

SECURITY B-SIDES JACKSONVILLE

SPONSORSHIP KIT 2025

Thank you for your interest in sponsoring Security B-Sides Jacksonville.

B-Sides events combine security expertise from a variety of platforms in search of the “next big thing” in information security. B-Sides is an open platform that gives security experts and industry professionals the opportunity to share ideas, insights, and develop long-standing relationships with others in the community.

Of course the greatest benefit is that of giving back to the community and enabling others to grow and learn. Please do not hesitate to contact us if you have any questions or requests.

You can reach us via email at info@bsidesjax.org, or on Twitter at @BSidesJax. Thank you for your consideration.

WORKSHOPS

FRIDAY NOVEMBER 14TH

CONFERENCE

SATURDAY NOVEMBER 15TH

University of North Florida

Adam W. Herbert University Center
12000 Alumni Drive
Jacksonville, FL 32224

KEYNOTE SPEAKER

JOHNNY XMAS

Infosec's most
successful community
builder



A prominent figure in the Information Security community since 2002, Johnny has been a dedicated contributor to public forums, sharing his extensive research and knowledge. Most notably recognized for his pivotal role in exposing the American TSA Master Key leaks (2014-2018), uncovering Venmo stalking vulnerabilities (2018), and being an overall nuisance. Currently, he is the Global Head of Offensive Security for a Fortune 1000 / Global 2000 food manufacturing company.

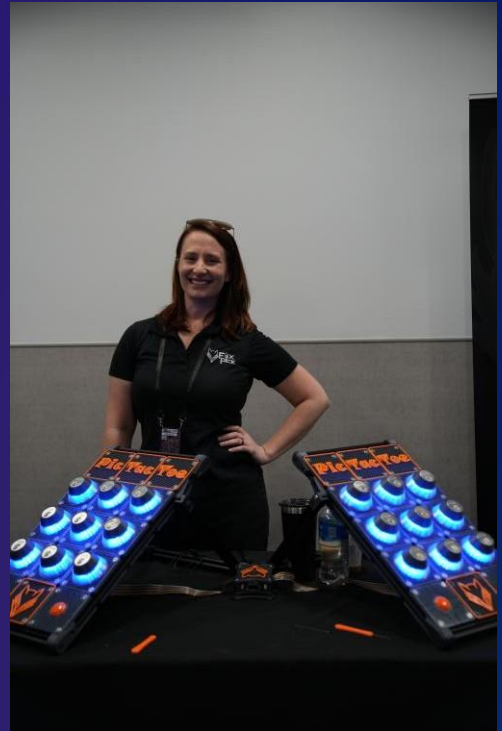
Past experience includes being: Director of Cyber Training at security research firm GRIMM, defending against the automated abuse of web infrastructure with Kasada, and as the Lead Researcher on Uptake's Industrial Cybersecurity Platform. Before this, he spent many years in the field as a penetration tester, security engineer for a global Fortune 500 corporation, and Mainframe auditor and Systems Engineer for several IT asset recovery firms.

SPONSORSHIP OPPORTUNITIES

	Platinum \$5000	Specialty \$4500	Big Bytes \$4000	Gold \$3000	Villages \$2500	Silver \$2000	Non-Profit
Lunchtime 15 Minute Speaking Slot	✓						
Premium Table Location Placement	✓	✓					
Top-Tier T-Shirt Branding	✓	✓	✓				
Preferred Video Logo Placement During Event	✓	✓	✓	✓			
Prominent Marketing, Social Media and Website Exposure	✓	✓	✓	✓			
Showcase Table Placement	✓	✓	✓	✓	✓		✓
Sponsor Provided Banner Placement	✓	✓	✓	✓	✓	✓	✓
Imprinted Logo on Event Signage and Website	✓	✓	✓	✓	✓	✓	✓
Swag Bag Marketing Opportunities and Promotional Materials	✓	✓	✓	✓	✓	✓	✓
Logo: Print+ Event Shout-Out+ T-Shirt	✓	✓	✓	✓	✓	✓	

THE VALUE OF SPONSORSHIP

The goal of B-Sides is to offer small intimate events where all participants can engage each other to help develop connections and friendships, and network with different industry professionals. We recognize the value in engaging a smaller audience and being the big fish in a small pond. Every organization will have different goals and priorities. This is why we offer different levels of participation for every individual, group, or organization. We specifically designed several different options for any sized organization to participate and support this event.



