



BSides Bloomington

Sponsor Agreement

**Monroe Convention Center
October 13-14, 2023**

Let's Get Acquainted

What We're About

Mission Statement

BSides Bloomington is a volunteer-run, community-supported organization formed to advance the Information Security field by providing an annual conference to share new ideas, compete, and have fun.

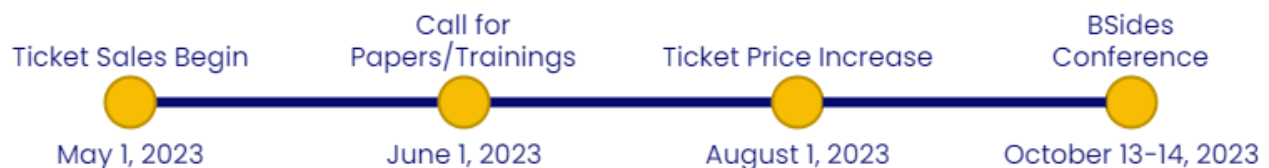
Through this conference, BSides Bloomington uplifts the local Information Security community by supporting collaboration, inclusion, and learning.

What to Expect

This will be Bloomington's first security conference. We are expecting 100-200 attendees.

Our target audience includes anyone in the information security field, from students to the C-suite, researchers to engineers to developers, and hard-core security fanatics to security-curious individuals.

Timeline



Get in Touch

Direct Communication

info@bsidesbloomington.org

Follow Us



Twitter: <https://twitter.com/bsidesbloom>



Reddit: <https://www.reddit.com/user/bsidesbloominton/>



YouTube: <https://www.youtube.com/@bsidesbloomington>



LinkedIn: <https://www.linkedin.com/company/bsides-bloomington>

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Sponsorship Levels

There are 6 formal Sponsorship Levels with predefined benefits. We are also open to customized Sponsorship offers including in-kind sponsorships.

Diamond – Cost \$5,000

The Diamond Level Sponsorship includes all the benefits of a Platinum sponsor, **plus:**

- Premium booth placement
- Logo and name on lanyard
- Promotion during at least 8 verbal announcements at the event
- 12 complimentary tickets

Platinum – Cost \$4,000

The Platinum Level Sponsorship includes all the benefits of a Gold sponsor, **plus:**

- Excellent booth placement
- Promotion during at least 7 verbal announcements at the event
- Ability to host webinars at event and to be posted on BSides Bloomington social media
- 9 complimentary tickets

Gold – Cost \$2,500

The Gold Level Sponsorship includes all the benefits of a Silver sponsor, **plus:**

- Good brand placement in digital program
- Your logo will appear at the beginning of the conference opening and closing ceremonies presentation
- Promotion during at least 6 verbal announcements at the event
- Ability to conduct interviews with BSides Bloomington staff
- 6 complimentary tickets

Silver – Cost \$1,500

The Silver Level Sponsorship includes all the benefits of a Bronze sponsor, **plus**:

- Sponsor booth
- Promotion during at least 4 verbal announcements at the event
- Copy of the attendee list (opt-out participation)
- 4 complimentary tickets

Bronze – Cost \$750

The Bronze Level Sponsorship includes all the benefits of a Basic sponsor, **plus**:

- Promotion on BSides Bloomington social media
- 2 complimentary tickets

Basic – Cost \$250

The Basic Level Sponsorship includes the following:

- Your logo will appear in the digital program
- Your logo will appear on the Sponsors page of the website
- 1 complimentary ticket

Custom – Cost Varies

Sponsorship options are not limited to these 6 Levels. If you have an a-la-carte selection you would like to make, or an in-kind sponsorship proposal, we would be happy to work out a deal. Contact us at info@bsidesbloomington.org, and we'll set a meeting to discuss.

Note: For a visual representation of all Sponsorship Levels, please visit bsidesbloomington.org/sponsor.

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Terms and Conditions

1. Sponsorship Agreement: between the BSides Bloomington organizer ("Organizer") and the sponsoring entity ("Sponsor") is valid from the date it is fully executed through the end of the sponsored event. BSides Bloomington is organized, and trademarked, under the business entity Security BSides Bloomington, LLC located in Indiana.
2. Sponsors that are interested in sharing a sponsorship with another entity must make the Organizer aware of this, and it must be approved prior to signing this agreement.
3. 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 Bloomington".
4. Production Timeline: In order for Organizer to fulfill all promotional benefits for Sponsor, Sponsor agrees to meet all Organizer related submission deadlines:
 - a. Trademark/Logo, Sponsor URL, Advertisement (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.
5. Sponsor Trademark Usage Agreement: Sponsor agrees to allow Organizer to use Sponsor's trademark/logo/tagline solely to perform and fulfill its obligations under the Sponsorship Kit and this Sponsorship Agreement.
6. Sponsor Trademark Usage: Notwithstanding Section 4 above, Sponsor agrees to allow Organizer the right to use Sponsor's trademark/logo/tagline and graphics on all of the promotional benefits, including but not limited to:
 - a. The web banner advertisement to be posted on the event web page, <https://bsidesbloomington.org/>.
 - b. Sponsor benefit items Organizer detailed on the Support Package section.
 - c. Any Exhibit Hall promotional banner, signage, lanyard, etc.
7. Web Reference: Sponsor may publish an Internet hyperlink from Sponsor's website to the BSides Bloomington website, 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 Organizer or Security BSides Bloomington, LLC.

8. Payment: Full payment must accompany this application and Sponsorship Agreement and be received by Organizer. The preferred payment methods are by check or bank/wire transfer. Paper checks should be made out to Security BSides Bloomington, LLC. Failure to pay the full balance will subject sponsorship to cancellation.
9. Non-endorsement: The use of Sponsor's name within BSides Bloomington or event-specific websites or mailing lists does not constitute endorsement by BSides Bloomington or Organizer 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 BSides Bloomington or Organizer.
10. Non-exclusivity: Neither Security BSides Bloomington, LLC or Organizer awards exclusive sponsorship or establishes exclusive relationships with Sponsors. Sponsor shall not imply that such a preferential relationship exists between Sponsor, Security BSides Bloomington, LLC, or Organizer.
11. Limited Liability: In the event that circumstances beyond the commercially reasonable control of Organizer interferes with, or prevents, Organizer from fulfilling, in part, or all of, Sponsor's promotional benefits under this Sponsorship Agreement, Sponsor, by signing this Sponsorship Agreement, holds Organizer, Security BSides, LLC, as well as their respective Board of Directors and designated representatives, 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 BSides Bloomington, LLC 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. Rejection: Security BSides Bloomington, LLC, and Organizer reserve the right to reject a potential sponsor for any reason.
14. Entire Agreement: This and all attachments hereto, constitute the entire Sponsorship Agreement.

Sponsor Information

Name of Company

Company Address

Name of Company Representative

Title

Event Organizer

Name of Company

Company Address

Name of Event Organizer

Title

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Sponsorship Selection

Sponsorship Level:

- ☐ Diamond - \$5,000
 - ☐ Platinum - \$4,000
 - ☐ Gold - \$2,500
 - ☐ Silver - \$1,500
 - ☐ Bronze - \$750
 - ☐ Basic - \$250
 - ☐ Custom - \$
-

Payment Method

- ☐ Check
 - ☐ Direct Deposit
 - ☐ Cash
 - ☐ Other
-
-

Signature of Company Representative

Date

Signature of Event Organizer

Date

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