

2022



CYBERSECURITY ASSOCIATION OF MARYLAND, INC.

SPONSORSHIP GUIDE



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SUSTAINING SPONSORS



TABLE OF BENEFITS



CAMI

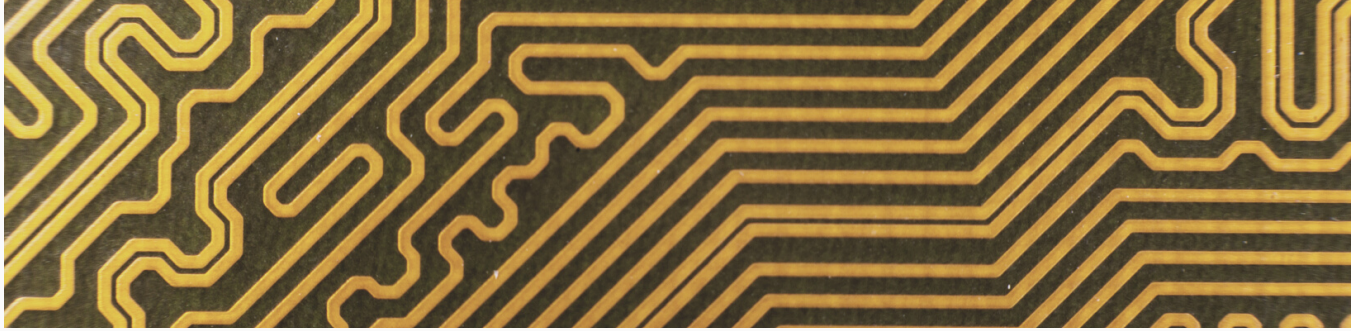
Sponsorship Packages

FEATURES	FRIEND OF CAMI	SUPPORTING	PREMIER	CORNERSTONE
Invitation to Annual Board & Sponsor Reception	✓	✓	✓	✓
Email & social media announcement of sponsorship commitment	✓	✓	✓	✓
CAMI Premium membership (\$395 value)	✓	✓	✓	✓
Logo on MDcyber.com Home page and Partners page (12,000 pageviews/year)*	✓	✓	✓	✓
Company featured in CAMI promo materials (e.g., banners, postcards, flyers)*	✗	✓	✓	✓
Social media promotions on Twitter, Facebook, LinkedIn (annual # noted to right)*	3	6	12	12
Company banner ad included in CAMI emails to email database of 4,000 prospects (annual # of emails to right)*	✗	✗	2	4
Noted as a Featured Provider with product/service offering on members-only marketplace webpage*	✗	✗	✓	✓
Sponsorship of CxO Series or Cyber Meetup style events (\$500 value - includes speaking opportunity and attendee contact info)*	1	1	2	4
Industry exclusivity of sponsorship tier	✗	✗	✓	✓
Two meetings/year with designated Board Director and CAMI staff to discuss sponsor ROI strategies	✗	✗	✓	✓
½ page space in annual MD Cyber Buyer's Guide (\$1800 value) produced and distributed by the Baltimore Business Journal*	✗	✗	✗	✓
Access to the CAMI advisory board comprised of some of the top cyber experts in the Country	✗	✗	✗	✓
"Brought to you by" webpage branding on CAMI member directory page (10,000 pageviews/year)*	✗	✗	✗	✓
Prominent logo one CAMI Signature event (includes speaking opportunity & attendee contact info)	✗	✗	✗	✓
PRICE	\$1,500	\$5,000	\$12,000	\$16,000

*Organizations must provide their own designs and content for marketing promotions.

TICKETS INCLUDED WITH SUSTAINING SPONSORSHIPS

	Friend	Supporting	Premier	Cornerstone
Awards		2	6	6
Golf Tournament			1 Twosome	1 Foursome
Women in Cyber		2	4	4
CxO Series		4	6	6
Cyber Meetups	4	8	10	10
Legislative Breakfast			2	2



SIGNATURE EVENTS



WOMEN IN CYBER SOCIAL

APRIL 28, 2022

GOLF TOURNAMENT

SEPTEMBER 19, 2022

AWARDS CEREMONY

OCTOBER 19, 2022

WOMEN IN CYBER SOCIAL

This is an ideal sponsorship opportunity for businesses passionate about empowering women to succeed in the cybersecurity industry.

