



**Dear Potential Sponsor,**

I hope this message finds you well. I am excited to invite you to partner with us for our inaugural Security BSides SWFL Conference—an event focused on exploring emerging threats and trends, highlighting innovative technologies, and fostering collaboration on today’s and tomorrow’s security challenges. This conference is designed to help attendees stay current with the latest developments in the field, share ideas, and build meaningful connections within the security community.

**About BSides SWFL:** As part of the global BSides movement, BSides SWFL is a community-organized, volunteer-driven, and sponsor-supported cybersecurity conference dedicated to open conversation, hands-on learning, and professional growth. Our event brings together security professionals, students, researchers, and anyone curious about information security to explore new ideas and advance the field. We are committed to providing a welcoming, inclusive environment where people of all skill levels can connect, share knowledge, and collaborate on solutions to today’s cybersecurity challenges. Our mission is to spark curiosity, foster growth, and strengthen the security community in Southwest Florida.

## **EVENT DETAILS**

**Event Date & Location:** November 14-15, 2025 at Florida SouthWestern State College, 8099 College Parkway, Ft Myers FL 33919, on the Lee Campus, Hendry Hall (Bldg K).

**Event Schedule:** BSides SWFL will offer engaging talks and workshops, interactive villages, and opportunities to connect. The pre-conference workshops are scheduled for Friday. A call for proposals is currently open, with details being made available when registration opens.

The conference is scheduled for Saturday, with registration starting at 8:00am, followed by the opening ceremony and keynote speaker at 9:00am. The day will end with a closing ceremony and keynote speaker at 4:00pm. The conference day will offer:

- Speaking Tracks that cover a broad spectrum of information security disciplines and topics, offering attendees insights into the latest trends, research, and best practices across the cybersecurity landscape.
- Capture the Flag (CTF) competition hosted by SimSpace. Seasoned or new participants will have the opportunity to test their skills in real-world cybersecurity challenges, solve puzzles, and compete against peers.
- Interactive Villages to foster a collaborative, informal learning environment where attendees can gain practical skills, network with experts, and explore niche interests beyond the main conference talks. (They're often some of the most popular and memorable parts of a security conference.)
- Professional development and career advancement opportunities, where participants can get practical advice, guidance, and support related to building or advancing their careers, which can lead to internships, mentorships, and job opportunities.

**Target Audience & Anticipated Attendees:** This is a diverse and inclusive information security conference welcoming anyone and everyone that is interested in security. Whether they are just beginning their journey or been in the industry for years, BSides SWFL is a place where they can share, learn, and be part of something meaningful. This platform is also for new or seasoned professionals to present their work in a friendly and welcoming environment. As this is our inaugural event, we are planning to register at least 300+ attendees from a variety of backgrounds, industries, and sectors.

## SPONSORSHIP PROPOSAL

To accommodate varying levels of sponsorship, we have created several packages. Slots are limited, and placement is on a first-come, first-served basis. We are fiscally sponsored by Albus Code Inc., a local 501(c)(3) non-profit organization. All sponsorship funds will go directly toward event expenses. Secure your spot today & join us in making BSides SWFL a success!

**Sponsorship Benefits:** Partnering with BSides SWFL offers the opportunity to:

- Support the growth & advancement of the local cybersecurity community, and help foster cybersecurity education.
- Connect and network with talented professionals and students who are passionate about cybersecurity.

- Increase your brand's visibility through event materials, online promotions, and potential speaking opportunities.
- Recruit talent and engage with emerging professionals eager to launch their careers in the field.

## Sponsorship Tiers

BSides SWFL offers a variety of sponsorship tiers to suit different levels of commitment and visibility, making it easy to align with your organization's goals and budget.

DISCLAIMER: Swag items and promotional materials offered as part of sponsorship benefits are subject to budget availability. While we make every effort to fulfill all items as outlined in the sponsorship tiers, some swag benefits may be modified or omitted if sufficient funding is not secured. In such cases, sponsors will be notified in advance, and we will work with you to provide alternative recognition of equal value whenever possible.

