

Sept 18, 2025

B-SIDES SPONSORSHIP KIT

PREPARED BY: SECURITY B-SIDES ST. JOHN'S,
ROBERT PERCY

EVENT ORGANIZER



EVENT SPONSORSHIPS

AT-A-GLANCE

SPONSORSHIP PACKAGE	VERBAL RECOGNITION	WEB SITE LOGO	MAIN EVENT SIGNAGE LOGO	MENTION IN MEDIA COVERAGE	SPONSOR PROVIDED BANNERS	T-SHIRT LOGO	SPACE IN VENDOR AREA
PLATINUM (10 AVAILABLE)	✓	✓	✓	✓	✓	✓ (LARGE)	✓ ¹
GOLD	✓	✓	✓	✓	✓	✓	
SILVER	✓	✓	✓	✓	✓		
BRONZE	✓	✓	✓	✓	✓ (ONE)		
CUSTOMIZED SPONSORSHIP	✓	✓	*	*	*	*	*

* Dependent on sponsorship value

*IMPORTANT: Please note that sponsorship commitment **does not include nor guarantee** a speaker time slot. Speakers are chosen based on talk submissions and independent of sponsor affiliation.*

SPONSORSHIP PACKAGES

PLATINUM - COST: \$3850 CAD

- Floor space in vendor area of 10 feet wide by 8 feet deep (3m x 2.5m)
- Larger imprinted logo on t-shirts
- Larger imprinted logo on signage around the event
- Other custom features to be proposed by sponsor and approved by Organizers
- Plus all Silver and Bronze Features

GOLD - COST: \$2750 CAD

- Imprinted logo on t-shirts
- Plus all Silver and Bronze features

SILVER - COST: \$1800 CAD

- Banner placement in main conference area
- Plus all Bronze features

BRONZE - COST: \$1100 CAD

- Banner placement (one banner only) in conference common area
- Imprinted logo on signage around the event
- Logo on the event site

¹ Platinum sponsorship with vendor floor space is limited and available on a first come, first served basis.

- Mention in the media coverage
- Announcements during the event and materials
- Shared space for promotional material

CUSTOM SPONSORSHIP

Security B-Sides encourages participation from a wide range of organizations. If you have an idea for custom sponsorship, please inform us so that we can evaluate and determine if it is a viable option. These ideas may include, but are not limited to, the contribution of:

- Venue
- Conference food and beverage
- Training and education

Depending on the level of contribution, custom sponsorship could include any of the benefits from the sponsorship packages listed above but would include, at a minimum, the following recognition:

- Logo on the event website
- Announcements during the event for the sponsored item(s)

EVENING SOCIAL AND CAPTURE THE FLAG SPONSORSHIP

Directly following the end of the conference portion of event, Security B-Sides St. John's will be hosting a Capture the Flag event for registered participants. Sponsorship opportunities exist for each of the following items. We are seeking one sponsor per item(s) or one sponsor for the entire event:

- Event prizes
- Food and beverages

SPONSORSHIP COMMITMENT

SPONSOSHIP PAGKAGES	COST	CHOSEN SPONSORSHIP PACKAGE (FOR PLATINUM, INDICATE CONTRIBUTION AMOUNT IF GREATER THAN \$1500)	CAPTURE THE FLAG SPONSORSHIP (INDICATE SPONSORED ITEM OR ALL FOR FULL SPONSORSHIP)
PLATINUM	\$3850 CAD		
GOLD	\$2750 CAD		
SILVER	\$1800 CAD		
BRONZE	\$1100 CAD		
CUSTOMIZED SPONSORSHIP	\$_____		

Billing Contact (*Required)

Name: _____

Email: _____

Phone: _____

Website: _____

Billing Address: _____ _____ _____	Address of Head Office: _____ _____ _____
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X_____X_____

Signee Name (Authorized Signing Authority)

Signature

Terms and Conditions Agreement

1. **Sponsorship Agreement:** between the event-specific Security B-Sides organizer ("Organizer") and ("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 Security B-Sides".
3. **Production Timeline:** In order for Organizer to fulfill all promotional benefits for Sponsor, Sponsor agrees to meet all Organizer related submission deadlines:
 - 3.1. 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.
 - 3.2. All items will be submitted one month prior to the event or production deadline.
4. **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.
5. **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:
 - 5.1. The Web banner add to be posted on the event and Security B-Sides Web pages
 - 5.2. Sponsor benefit items Organizer detailed on the Support Package section
 - 5.3. Any Exhibit Hall promotional banner and signage/lanyard, etc.
6. **Web Reference:** Sponsor may publish an Internet hyperlink from Sponsor's website to the event-specific 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 Sponsor.
7. **Payment:** An invoice for full payment will be issued to the billing contact following receipt of the signed Sponsorship Agreement. Payment instructions are dictated on the receipt with the preferred payment method being Stripe. If payment through Stripe is not possible then alternate payment options are available.
** Failure to pay full balance will subject sponsorship to cancellation.
8. **Non-endorsement:** The use of Sponsor's name within Security B-Sides or event-specific websites or mailing lists does not constitute endorsement by Security B-Sides 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 Security B-Sides or Organizer.
9. **Non-exclusivity:** Neither Security B-Sides or Organizer awards exclusive sponsorship or establishes exclusive relationships with Sponsors. Sponsor shall not imply that any such preferential or exclusive relationship exists between Sponsor and Security B-Sides or Organizer.
10. **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 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.

11. **Force Majeure:** Neither Security B-Sides, Organizer, 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.
12. **Rejection:** Security B-Sides and Organizer reserve the right to reject a potential sponsor for any reason.
13. **Entire Agreement:** This and all attachments here to, constitute the entire Sponsorship Agreement.