



Sponsorship Kit

What is Security BSides?

Security BSides is a community-led initiative that creates events for and by members of the information and cybersecurity community. It offers an opportunity to move beyond the limitations of traditional events, fostering a space where conversations can unfold freely and organically. These events are designed to allow both presenters and attendees to engage in an intimate, collaborative environment. Expect an energetic atmosphere full of discussions, live demos, and active participation. Security BSides is where the next big ideas in cybersecurity are being shared and shaped.

The History of Security BSides

Launched in 2009, BSides emerged after several skilled speakers were turned away from mainstream conferences—not due to a lack of quality, but because of limited space and time. Since then, our mission has been to break down the typical barriers of traditional conferences by offering more opportunities for speakers, broad-ranging topics, and meaningful events.



Promote Communication and Collaboration at BSideS Bloomington, Indiana

BSides Bloomington is a premier two-day cybersecurity conference that serves as a focal point for conversations at the cutting edge of information security. As threats like AI-driven attacks, ransomware, and advanced phishing tactics grow more sophisticated, the need for collaboration and knowledge-sharing has never been greater. Your support helps bring together experts, practitioners, and emerging talent to exchange ideas, develop solutions, and build a more secure digital future. Be a part of the conversation, engage a wide community of cybersecurity enthusiasts and professionals, and make a lasting impact on the industry.

Reach a Targeted and Engaged Audience

BSides Bloomington attracts a wide audience made up of industry influencers, thought leaders, students, and cybersecurity enthusiasts who are eager to expand their knowledge. Attendees are typically security professionals, aspiring experts, and tech leaders looking to engage in deep, cutting-edge discussions. Whether they come from academia, corporate, or government sectors, the common thread is a shared passion for exploring the challenges and innovations in cybersecurity. As a sponsor, you'll gain access to this dynamic and growing community—building relationships with both up-and-coming talent and established experts.



Meaningful Engagement in an Intimate Setting

Unlike larger, fast-paced conferences where speakers are often rushed in and out, BSides Bloomington offers a more personal, intimate environment for deeper engagement. Attendees have the opportunity to interact with speakers before, during, and after their sessions. This unique format fosters meaningful conversations, enabling participants to connect with experts and each other in ways that are not possible at traditional events. Sponsors benefit from this close-knit environment by building lasting relationships with attendees who will carry their insights and connections throughout the year. It's an ideal setting for making a genuine impact and building a loyal network of industry professionals.

A Culture of Innovation and Collaboration

BSides Bloomington is part of a global movement, inspired by the original BSides event that has since grown into a worldwide network of grassroots cybersecurity conferences. By removing the traditional barriers of large, corporate-driven events, BSides creates space for more diverse voices, unconventional topics, and innovative ideas to thrive. As a sponsor, you'll be supporting an event that encourages creativity and collaboration, where the focus is on exploring new concepts and addressing the emerging challenges of the cybersecurity landscape. Your support helps ensure that this vital exchange of ideas continues to grow and evolve.



Be a Part of the BSides Bloomington Community

BSides Bloomington is built on participation, not membership. Everyone whether they are organizers, speakers, or attendees contributes to the success of the event. Sponsors play an essential role in shaping the experience, offering both financial support and active involvement in the event's success. In return, we ensure that your participation translates into meaningful connections with attendees who align with your business goals and professional interests. By sponsoring, you become an active part of the conversation, fostering connections that could lead to future collaborations, partnerships, and business growth.

BSides Bloomington 2025 is where security professionals, researchers, and innovators come together to honor the pioneers of ethical hacking, confront today's most pressing security challenges, and build the future of digital defense. From the fight for an open internet to the advancement of cutting-edge security solutions, our conference serves as a hub for knowledge sharing, collaboration, and progress.

This year's conference celebrates the past, honoring the hacker activists and researchers who paved the way. We tackle the present, examining the pressing security challenges of today, from digital privacy threats to the fight for an open internet. And we look to the future, envisioning how we can build a cyber community that prioritizes equality, multicultural collaboration and freedom of expression and identity in all forms ensuring that the next generation of hackers and security professionals represents all voices, all backgrounds, and all perspectives.



Why Sponsor BSides Bloomington?