Tier	Cost	Benefits
In-Kind Donation	Varies	For sponsors who donate goods and/or services in lieu of monetary donations, we provide benefits commensurate with the fair market value of the in-kind donation.
Non-Profit	Up to \$500	<ul style="list-style-type: none"> <li>• Vendor table, location based on tier level</li> <li>• Logo on website &amp; printed materials, based on tier level</li> <li>• Promo materials in swag bag</li> <li>• Social media mentions</li> </ul>
Bronze (limit 9)	\$1,000	All the above, plus: <ul style="list-style-type: none"> <li>• Logo on t-shirt</li> </ul>
Silver (limit 7)	\$3,000	All the above, plus: <ul style="list-style-type: none"> <li>• Logo on event signage, based on tier level</li> <li>• Social media sponsor highlight</li> <li>• Ad in event program</li> <li>• Complimentary attendee passes, based on tier level</li> </ul>
Gold (limit 5)	\$5,000	All the above, plus: <ul style="list-style-type: none"> <li>• Logo on room signage, based on tier level</li> <li>• Verbal thank you at all speaker sessions, and the opening &amp; closing remarks</li> <li>• Opportunity to host speaker session (no sales pitch)</li> </ul>
Platinum (limit 3)	\$7,000	All the above, plus: <ul style="list-style-type: none"> <li>• Opportunity to speak at opening or closing remarks (5 min each)</li> <li>• Access to attendee list post event</li> </ul>

Custom sponsor opportunities are also available (below), but if you would like to support BSides SWFL in a unique way, let's discuss!

## Custom Sponsorship Opportunities

Options	Cost	Benefits
T-shirt (limit 1)	\$4,000	<ul style="list-style-type: none"> <li>• Logo on website</li> <li>• Social media mention</li> <li>• Verbal thank you at closing remarks</li> </ul>
Badges+Lanyards (limit 1)	\$3,000	<ul style="list-style-type: none"> <li>• Logo on website</li> <li>• Social media mention</li> <li>• Verbal thank you at closing remarks</li> </ul>
Workshops (limit 6)	\$500	<ul style="list-style-type: none"> <li>• Logo on website</li> <li>• Social media mention</li> <li>• Signage at room entryway</li> <li>• Verbal thank you at closing remarks</li> </ul>
Villages (limit 3)	\$500	[May select village area of interest] <ul style="list-style-type: none"> <li>• Logo on website</li> <li>• Social media mention</li> <li>• Signage at room entryway</li> <li>• Verbal thank you at closing remarks</li> </ul>
CTF Prizes (limit 3)	Varies	[Sponsor may donate a prize for 1st, 2nd, 3rd place OR provide funding towards purchase] <ul style="list-style-type: none"> <li>• Logo on website</li> <li>• Social media mention</li> <li>• Signage in 1st floor lobby (outside of cyber lab)</li> <li>• Verbal thank you at closing remarks</li> </ul>
Door Prizes (unlimited)	Varies	[Sponsor may donate a prize OR provide funding towards the purchase] <ul style="list-style-type: none"> <li>• Logo on website</li> <li>• Social media mention</li> <li>• Signage at registration/check-in table</li> <li>• Verbal thank you at closing remarks</li> </ul>

## Food & Beverage Sponsorships

Morning Snacks (limit 1)	\$500	<ul style="list-style-type: none"> <li>• Logo on website</li> <li>• Social media mention</li> <li>• Table signage</li> <li>• Verbal thank you at opening and closing remarks</li> </ul>
Afternoon Snacks (limit 1)	\$500	<ul style="list-style-type: none"> <li>• Logo on website</li> <li>• Social media mention</li> <li>• Table signage</li> <li>• Verbal thank you at opening and closing remarks</li> </ul>

All-Day Coffee & Tea Station (limit 1)	\$400	<ul style="list-style-type: none"> <li>• Logo on website</li> <li>• Social media mention</li> <li>• Table signage</li> <li>• Verbal thank you at opening and closing remarks</li> </ul>
All-Day Water Station (limit 1)	\$300	<ul style="list-style-type: none"> <li>• Logo on website</li> <li>• Social media mention</li> <li>• Table signage</li> <li>• Verbal thank you at opening and closing remarks</li> </ul>

We would be delighted to discuss how your organization can be a partner of this exciting event. If you require additional information to assist in the decision-making process, please do not hesitate to reach out to <BSides.Michele@gmail.com>. I would be more than happy to have a discussion.

## SPONSORSHIP INTEREST

If you are interested, please navigate to our website, [bsidesswfl.org](http://bsidesswfl.org), to complete the “**Become a Sponsor**”. Upon receipt, a sponsorship agreement will be generated for review and signature.

**About the Sponsorship Agreement:** This is a legal agreement that both parties will sign. It will include the following areas: Names & Contact information for both parties; Description of the Sponsorship (what is being provided and what is being received); Payment Terms & Conditions; Deliverables & Deadlines; Logo Usage & Promotion; Cancellation and Refund; Limits, Liabilities, and Conditions; Confidentiality & Non-Disclosure; Disputes & Amendments.

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On behalf of the BSides SWFL Team, we thank you for considering this opportunity to support our event, and look forward to hearing from you soon!

Sincerely,

Michele Pelletier,  
Security BSides SWFL Sponsor Coordinator  
<BSides.Michele@gmail.com>  
Cell: (207) 441-8085