SPONSORSHIP OPPORTUNITIES

PLATINUM \$5000

- All Gold Supporter benefits
- Premium table placement to showcase products, present demos, and foster technical conversations with attendees
- Fifteen-minute speaking slot during lunch
- Logo displayed on 4K Ultra-high definition video displays in between presentations
- Logo on the back of t-shirt (dependent on funding of t-shirts)
- Premier logo placement in the rotation on video displays throughout venue

We are offering a limited number of four (4) Platinum Sponsorships, available to the first to register

- All Silver Supporter benefits
- Imprinted logo on signage around the event
- Sponsor-provided cloth type banner placement at venue
- Preferred logo placement in the rotation on video displays throughout venue
- Table to showcase products, present demos, and foster technical conversations with attendees

GOLD \$3000

SILVER \$2000

- Verbal recognition
- Logo on event website
- Logo in Program Guide
- Logo placement in the rotation on video displays throughout the venue

VILLAGE

SPONSORSHIPS

CAPTURE THE FLAG

\$2500

Elevate your brand by sponsoring the CTF challenge at BSides Jax. Gain unparalleled exposure to top security professionals and showcase your dedication to fostering cybersecurity skill development. This unique opportunity not only boosts visibility but also connects you directly with emerging talents in the field.

LOCKPICK VILLAGE

\$2500

Sponsor Lockpick Village at the 2024 BSides Jax! Just as lockpicking is about finding the right touch to unlock potential, your brand can be the essential "key" in opening doors to endless networking and learning experiences.



SOLDERING VILLAGE

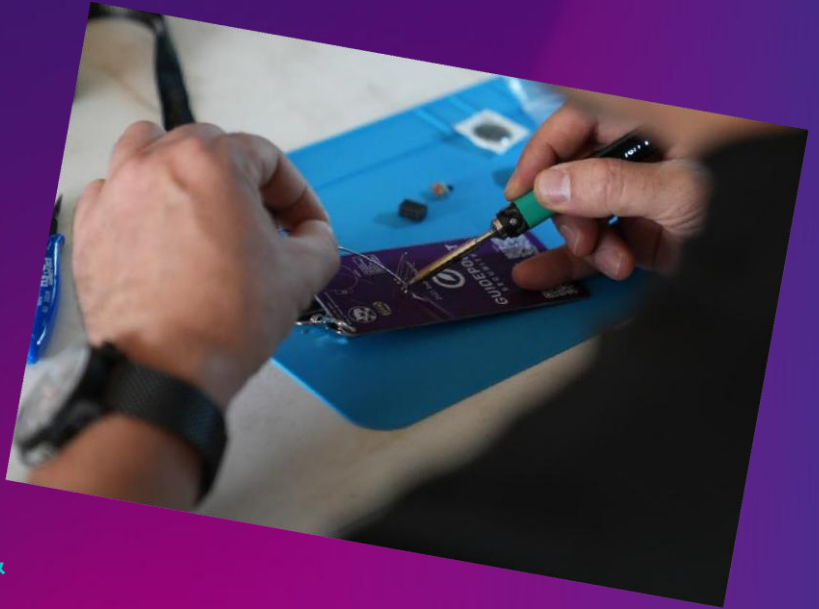
\$2500

Sponsor Soldering Village at BSides Jax and directly engage with hardware enthusiasts and professionals. Just as soldering creates strong circuit connections, this event fosters invaluable in-person connections within the tech community. Illuminate your commitment to linking hands-on skills with networking opportunities.

SPECIALTY SPONSORSHIPS

ELECTRONIC BADGES \$4500

As attendees proudly wear these interactive badges, your brand powers their networking experience. Sponsor the electronic badges and show your dedication to innovation and be the buzz of the event.



DOOR PRIZES & SWAG \$4500

These tech-centric rewards won't just catch eyes, but will carry your logo with each use. Amplify your presence by providing memorable, branded tech gifts that attendees will cherish long after the event.

