



BSides Bloomington

Sponsor Agreement

Monroe Convention Center
September 13-14, 2024

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. This conference is an intimate, approachable learning conference that isn't something you go to and get lost in the crowds. It is designed for those starting their career in the information security space and for seasoned professionals alike that is committed to diversity, equity, and inclusion.

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

What to Expect

This is Bloomington's premier 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



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Get in Touch

Direct Communication

info@bsidesbloomington.org

Follow Us



<https://twitter.com/bsidesbloom>



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



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



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

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 \$6,000 [Early Bird (until 3/31/24): \$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 – \$900 value

Platinum – Cost \$5,000 [Early Bird (until 3/31/24): \$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 the event and to be posted on BSides Bloomington's social media
- 9 complimentary tickets – \$675 value

Party – Cost \$3,500 [Early Bird (until 3/31/24): \$3,000]

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

- Excellent booth placement
- Promotional announcements at opening ceremonies, the party, and closing ceremonies
- Hosting of speaker dinner on Friday night of the event for up to 35 customers to increase the sponsor's revenue
- Drive entire conference attendees to the establishment for up to 200 customers on Saturday night to increase the sponsor's revenue
- Large sponsor banner at the party
- 9 complimentary tickets – \$675 value

Gold – Cost \$3,000 [Early Bird (until 3/31/24): \$2,500]

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

- Good brand placement on the website
- The 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 \$450 value

Silver – Cost \$2,000 [Early Bird (until 3/31/24): \$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 – \$300 value

Bronze – Cost \$800 [Early Bird (until 3/31/24): \$750]

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

- Promotion on BSides Bloomington social media
- 2 complimentary tickets – \$150 value

Basic – Cost \$300 [Early Bird (until 3/31/24): \$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 – \$75 value

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.

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 interested in sharing a sponsorship with another entity must make the Organizer aware of this, and it must be approved before signing this agreement.
3. Sponsor Marketing Use Agreement: The Sponsor may use the following tagline on its marketing materials during the term of this Sponsorship Agreement: "Official Sponsor of BSides Bloomington".
4. Production Timeline: For the Organizer to fulfill all promotional benefits for the Sponsor, the Sponsor agrees to meet all Organizer-related submission deadlines:
 - a. Trademark/Logo, Sponsor URL, Advertisement (if applicable), and 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 before the event or production deadline.
5. Sponsor Trademark Usage Agreement: The Sponsor agrees to allow the Organizer to use the 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 is to be posted on the event web page, <https://bsidesbloomington.org/>.
 - b. Sponsor benefit items Organizer detailed in the Support Package section.
 - c. Any Exhibit Hall promotional banner, signage, lanyard, etc.
7. Web Reference: Sponsor may publish an Internet hyperlink from the 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 after that unless Organizer or Security BSides Bloomington, LLC requests removal.
8. Payment: Payment application and Sponsorship Agreement will be received by the Organizer on a NET30 arrangement. The preferred payment methods are by check or bank/wire transfer, credit card, or invoice. Paper checks should be made out to Security BSides Bloomington, LLC. Failure to pay the full balance will subject the sponsorship to cancellation.
9. Non-endorsement: The use of the Sponsor's name within BSides Bloomington or event-specific websites or mailing lists does not constitute an endorsement by BSides Bloomington or the 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: If circumstances, beyond the commercially reasonable control of the Organizer, interfere with or prevent the Organizer from fulfilling, in part, or all of, the Sponsor's promotional benefits under this Sponsorship Agreement, the Sponsor, by signing this Sponsorship Agreement, holds the 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 nor Sponsor shall be deemed in default of this Sponsorship Agreement to the extent that the performance of its obligations or attempts to cure any breach are delayed or prevented because 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

Sponsorship Selection

Sponsorship Level:

- Diamond - \$6,000 [Early Bird (until 3/31/24): \$5,000]
 - Platinum - \$5,000 [Early Bird (until 3/31/24): \$4,000]
 - Party - \$3,500 [Early Bird (until 3/31/24): \$3,000]
 - Gold - \$3,000 [Early Bird (until 3/31/24): \$2,500]
 - Silver - \$2,000 [Early Bird (until 3/31/24): \$1,500]
 - Bronze - \$800 [Early Bird (until 3/31/24): \$750]
 - Basic - \$300 [Early Bird (until 3/31/24): \$250]
 - Custom - \$
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Payment Method

- Check
 - Direct Deposit
 - Cash
 - Other
-
-

Signature of Company Representative

Date

Signature of Event Organizer

Date

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