



**Illinois Cyber**  
FOUNDATION

**Presents**

**BSides Peoria 2023**

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# CALL FOR SPONSORS

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## Introducing the Illinois Cyber Foundation

At the heart of Illinois' thriving cybersecurity landscape lies a nonprofit organization committed to making a profound impact on the community - the Illinois Cyber Foundation. Our foundation takes immense pride in its mission to give back and foster positive change through education. As cyber threats continue to evolve, our dedication to empowering the next generation of cybersecurity professionals has never been more critical.

Our core belief centers around the idea that education is the key to fortifying our digital world. With cyber-attacks becoming increasingly sophisticated, we understand the urgency to equip individuals with the knowledge and skills needed to safeguard our online environments. Through innovative and accessible educational programs, the Illinois Cyber Foundation paves the way for aspiring cybersecurity enthusiasts and professionals to thrive in this dynamic field.

What sets the Illinois Cyber Foundation apart is our unwavering commitment to inclusivity and accessibility. We firmly believe that every individual, regardless of their background or circumstances, should have the opportunity to pursue a rewarding career in cybersecurity. Our diverse range of programs, workshops, and mentorship initiatives strive to break down barriers and open doors to a brighter future for all.

As we march forward, we collaborate closely with academic institutions, industry leaders, and passionate volunteers to create a robust network of support. Together, we foster an environment where knowledge is shared, ideas are nurtured, and innovation takes root. Our dedication to continuous learning ensures that our students and beneficiaries stay ahead of the curve in the ever-changing cybersecurity landscape.

At the Illinois Cyber Foundation, we see ourselves not just as an organization but as a driving force for transformation. By investing in education, we sow the seeds of change that will yield a safer, more secure digital world for generations to come. Join us in our mission to give back, educate, and empower - together, we can build a stronger, more resilient cyber community for Illinois and beyond.

## Introducing BSides Peoria

The Illinois Cyber Foundation proudly presents **BSides Peoria 2023, taking place October 28<sup>th</sup>, 2023, at Bradley University in Peoria, Illinois**. This annual event brings together industry professionals and students focused on learning and presenting cybersecurity topics.

BSides is a series of community-driven information security conferences that are organized by and for cybersecurity professionals and enthusiasts. These events are typically held in various cities around the world and are intended to be an alternative and complementary counterpart to larger, more corporate conferences in the cybersecurity industry.

The name "BSides" comes from the notion of being on the "other side" of the traditional conference, providing a more informal and grassroots platform for cybersecurity practitioners to share knowledge, collaborate, and discuss cutting-edge topics in the field. Unlike major conferences where the agenda is often dominated by big-name vendors and keynote speakers, Security BSides encourages participation from local community members and independent security researchers.

These conferences have gained popularity and significance in the cybersecurity community as they embrace a more open and inclusive approach, encouraging participation and knowledge sharing from individuals at all career stages. The focus on grassroots organization and community involvement has contributed to the success and continued growth of the Security BSides movement.

## Unlocking Opportunities

By sponsoring our event or donating to our nonprofit, your business has the chance to be part of something bigger - a movement that strives to educate, empower, and secure the future of our digital world. We kindly ask you to join us in making a lasting impact on the community while reaping valuable benefits for your business's growth and reputation. Together, we can create a win-win scenario that fosters progress and prosperity for all involved.

### **Exposure and Brand Visibility**

Sponsoring our event or donating to our nonprofit presents a unique opportunity for your business to gain widespread exposure and enhance their brand visibility. With our strong community presence and marketing efforts, your company's logo and name will be prominently showcased to a diverse audience of industry professionals, decision-makers, and potential customers, amplifying your brand's reach and recognition.

### **Demonstrate Corporate Social Responsibility**

As socially responsible citizens, your business has a chance to demonstrate their commitment to giving back by supporting our nonprofit event. Your sponsorship or donation will be a clear indication of your company's dedication to making a positive impact on the community. By aligning with our cause, your business can showcase its values and build a positive reputation among stakeholders and customers.

