



# Security BSides CDMX 2024

Sponsorship Invitation



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## Who we are

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Security BSides events are hosted all over the world for and by infosec community members. **BSides CDMX** is an infosec conference that takes place in Mexico City, where the community from all around the country & the globe has proved to be interested in sharing and acquiring knowledge and experiences with people from different infosec approaches.

Inspired by Security BSides events in different countries, **BSides CDMX** is intended to create opportunities for individuals to both present and participate in a great community-driven atmosphere that encourages collaboration.

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Each BSides is a community-driven framework for building events for and by information security community members. The goal is to expand the spectrum of conversation beyond the traditional confines of space and time. It creates opportunities for individuals to both present and participate in an intimate atmosphere that encourages collaboration. It is an intense event with discussions, demos, and interaction from participants. It is where conversations for the next-big-thing are happening.

- BSides Community Wiki

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## Outcomes from 2023

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**19**

Talks

**5**

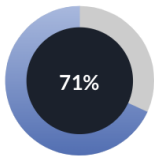
Workshops

**350**

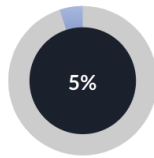
Community tickets

**267**

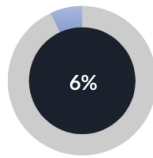
Community assistants



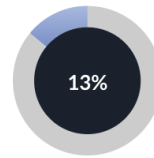
Infosec professional



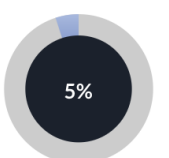
Directors & C-Levels



Students



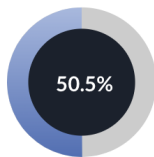
Other profession



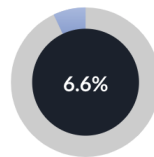
Non-specified

## Visitor demographics in LinkedIn

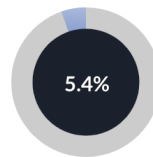
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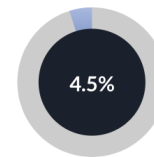
Information technology