This event serves to connect and inspire women cybersecurity professionals and women seeking cybersecurity careers in a casual and fun atmosphere. Attendees will work as teams to solve a fun cocktail creation challenge. The event provides attendees with the opportunity to share information, accomplishments, challenges, and resources; conduct business; meet a mentor; and develop valuable business relationships. Attendees include women leading or employed by MD cybersecurity companies; women cybersecurity leaders and professionals from government agencies/contractors and general commercial companies; women seeking cybersecurity careers and women who wish to show support for women in cybersecurity! Estimated attendance: 100.

PRESENTING \$3,500

ONE AVAILABLE, INDUSTRY CATEGORY EXCLUSIVITY ACROSS ALL SPONSORSHIP TIERS

CHAMPION \$2,500

LIMITED TO 2 NON-COMPETING COMPANIES

ADVOCATE \$1,000

ZERO AVAILABLE

EVENT JUDGE \$500

THREE AVAILABLE

SUPPORTER \$500

FIVE AVAILABLE

PRESENTING \$3,500

ONE AVAILABLE, INDUSTRY CATEGORY EXCLUSIVITY ACROSS ALL SPONSORSHIP TIERS

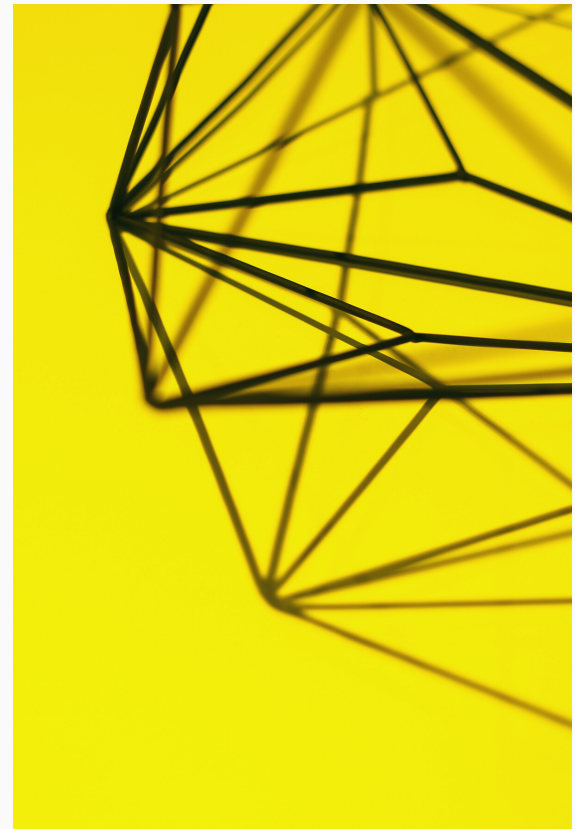
- 12 months "presented by" verbiage on CAMI's Diversity Committee webpage
- Company to be featured in CAMI's spring video series, promoted through e-newsletters and social media
- Event food and beverage stations noted as "Compliments of" Presenting Sponsor
- Company logo recognition as Presenting Sponsor in all event marketing and promotions including: email invitations and announcements, event page on Cybersecurity Association of Maryland, Inc. website; and event registration page. Link to company website included where applicable
- Social media promotion as Presenting Sponsor
- Logo on welcome signage at event entrance/check-in area. Presenting and Champion Sponsors are the only sponsors to be featured on this sign
- Logo on sponsor signage at event
- Recognition as Presenting Sponsor during program with opportunity to briefly address attendees
- Sponsor may exhibit/display/distribute promotional materials at the event
- Brand recognition as a company supportive of women working in the cybersecurity industry
- Upon request, sponsor will receive contact information for all attendees who have not opted out of contact information being shared with attendees
- Eight complimentary event tickets for sponsor company attendees
- One complimentary event ticket for Event Judge (male or female), depending on availability.
- This sponsorship provides a complimentary ticket for seven female cybersecurity students (age 21 or older) to attend this fun social event. Sponsored student name tags will note their attendance as "Guest of " Presenting Sponsor