Sponsoring BSides Bloomington isn't just an investment in an event—it's an investment in the cybersecurity community and your brand's future. Here's what you gain:

- **Brand Exposure:** Get your company's name and logo in front of top cybersecurity professionals, decision-makers, and rising talent through event signage, promotional materials, and digital platforms.
- **Targeted Audience Reach:** Connect with a passionate audience of security professionals, researchers, students, and enthusiasts who are eager to engage with leading industry players.
- **Exclusive Social Media Promotion:** Gain visibility through our extensive digital reach, including LinkedIn, Twitter, Reddit, YouTube, and more.
- **Thought Leadership Opportunities:** Showcase your expertise by hosting webinars, participating in panel discussions, or leading hands-on workshops.
- **Networking & Recruitment:** Meet top-tier talent, foster business relationships, and recruit skilled professionals in a dynamic, community-driven environment.
- **Community Impact & Goodwill:** Support the next generation of cybersecurity professionals and help foster an inclusive and diverse cyber industry



Registration Bag Swag

Upon check in, we provide each participant with a reusable bag that provides us with a way to get important information into the hands of our participants, information such as our program. We're happy to include swag from our sponsors in these bags as well. In the past, we've seen great success with stickers, pins, pens, notebooks, and toys — all branded with company logos. Registration bag swag provides a great opportunity to raise brand awareness, and we encourage creativity!

Sponsor Passport and Raffle

The Sponsor Passport provides a great way to draw participants to sponsor booths as each participant receives a passport in their registration bag. Interested participants can visit each sponsor booth featured on the passport to earn a stamp that shows they engaged with that sponsor. Once a participant has earned all of the necessary stamps, their completed card entitles them to entry in our raffle. To be featured on the Sponsor Passport, we ask that sponsors provide at least one prize to be raffled off. In the past, Sponsor Passport prizes have included backpacks filled with a company's swag and tech gear, gaming consoles, drones, phones, computer monitors, and gift cards. The raffle drawings always draw a crowd, and when an item is raffled off the donating company will be given a shout-out for providing the prize.



Sponsorship Levels & Benefits

Diamond – \$5,000 (Limit 3 Sponsors)

- Track Sponsorship
- Name and Logo featured prominently on track banner
- Promotion during at least ten verbal announcements.
- Optional 15 or 45 minute track session
- Large logo featured on event swag (t-shirt or similar)
- 15 social media shout outs with logo
- 6' vendor table

Platinum – \$3,000 (Limit 3 Sponsors)

- Promotion during at least seven verbal announcements.
- Optional 15 minute track session
- Medium logo featured on event swag (t-shirt or similar)
- 10 social media shout outs with logo
- 6' vendor table

Gold – \$2,000 (Limit 4 Sponsors)

- Prominent brand placement on our website.
- Small logo featured on event swag (t-shirt or similar)
- Promotion during at least six verbal announcements.
- 5 social media shoutouts
- 6' vendor table



Silver – \$1,000 (Limit 10)

- Logo featured on the event website
- Logo featured during opening and closing ceremonies
- Promotion during at least four verbal announcements.
- 3 social media shoutout

Food Truck Sponsor – \$1500 (Limit 4)

- Food Truck Sponsor for breakfast or lunch on either Friday or Saturday
- Banner or logo displayed in food truck area
- Vendor appreciation both before and after meal
- Social media shoutout

Cookies and Coffee – \$1000 (Limit 2)

- Coffee, tea, soda and snacks provided during the conference
- Banner or logo displayed on snack tables
- Vendor appreciation during opening remarks



Custom Sponsorship & Multi-Year Commitment

Tailored Sponsorships

We understand that every organization has unique goals. If you're looking for a customized sponsorship package that aligns with your brand's mission, we'd love to collaborate. Contact us at info@bsidesbloomington.org to craft a tailored package.

Multi-Year Sponsorship Option

Commit for impact! Sponsors who commit to a three-year partnership receive a 5% annual discount. This commitment ensures sustained brand recognition and deeper community engagement.

Event Details & Contact Information

- Anticipated Attendance: 200–300 cybersecurity professionals, students, researchers, engineers, developers, and enthusiasts.
- Date: September 26th and 27th, 2025
- Location: Monroe Convention Center, Bloomington, IN
-  Email: info@bsidesbloomington.org
 Follow us on: [Reddit](#) | [YouTube](#) | [LinkedIn](#) | Instagram | Mastodon | [X](#) | TikTok



Terms & Conditions

- Sponsorship agreements are effective from the date of execution until the conclusion of the event.
- Sponsors may use the tagline “Official Sponsor of BSides Bloomington” in marketing materials for the duration of their sponsorship.
- All sponsor materials must be provided within 15 business days of signing the agreement.
- Payment must be received within 30 days of invoice issuance to confirm sponsorship benefits.
- Sponsorship does not imply endorsement of any sponsor’s products or services.
- Sponsorships are non-exclusive, and BSides Bloomington retains the right to accept multiple sponsors within the same industry.
- In the event of unforeseen circumstances preventing fulfillment of promotional benefits, BSides Bloomington holds no liability beyond the sponsorship fee.

Ready to Make an Impact?

Secure your sponsorship today and position your brand at the forefront of cybersecurity innovation and community building.