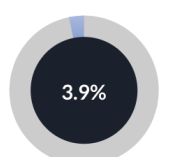
Business development



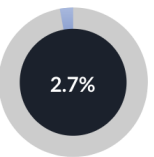
Sales



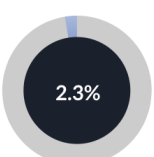
Military and protective services



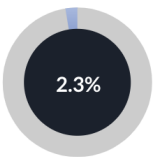
Engineering



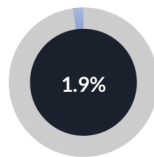
Community and Social Services



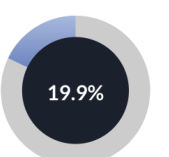
Education



Marketing



Consulting

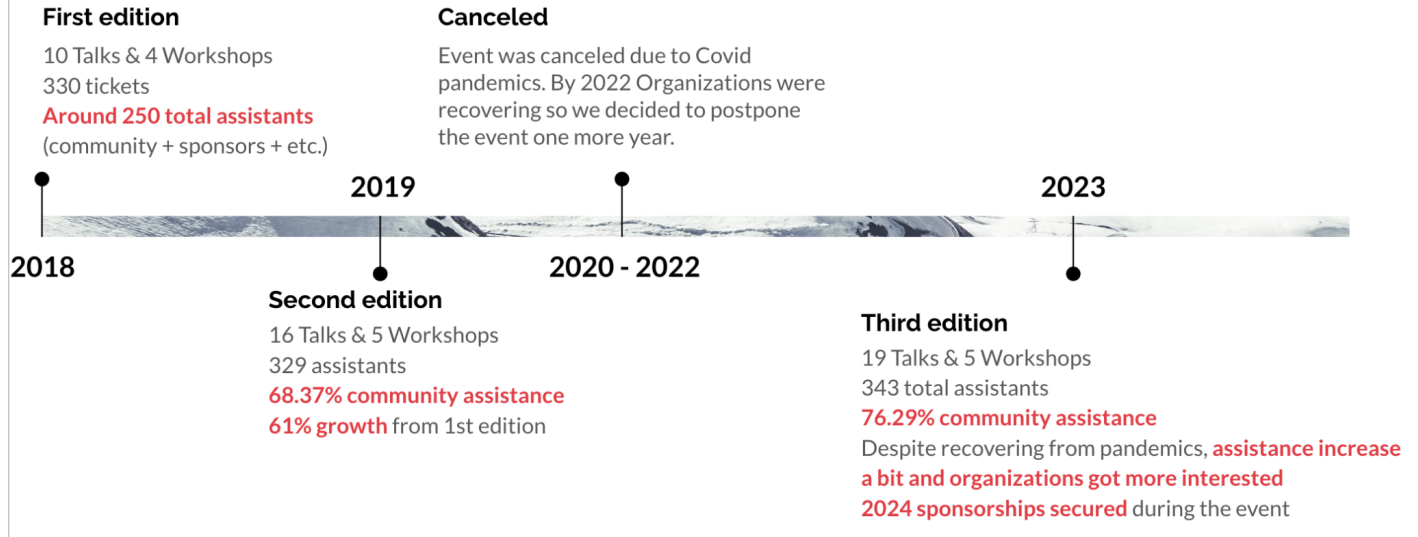


Others

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## What about previous editions?

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## Sponsorship over the years

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## Security BSides CDMX 2024

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On behalf of the community that integrates Security **BSides CDMX**, I appreciate your time and take this opportunity to extend an invitation for the organization that you represent to participate as a sponsor of the **fourth edition** of Security BSides in Mexico City that will be held on **July 19th, 2024**.

### Goals

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Security B-Sides is a framework of events that enables individuals to expand the spectrum of conversation beyond the confines of traditional media. Frameworks such as BSides enable individuals to drive the event, shape the media, and encourage participation.

### Target audience

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**BSides CDMX** aims to gather deep technical national and international specialists, students, managers, directors, and C-Levels related to the infosec community allowing networking and knowledge sharing through various talks, workshops, research demonstrations, as well as forums that allow free and open space for the exchange of good practices, experiences, and ideas among the participants.

### Support & Sponsorship

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**BSides CDMX** is a free event for all the attendees, talks & workshops are offered for no charge at all; the project is organized by our non-profit community.

However, to make this all possible, **it is necessary the generous help from infosec industries (and any other interested industry)** that are

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also into promoting knowledge exchange, collaboration, and benefit from all the community.

### **Reasons to show support**

We have proved to have a media impact on the national and international community, supported by social networks for its dissemination.

In addition to this, sponsoring **BSides CDMX** comes with its own benefits such as:

- **Brand recognition and awareness:** Depending on the level of sponsorship, you may recognize your brand placement at some or all of the following: t-shirts, lanyards, lunch sessions, or attendee badges, etc. Based on your level of participation, creative and custom branding may be arranged.
- **Stay in touch with the industry:** **BSides CDMX** enables its supporters and participants to identify and connect with industry leaders and voices. These participants represent the social networking of infosec. They are the people who you want to engage to solicit feedback and bring voice to your conversation.
- **Recruiting opportunities:** Depending on the level of sponsorship, your organization may have the opportunity to engage newbies and top-level security professionals for job opportunities.
- **Be part of the growing of BSides CDMX:** As we grow with our community, so does media coverage and online participation. **BSides CDMX** happens not only during the set date and venue, but through social media and the internet reach, which means our sponsors can also reach a larger audience than just those participants present.



## Support & Sponsorship

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The following are various support packages that enable you to not only show your support but also brand that support.

Sponsorship Level	Cost (MXN)	Benefits
Platinum	\$90,000.00 and above	<p>Preference for future editions when selecting sponsorship package.</p> <p>Mention through <b>BSides CDMX</b> web site with huge logo of your organization.</p> <p>Custom special mention in social media before, during, and after the event.</p> <p>Mentions during event opening, closure, between talks, common area, and closing party.</p> <p>The Sponsor can bring branded signs for closing party.</p> <p>Your organization can bring a custom stand to:</p> <ul style="list-style-type: none"> <li>● Promote your company with assistants</li> <li>● Perform recruitment activities</li> <li>● Give away swag and gifts to assistants</li> <li>● Etc.</li> </ul> <p>Option to include custom branding stuff within assistants' starter kit.</p> <p>Your logo printed in floor signs.</p> <p>Your logo printed in official assistants' starter kit swag.</p> <p>10 sponsor badges.</p>
Gold	\$70,000.00 and above	Mention through <b>BSides CDMX</b> web site with