CHAMPION \$2,500

LIMITED TO 2 NON-COMPETING COMPANIES

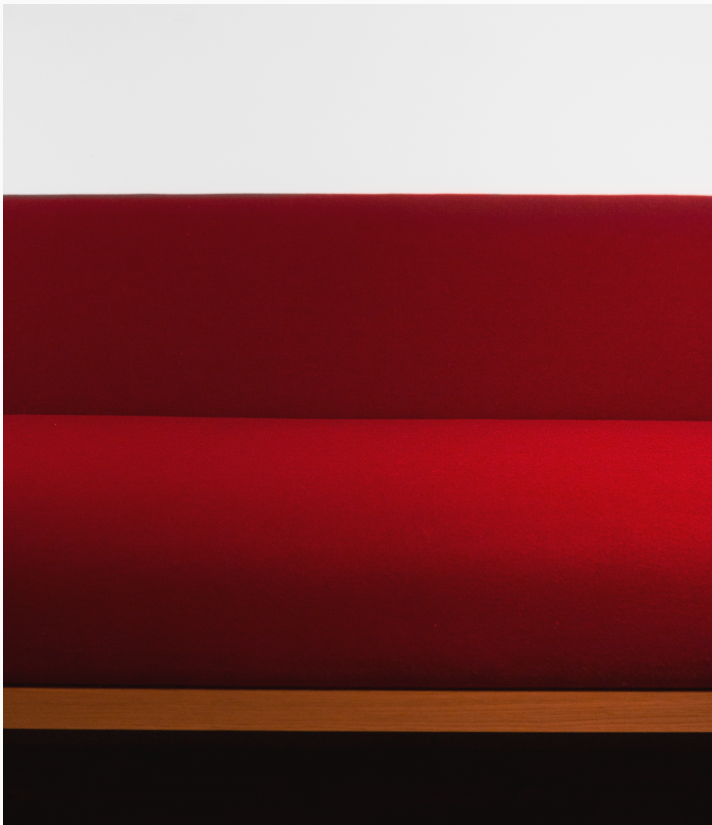
- Company to be featured in CAMI's video series, promoted through e-newsletters and social media
- Company logo recognition as Champion Sponsor in all event marketing and promotions including: email invitations and announcements, event page on Cybersecurity Association of Maryland, Inc. website; and event registration page. Link to company website included where applicable
- Logo on sponsor signage at event
- Recognition as Champion Sponsor during program with opportunity to briefly address attendees
- Sponsor may exhibit/display/distribute promotional materials at the event
- Brand recognition as a company supportive of women working in the cybersecurity industry
- Upon request, sponsor will receive contact information for all attendees who have not opted out of contact information being shared with attendees.]
- Five complimentary event tickets for sponsor company attendees.
- One complimentary event ticket for Event Judge (male or female), depending on availability.
- This sponsorship provides a complimentary ticket for four female cybersecurity students (age 21 or older) to attend this fun social event. Sponsored student name tags will note their attendance "Guest of " Champion Sponsor



ADVOCATE \$1,000

ZERO AVAILABLE The ONE Solution, Evergreen Advisors, UMBC, Think|Stack

- Company logo recognition as Advocate Sponsor in all event marketing and promotions including: email invitations and announcements, event page on Cybersecurity Association of Maryland, Inc. website; and event registration page. Link to company website included where applicable
- Social media promotion as Advocate Sponsor
- Logo on sponsor signage at event
- Recognition as Advocate Sponsor during program
- Brand recognition as a company supportive of women in the cybersecurity industry
- Upon request, sponsor will receive contact information for all attendees who have not opted out of contact information being shared with attendees
- Three complimentary event tickets for sponsor company attendees
- One complimentary event ticket for Event Judge (male or female), depending on availability.
- This sponsorship provides a complimentary ticket for two female cybersecurity students (age 21 or older) to attend this fun social event. Sponsored student name tags will note their attendance "Guest of " Advocate Sponsor





EVENT JUDGE \$500

THREE AVAILABLE Prescott HR

- Company name (no logo) recognition as an Event Sponsor in select marketing and promotions including: event page on Cybersecurity Association of Maryland, Inc. website; and event registration page
- Company name on sponsor signage at event
- Recognition as an Event Judge during program
- Brand recognition as a company supportive of women in the cybersecurity industry
- One complimentary event ticket for Event Judge (male or female), depending on availability.