### **Networking and Partnerships**

Our events attract a diverse range of attendees, including industry leaders, entrepreneurs, and professionals. Sponsoring or donating to our nonprofit presents a golden opportunity to network with key players in your sector and establish valuable partnerships. Strengthening these connections can lead to potential collaborations, business growth, and accessing new markets.

### **Access to Top Talent**

As an organization that focuses on education, we nurture the next generation of cybersecurity professionals. By sponsoring our event or donating to our nonprofit, your business gains access to a pool of talented and ambitious individuals who could be valuable assets to your workforce. Building a strong employer brand through your involvement can attract skilled candidates seeking to work for a company that supports meaningful causes.

### **Positive Public Relations**

Businesses that sponsor our event or contribute to our nonprofit can expect positive media coverage and public relations benefits. Our events garner significant attention from local and industry-specific media outlets, giving your business an opportunity to be featured in articles and news segments that highlight your philanthropic efforts.

### **Tax Benefits**

In many jurisdictions, charitable contributions and sponsorships can be tax-deductible for businesses. By supporting our nonprofit event, your business can not only make a difference in the community but also take advantage of potential tax benefits that can positively impact your financial bottom line.

### **Customized Marketing Opportunities**

Depending on the sponsorship level, your business can enjoy various marketing benefits tailored to suit your objectives. From exclusive branding opportunities to speaking slots and promotional materials, we work closely with sponsors to design a package that aligns with your marketing goals and maximizes your return on investment.

## Sponsorship Packages

Bsides Peoria 2023 has **limited capacity** for Silver, Gold, and Platinum sponsors. While we will do everything in our power to accommodate every sponsorship, they will be issued on first-come basis.

	BRONZE	SILVER	GOLD	PLATINUM
<b>SOCIAL MEDIA MENTIONS</b>	✓	✓	✓	✓
<b>LOGO ON WEBSITE</b>	✓	✓	✓	✓
<b>LOGO ON SHIRT</b>	✓	✓	✓	✓
<b>SPONSOR BOOTH</b>		✓	✓	✓
<b>PREFERRED BOOTH PLACEMENT</b>			✓	✓
<b>BANNER DISPLAYED (YOU PROVIDE)</b>			1	Up to 2
<b>5 MINUTES TO ADDRESS CROWD</b>				✓
<b>LOGO ON BADGE</b>				✓

## A la Carte Sponsorships

Sponsorship	Available	Included
<b>T-Shirts</b>	1	Small Logo on lunch table tent; thanks in booklet; thanks during AM announcements
<b>Named Lunch</b>	1	Large Logo on lunch table tents; Logo during lunch announcements; thanks during lunch
<b>Named After-Party Sponsor</b>	1	Logo on table tents; thanks during kick off; banner in area

## Donation Alternatives

In lieu of purchasing a traditional sponsorship package, we invite you to consider making a direct and meaningful impact by choosing to donate to our event. Your generous contribution will play a pivotal role in supporting our nonprofit's mission to educate and empower the cybersecurity community.

By donating, you have the power to transform lives, enabling aspiring professionals to access quality education, mentorship programs, and cutting-edge resources. Your name will be prominently featured alongside our valued sponsors, showcasing your commitment to corporate social responsibility and the betterment of the community.

Join us in shaping the future of cybersecurity and leaving a legacy of progress and empowerment for generations to come.

## The Difference You Can Make

Your potential sponsorship holds the potential to make a world of difference in the Illinois Cyber Foundation's endeavors. By choosing to support our event, you are not only showcasing your dedication to community empowerment but also joining a network of like-minded organizations striving to shape the future of cybersecurity education.

Your sponsorship would enable us to reach more individuals, providing them with unparalleled educational opportunities and mentorship programs. As we work hand in hand, we envision creating a lasting impact on the cybersecurity landscape, cultivating a culture of knowledge-sharing and innovation. We deeply value your interest in partnering with us, and we believe that your involvement would leave a meaningful and transformative mark on the lives of aspiring cyber professionals.

Together, we can pave the way for a brighter, safer digital future, and we eagerly anticipate the opportunity to collaborate with your esteemed business in this vital endeavor.

Thank you,



**Nick Schroeder**  
Executive Director



**Cody Kretsinger**  
Executive Director