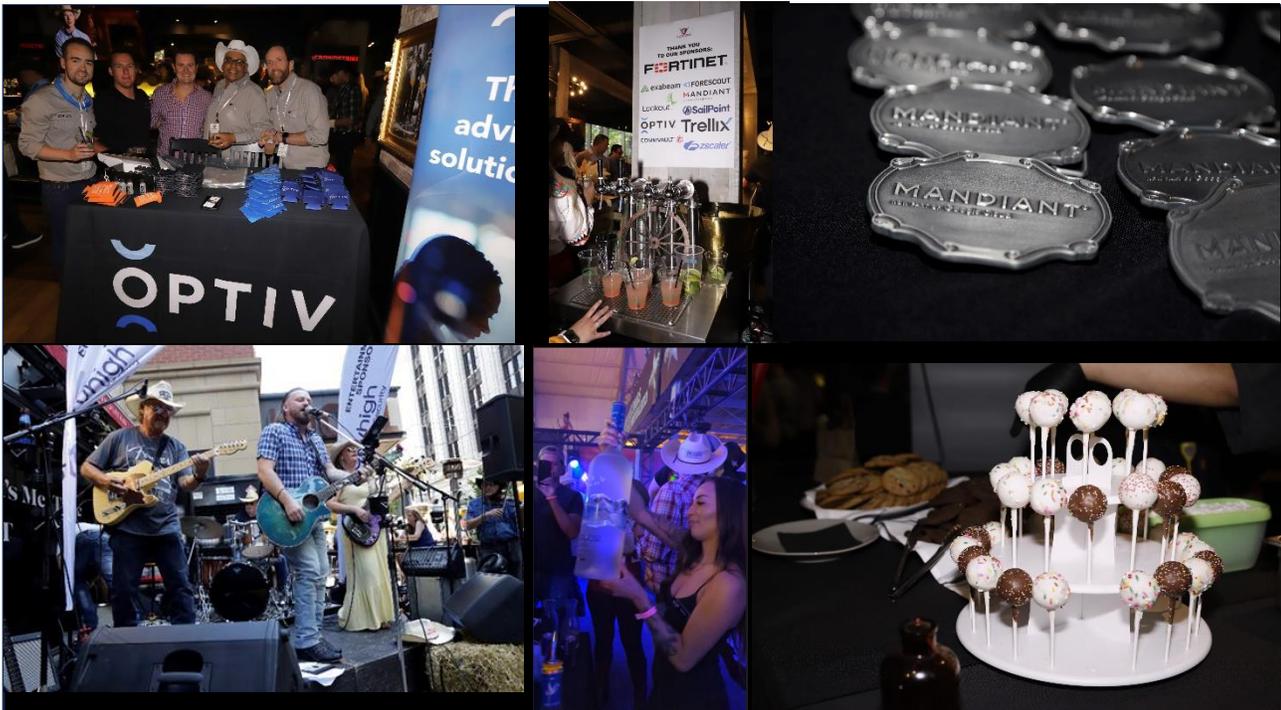
We will have customized invites available during the week of:

- April 2024: Save The Date
- May 2024: Official Invite
- June 2024: Register now as space is running low
- July 2024: Last Call

There will be a 'reminder to attend' email sent out the afternoon before the event.

We will quickly require your logo and a small company brief (less than 800 characters) with a url for linking to your site. (details on how to submit will be provided up on Sponsorship acceptance)

There are limited number of sponsor tables available at the social. Please let us know if you are interested. We will provide you with details and dimensions.



# SECURODEO 2024 Sponsorship Packages

## SECURODEO Social Upscale Food and Drinks at the Social in a premium downtown location

We provide an incredible spread of food as well as 4 drink tickets per registered guest, plus an additional 50 drink tickets per sponsoring company to hand out. More tickets are available for sale buy or staff.

### Registered Attendee List provided regularly of all registered guests

We anticipate 500 attendees this year

### We supply the registration staff, name tags, support staff for the event.

We make this as turnkey as possible

### 5 customized invites created for you for sending to your guests—Date Specific

(or we can send on your behalf if you provide your list)

### Your logo on various signage, and digital media at Event with Sponsor Level Logo on Drink Tickets

### Logo and company brief and link on website

### Logo on registration portal

### Number of employees that can attend social

(Additional employees available at \$250USD per employee)

## Upscale Food and Drinks at the Social in a premium downtown location

We provide an incredible spread of food as well as 4 drink tickets per registered guest, plus an additional 50 drink tickets per sponsoring company to hand out. More tickets are available for sale buy or staff.