SUPPORTER \$500

FIVE AVAILABLE GuidePoint Security

- Company name (no logo) recognition as Supporter Sponsor in all event marketing and promotions including: email invitations and announcements, event page on Cybersecurity Association of Maryland, Inc. website; and event registration page
- Social media shout-out upon sponsorship commitment
- Company name on sponsor signage at event
- Recognition as Supporter Sponsor during program
- Brand recognition as a company supportive of women in the cybersecurity industry
- One complimentary event ticket for a sponsor company attendee
- This sponsorship provides a complimentary ticket for one female cybersecurity student (age 21 or older) to attend this fun social event. Sponsored student name tags will note their attendance "Guest of " Supporting Sponsor



GOLF TOURNAMENT

September 19, 2022

Crofton Country Club

SPONSOR PACKAGES

Package	Cost
Title Sponsor	\$5,000
Lunch Sponsor	\$2,750
Beverage Cart Sponsor	\$2,750
Golf Cart Sponsor	\$2,500
Swag Bag Sponsor	\$2,000
Breakfast Sponsor	\$2,000
Score Card Sponsor	\$1,500
Reception Beverage Sponsor	\$1,500
Beat the Pro Sponsorship	\$1,500
Golf Towel Sponsor	\$1,000
Driving Range Sponsor	\$1,000
Trophy Sponsor	\$600
Golf Ball Sponsor	\$500
Golf Tee & Chip Sponsor	\$500
Hole Sponsor	\$500

AWARDS CEREMONY

October 19, 2022

The Hotel at Arundel Preserve

Our Annual Cybersecurity Awards is an exciting program and event that will highlight and celebrate the best and brightest of Maryland's cybersecurity industry. We'll honor companies, organizations, and individuals that have protected businesses and government entities with their innovative cybersecurity products and/or outstanding cybersecurity services; demonstrated exemplary knowledge, expertise, leadership and innovative thinking; or made a significant contribution to the cybersecurity ecosystem.



MD Cybersecurity Awards Sponsorship Levels & Benefits

PRESENTING

\$10,000 — Limited to 3 non-competing companies

RED CARPET

\$5,000 — 7 Total

PEOPLE'S CHOICE AWARD

\$5,000

SPECIAL TREAT SPONSOR

\$3,500

SPOTLIGHT SPONSOR

\$2,500 — 4 Total

BACKSTAGE

\$1,000

BEST OF COUNTY/BALTIMORE CITY

\$,500

MD CYBERSECURITY AWARDS SPONSORSHIP LEVELS & BENEFITS

PRESENTING: \$10,000

- Company name/logo recognition as Presenting Sponsor in all event marketing and promotions including: email invitations and announcements, event page on Cybersecurity Association of Maryland, Inc. website; event registration page. Link to company website included where applicable
- Company will be included as Presenting Sponsor in all press announcements
- Logo on "Step and Repeat" backdrop (photo opportunity for attendees, major marketing opportunity for Sponsor)
- Logo on welcome sign at event entrance/check-in area. Presenting Sponsor is the only sponsor to be featured on this sign
- Recognition as Presenting Sponsor with opportunity for company representative to briefly address Awards Celebration attendees
- One representative from your company may serve as co-emcee for the awards portion of the event (Company will share the emcee position with another Presenting Sponsor)
- Sponsor will be included in the on-stage photo opportunity with each award winner
- Company name/logo recognition as Presenting Sponsor on printed agenda/program distributed at event
- Social media promotion as Presenting Sponsor
- Logo on general sponsor signage at event
- Logo on rotating PowerPoint presentation at event
- Sponsor may exhibit, display, and distribute promotional materials at the event
- Sponsor will receive contact information (including email) for all attendees who have not opted out of contact information being shared
- 8 complimentary Awards Celebration tickets

RED CARPET: \$5,000

- Company name/logo recognition as Red Carpet Sponsor in all event marketing and promotions including: email invitations and announcements, event page on Cybersecurity Association of Maryland, Inc. website; and event registration page. Link to company website included where applicable
- Sponsor name associated with one Signature award category and one representative from Sponsor may announce the award category, all nominees and winner on stage at the Awards Celebration. Signature Award categories are as follows:
 - Cybersecurity Innovator of the Year – COPT
 - Cybersecurity Defender of the Year
 - Cybersecurity Company to Watch
 - Cybersecurity Industry Resource
 - Cybersecurity Diversity Award – Exelon
 - Cyber Warrior Woman of the Year – The Howard Hughes Corporation
 - Cybersecurity Champion of the Year
- Sponsor will be included in the on-stage photo opportunity with designated category award winner
- Company name/logo recognition as Red Carpet Sponsor on printed agenda/program distributed at event
- Social media promotion as Red Carpet Sponsor
- Logo on general sponsor signage at event
- Logo on rotating PowerPoint presentation at event
- Sponsor may exhibit, display, and distribute promotional materials at the event
- Sponsor will receive contact information (including email) for all attendees who have not opted out of contact information being shared
- 5 complimentary Awards Celebration tickets