Sponsorship Level	Cost (MXN)	Benefits
		<p>big logo of your organization.</p> <p>Custom special mention in social media before and during the event.</p> <p>Mentions during event opening, closure, between talks, common area, and closing party.</p> <p>2 tables stand for your organization to:</p> <ul style="list-style-type: none"> <li>• Promote your company with assistants</li> <li>• Perform recruitment activities</li> <li>• Give away swag and gifts to assistants</li> <li>• Etc.</li> </ul> <p>Option to include custom branding stuff within assistants' starter kit.</p> <p>7 sponsor badges.</p>
Silver	\$50,000.00 and above	<p>Mention through <b>BSides CDMX</b> web site with medium logo of your organization.</p> <p>General mention in social media.</p> <p>Mentions during event opening, closure, and between talks.</p> <p>1 table stand for your organization to:</p> <ul style="list-style-type: none"> <li>• Promote your company with assistants</li> <li>• Perform recruitment activities</li> <li>• Give away swag and gifts to assistants</li> <li>• Etc.</li> </ul> <p>5 sponsor badges.</p>
Bronze	\$25,000.00 and above	<p>Mention through <b>BSides CDMX</b> web site with small logo of your organization.</p>

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Sponsorship Level	Cost (MXN)	Benefits
		General mention in social media. Mentions during event opening and closing ceremonies. 3 sponsor badges.
Support	\$5,000.00 and above	General mention in social media. 1 sponsor badge.

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## Support Terms and Conditions Agreement

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1. **Sponsorship Agreement:** between the **BSides CDMX** organizers (“Organizers”) and ("Sponsor") is valid from the date it is fully executed through the end of the sponsored event (or a 12 month period for Global Sponsors).
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 BSides CDMX”**.
3. **Production Timeline:** In order for Organizers to fulfill all promotional benefits for Sponsor, Sponsor agrees to meet all Organizers related submission deadlines:
  - a. Trademark/Logo, Sponsor URL, Social Media handles, and all applicable promotional, 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**.
4. **Sponsor Trademark Usage Agreement:** Sponsor agrees to allow Organizers 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 Organizers 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 add to be posted on the event and **Security BSides CDMX** web page.
  - b. Sponsor benefit items Organizers detailed on the Support & Sponsorship section.
  - c. Any Exhibit Hall promotional banner and signage/lanyard, etc.

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6. **Web Reference:** Sponsor may publish an Internet hyperlink from Sponsor's website to the **Security BSides CDMX** 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 Sponsor.
  7. **Payment:** Organizers will inform the Sponsor via email how to provide the requirement associated to its sponsorship package. Sponsor will pay in-species one month prior to the event or production deadline. Failure to provide the required materials in time will subject sponsorship to cancellation.
  8. **Non-endorsement:** The use of Sponsor's name within **Security BSides CDMX** website, mailing lists, or social networks does not constitute endorsement by Organizers 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 BSides CDMX** or Organizers.
  9. **Non-exclusivity:** Neither **Security BSides CDMX** or Organizers awards exclusive sponsorship or establishes exclusive relationships with Sponsors. Sponsor shall not imply that such a preferential relationship exists between Sponsor and **Security BSides CDMX** or Organizers.
  10. **Force Majeure:** Neither **Security BSides CDMX**, Organizers, 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.
  11. **Rejection:** **Security BSides CDMX** and Organizers reserve the right to reject a potential sponsor for any reason.
  12. **Non-Binding Agreement Disclaimer:** This agreement is intended to be a good-faith contract and is not legally binding. **Security BSides CDMX** is not a legal entity, and this agreement does not create any legal obligations or liabilities for either party. It is entered into for the

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purpose of promoting a mutually beneficial relationship based on trust and cooperation.

13. **Entire Agreement:** This and all attachments here to, constitute the entire Sponsorship Agreement.

More information related to the **BSides CDMX** community can be found on our website <https://bsidescdmx.org/>

Kindly,

Security BSides CDMX team.

sponsor@bsidescdmx.org

Sponsorship Level	Contribution	Specify contribution	Mark your selection
Support	\$5,000.00+ MXN	\$_____ MXN	
Bronze	\$25,000.00+ MXN	\$_____ MXN	
Silver	\$50,000.00+ MXN	\$_____ MXN	
Gold	\$70,000.00+ MXN	\$_____ MXN	
Platinum	\$90,000.00+ MXN	\$_____ MXN	

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Sponsoring organization, name, and signature of person responsible.