## VIP Concert Event Tuesday July 9th Evening

Limited spots available to Diamond and Gold Sponsors only

### Spots to Cowboys Music Festival VIP Concert Event

(Includes VIP Entry to Cowboys Music Festival Tent, and access to the SECURODEO Private Suite including refreshments)

### Upgrade to Entertainment Sponsor—One Only \$7499 USD or add \$3300 USD to existing sponsorship

(Can be split between two sponsors at \$4000 USD each—limitations apply)

Exclusive Signage on or beside the stage. Promotion on invite as the Entertainment Sponsor. Mention on Website as the Entertainment Sponsor. Acknowledgement from the Band during one of the sets.

DIAMOND \$9350 USD	GOLD \$7425 USD	SILVER \$4199 USD
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
10	8	5
✓	✓	
8	6	N/A



# Sponsor Levels

## Diamond Sponsor (only one) (\$9350.00 USD)

- Logo on all signage, largest logo on signage and website
- Logo on all invitations
- Customized invite for your customers to the SECURODEO Social Event
- Social Event at a premium downtown venue
- Up to 12 Staff can attend, more staff available at \$250 USD per person
- Food and Drink tickets provided (4 per guest allotted, plus 50 per sponsoring company)
- 8 tickets to the VIP Concert at the World-famous Cowboys Stampede Tent
- Light snacks and refreshments
- Bottle Service included with 8 bottles of premium vodka and other alcohol including import beer selection available to all attendees.
- The concert has not been announced yet.
- We do have access to a very limited number of extra VIP Concert experience spots available. They include VIP Entry, concert tickets, with private suite access, bottle service, these are approx. \$550 USD each)
- We create 5 different invites for you to send out, or we can send on your behalf (Staggered dates)
- We provide a RSVP list for all guests a few days a week, as well as creating your invites
- We manage the onsite staff for event registration

## Gold Sponsor includes (\$7425.00 USD)

- Logo on all signage, large logo on signage and website
- Logo on all invitations
- Customized invite for your customers to the SECURODEO Social Event
- Social Event at premium downtown venue
- Up to 8 Staff can attend, more staff available at \$250 USD per person
- Food and Drink tickets provided (4 per guest allotted, plus 50 per sponsoring company)
- 6 tickets to the VIP Concert at the World-famous Cowboys Stampede Tent
- Light snacks and refreshments
- Bottle Service included with 8 bottles of premium vodka and other alcohol including import beer available to all attendees.
- The concert will be announced soon!
- We do have access to a very limited number of extra VIP Concert experience spots available. They include VIP Entry, concert tickets, with private suite access, bottle service, these are approx. \$550 USD each)
- We create 5 different invites for you to send out, or we can send on your behalf (Staggered dates)
- We provide a RSVP list for all attendees a few days a week, as well as creating your invites
- We manage the onsite staff for event registration

## Silver Sponsor (\$4199.00 USD)

- Logo on all signage, and website for the social event
- Logo on all invitations
- Customized invite for your customers to the SECURODEO Social Event
- Social Event at downtown restaurant or lounge
- Up to 5 Staff can attend the Social, more staff spots available at \$250 USD per person
- Food and Drink tickets provided (4 per guest allotted, plus 50 per sponsoring company)
- We create 5 different invites for you to send out, or we can send on your behalf (Staggered dates)
- We provide a RSVP list a few days a week, as well as creating your invites
- We manage the onsite staff for event registration
- NOTE: VIP Concert at the World-famous Cowboys Stampede Tent is only available to Gold and Diamond sponsors. We can not accommodate Silver Sponsors for the VIP Concert event at this time.

## Entertainment Sponsor (\$7499.00 USD) Note: Only one available

- All the benefits of a Silver Sponsor, PLUS....
- Additional signage on either side of the band and in the venue signifying you as the Entertainment Sponsor
- Acknowledgement on website, Registration page and invites as the Entertainment Sponsor
- A staff member of the Sponsor can introduce the band!
- Additional staff tickets for more than 8 internal invitees: \$250USD
- Can be added to existing sponsorship for \$3300USD .

## Dessert Bar Sponsor (add \$2500.00 USD to your sponsorship) Note: Only one available

- Additional signage on either side of the Dessert Table
- Acknowledgement on website, Registration page as the Dessert Bar Sponsor

## Custom Sponsorships available

Want to do something special? Please contact [Sponsor@securodeo.com](mailto:Sponsor@securodeo.com) with your idea or ask us about ideas we have for you.

We have had Sponsors do an Ice Sculpture with a drink luge, Custom cocktail for each guest when they arrive, Entertainer packages include magicians and card tricks, Photo booths and more.

Anything is possible... email us at [sponsor@securodeo.com](mailto:sponsor@securodeo.com)