PEOPLE'S CHOICE AWARD: \$5,000

- Company name/logo recognition as People's Choice Award Sponsor in all event marketing and promotions including: email invitations and announcements, event page on Cybersecurity Association of Maryland, Inc. website; and event registration page. Link to company website included where applicable
- Sponsor name will be associated with the People's Choice award category and one representative from Sponsor may announce the award category winner on stage at the Awards Celebration
- Sponsor will be included in the on-stage photo opportunity with award winner
- Company name/logo recognition as People's Choice Award Sponsor on printed agenda/program distributed at event
- Social media promotion as People Choice Sponsor
- Logo on online People's Choice Award voting form
- Sponsor may opt to have a checkbox included on voting form for voters to receive more info from sponsor, receive special offer from sponsor, etc. This will provide sponsor with email addresses for individuals who could be prospective members/potential customers
- Logo on general sponsor signage at event
- Logo on rotating PowerPoint presentation at event
- Sponsor will receive contact information (including email) for all attendees who have not opted out of contact information being shared
- 5 complimentary Awards Celebration tickets

SPECIAL TREAT SPONSOR: \$3,500

A special treat will be distributed in a small treat bag to Awards Celebration attendees as they leave the event. For treat specifics, email Tasha@MDcyber.com.

- Company name/logo recognition as Special Treat Sponsor in all event marketing and promotions including: email invitations and announcements, event page on Cybersecurity Association of Maryland, Inc. website; and event registration page. Link to company website included where applicable
- Sponsor may submit one piece of print collateral to CAMI prior to the event to be included in special treat bags distributed at the event
- Sponsor team members may distribute special treat bags to attendees
- Company name/logo recognition as Sponsor on printed agenda/program distributed at event
- Social media promotion as Special Treat Sponsor
- Logo on general sponsor signage at event
- Logo on rotating PowerPoint presentation at event
- Recognition as Special Treat Sponsor during program
- Sponsor will receive list of all attendees with name, company, title and website
- 3 complimentary Awards Celebration tickets

MD CYBERSECURITY AWARDS SPONSORSHIP LEVELS & BENEFITS

SPOTLIGHT SPONSOR: \$2,500

- Front-row table placement at Awards Celebration
- Company name/logo recognition as Spotlight Sponsor in all event marketing and promotions including: email invitations and announcements, event page on Cybersecurity Association of Maryland, Inc. website; and event registration page. Link to company website included where applicable
- Company name/logo recognition as Spotlight Sponsor on printed agenda/program distributed at event
- Social media promotion as Spotlight Sponsor
- Logo on general sponsor signage at event
- Logo on rotating PowerPoint presentation at event
- Recognition as Spotlight Sponsor during program
- Sponsor will receive contact information for all attendees with name, company, title and website
- 8 complimentary Awards Celebration tickets



BACKSTAGE: \$1,000

- Company name recognition as Backstage Sponsor in all event marketing and promotions including: email invitations and announcements; event page on Cybersecurity Association of Maryland, Inc. website; and event registration page
- Social media promotion as Backstage Sponsor
- Company name recognition as Backstage Sponsor on event printed agenda/program distributed at event
- Company name on general sponsor signage at event
- Company logo on rotating PowerPoint presentation at event
- Recognition as Backstage Sponsor during program
- 2 complimentary Awards Celebration tickets

BEST OF (COUNTY) [ONE PER COUNTY AND BALTIMORE CITY]: \$1,500

Sponsor must be a county-specific or regional entity such as an economic development agency, Chamber of Commerce or multi-county council (e.g. Tri-county Council for Lower Eastern Shore or Western Maryland)

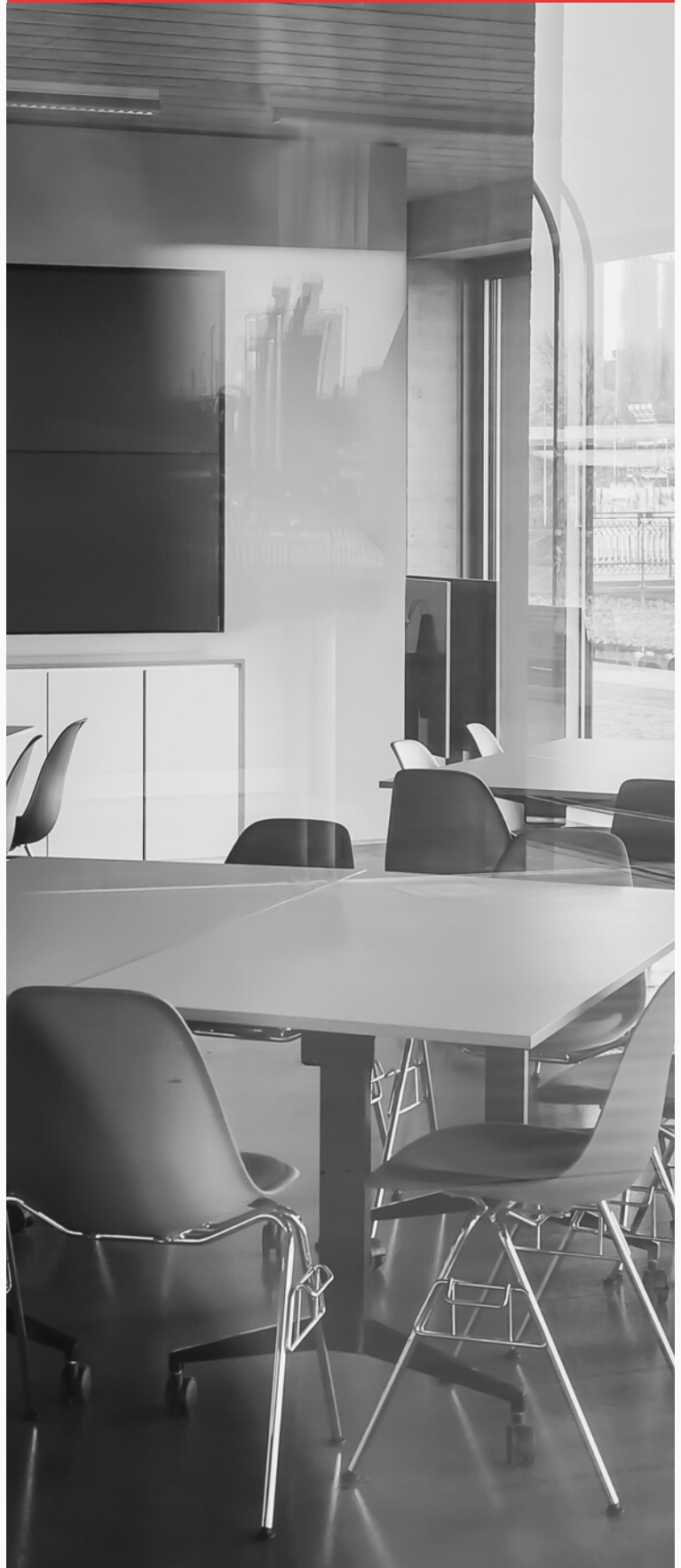
- Sponsoring entity will receive recognition as Best of (County) Sponsor in all event marketing and promotions including: email invitations and announcements; event page on Cybersecurity Association of Maryland, Inc. website; and event registration page
- Sponsor will receive social media promotion as Best of (County) Sponsor
- Sponsor will receive contact info for all award nominees from all award categories from its county
- Sponsor will create its own team of judges and judging criteria to select its Best of (County) winner and may designate a representative to announce the winner company at the Awards Celebration
- Sponsor representative will be included in the on-stage photo opportunity with its category award winner
- Logo on event printed agenda/program distributed at event
- Logo on general sponsor signage at event
- Logo on rotating PowerPoint presentation at event
- 2 complimentary Awards Celebration ticket

EVENT + PROGRAM SPONSORSHIPS

CXO
BREAKFAST
SERIES

CYBER
MEETUPS

LEGISLATIVE
BREAKFAST



CXO BREAKFAST SERIES

This program assembles Maryland's cybersecurity community to learn about key industry cybersecurity needs, discuss "hot topics" and meet prospective new customers/partners 4-6 times per year. A majority of the attendees are founders, innovators, and c-suite execs from MD cybersecurity companies. The program typically features a casual conversation with cybersecurity or business leaders. Previous speakers include CIOs and CISOs from major institutions and government, private equity firms, and venture capitalists.


EVENT FORMAT:

Continental Breakfast,
presentations/discussions,
and networking.



IN RETURN FOR FINANCIAL SUPPORT IN THE AMOUNT OF \$500, YOUR BUSINESS WILL RECEIVE THE FOLLOWING:

- Sponsorship of one (1) CxO Breakfast and option to customize event (e.g., host event at a chosen location, invite speakers, etc.)
- Promotion as Sponsor of designated MD Cyber Breakfast Clubmeeting
- Sponsor name/logo (linked to URL of sponsor's choice) will be included on event registration page
- Sponsor may distribute promotional materials at the meeting
- Sponsor will have approximately 2 minutes to speak in front of all attendees
- Sponsor will receive two complimentary tickets
- Sponsor will receive a list of event attendees with name, company, title and contact info including email for those who do not opt out of having their info shared with attendees

A close-up photograph of a person's hands constructing a wooden staircase. One hand holds a black pencil, pointing at the steps, while the other hand is positioned to place or adjust a wooden block. The background is a soft, out-of-focus light grey.

Event + Program Sponsorships

CYBER MEETUPS

MD Cyber Meetup: A combination of casual networking and business, these our Cyber Meetups programs bring Maryland's cybersecurity community together 4-6 times per year and typically feature a guest speaker on a relevant cybersecurity or business topic. They provide face-to-face connection to educate, enlighten, create partnering opportunities, inspire referrals and provide introductions for funding or acquisition resources. Attendees include cybersecurity innovators, company executives and professionals; cybersecurity solution seekers and customers; investors; academic and training entity representatives; general service providers (e.g., legal, insurance, accounting, marketing, business coaching, sales training) and job seekers.

IN RETURN FOR FINANCIAL SUPPORT IN THE AMOUNT OF \$500, YOUR BUSINESS WILL RECEIVE THE FOLLOWING:

- Sponsorship of one (1) MD Cyber Meetup and option to customize event (e.g., host event at a chosen location, invite speakers, etc.)
- Sponsor will be promoted as such in all marketing related to event
- Sponsor name/logo (linked to url of sponsor's choice) will be listed on event registration page
- Sponsor may display/distribute promotional materials at the event
- Sponsor will have approximately 2 minutes to speak in front of all attendees
- Two complimentary tickets
- Sponsor will receive list of event attendees with name, company and title and contact info including email for those who do not opt out of having their info shared with attendees

EVENT FORMAT:

30-45 minutes of networking, 45 minutes-1 hour program, 30 minutes of post-program networking. Lite fare food, beer and wine are provided.

LEGISLATIVE BREAKFAST

Our legislative breakfast will give Maryland legislators an opportunity to learn about pressing cybersecurity topics and meet with cybersecurity leaders. The event will feature an MD cybersecurity update and lively panel discussions on the state of the cybersecurity workforce and investment priorities.

EVENT FORMAT:

30-minute meet and greet and 30-minute keynote on the state of cyber in MD, followed by two 30-minute panels for a deeper dive on the cyber workforce and cyber investment, respectively.

MAKE AN IMPACT ON CAMI'S ADVOCACY WORK THROUGH YOUR SPONSORSHIP

In return for financial support in the amount of \$750, your business will receive the following:

- Opportunity to moderate one of two panels (cyber workforce or investment/business opps) and to customize event (e.g., identify potential panelists, etc.)
- Sponsor will be promoted as such in all marketing related to the event
- Sponsor name/logo (linked to url of sponsor's choice) will be listed on the event registration page
- Sponsor may display/distribute promotional materials at the event
- Two complimentary tickets
- Sponsor will receive a list of event attendees with name, company and title, and contact info including email for those who do not opt-out of having their info shared with attendees

*limited to two non-competing companies

In return for financial support in the amount of \$500, your business will receive the following:

- Sponsor will be promoted as such in all marketing related to the event
- Sponsor name/logo (linked to url of sponsor's choice) will be listed on the event registration page
- Sponsor may display/distribute promotional materials at the event
- Sponsor will have approximately 2 minutes to speak in front of all attendees
- Two complimentary tickets
- Sponsor will receive a list of event attendees with name, company and title, and contact info including email for those who do not opt-out of having their info shared with attendees

*four sponsorships available