T-SHIRTS \$4500

Sponsor the t-shirts at BSides Jax and have your brand prominently featured. Stand out among the crowd, and let attendees carry your name with pride. It's more than just branding; it's a testament to your significant support of the tech community.

BIG BYTES

SPONSORSHIPS

AFTER-PARTY

\$3500

As the day's sessions wind down, let your brand be the one that ignites the evening. Elevate the social experience and make lasting impressions as attendees relax, network, and celebrate the day's successes with your name in the spotlight. Includes top-tier branding placement on t-shirts, enhanced visibility through digital marketing channels, prominent exposure across social media platforms, and the opportunity to select custom-branded items for inclusion in attendee swag bags, such as vouchers or promotional materials.



MEAL & HYDRATION STATIONS

\$3500

As our exclusive Food & Beverage sponsor, ensure that every byte of data shared is powered by a bite of your generosity. Keeping our attendees energized and engaged, your brand will be at the heart of every meal and break, fostering connections and powering discussions. Be the brand behind the moments that matter, as we come together to explore the future of tech. Includes top-tier branding placement on t-shirts, enhanced visibility through digital marketing channels, prominent exposure across social media platforms, and the opportunity to select custom-branded items for inclusion in attendee swag bags, such as vouchers or promotional materials.



2025 Sponsorship Contract



Terms and Conditions Agreement

1. Sponsorship Agreement: between the event-specific BSides Jax organizer ("Organizer") and sponsor ("Sponsor") is valid for twelve (12) months after execution.
2. Sponsor Marketing Use Agreement: Sponsor may use the following tagline on its marketing materials during the term of this Sponsorship Agreement: "Official Sponsor of BSides Jax 2025".
3. Production Timeline: In order for Organizer to fulfill all promotional benefits for Sponsor, Sponsor agrees to meet all Organizer related submission deadlines:
 - a. Trademark/Logo and Sponsor URL will be sent within 10 business days from the date this Sponsorship Agreement is fully executed.
 - b. Attendee bag inserts and/or swag items must be received by Organizer at least two (2) weeks prior to the conference.
 - c. Logos will not be displayed or included on any printed materials until payment has been received. If payment is received after the printing date cut-offs, logos will not be included. Printing cut-off is generally 30 days prior to the conference; but depends on the item and may be greater than 30 days.
4. Sponsor Benefits: Sponsor will receive all benefits outlined in the respective sponsorship level outlined in the BSides Jax 2025 Sponsor Kit. Cancellation of sponsorship by failure to pay the agreed upon fee or by termination of this agreement will result in the forfeiture of all benefits. Sponsors may withdraw sponsorship up to 30 days before the conference. Desire to withdraw sponsorship less than 30 days before the conference will be subject to negotiation. All benefits may be modified or adjusted by the conference as necessary for the successful completion of the conference with notice and agreement by both parties.
5. Attendee Lists: Attendee information is not provided to Sponsors. Sponsors are encouraged to interact with attendees and collect contact information through giveaways or other direct means.
6. 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.
7. Sponsor Trademark Usage: Notwithstanding the Sponsor Trademark Usage Agreement, 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:

2025 Sponsorship Contract



Terms and Conditions Agreement

- a. The Web banner ad to be posted on the event and BSides Jax Web pages
- b. Sponsor benefit items Organizer referenced in the BSides Jax 2025 Sponsorship Kit.
- c. Any Exhibit Hall promotional banner and signage/lanyard, on the back of the t-shirt, etc.
8. Web Reference: Sponsor may publish an Internet hyperlink from Sponsor's website to the event-specific and BSides Jax 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.
9. Payment: Full payment must accompany this application and Sponsorship Agreement and be received by Organizer. Payment can be sent via PayPal, check or registration on Eventbrite. Failure to pay full balance will subject sponsorship to cancellation.
10. Non-endorsement: The use of Sponsor's name within BSides Jax or event-specific websites or mailing lists does not constitute endorsement by BSides Jax 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 BSides Jax or Organizer.
11. Non-exclusivity: Neither BSides Jax or Organizer awards exclusive sponsorship or establishes exclusive relationships with Sponsors. Sponsor shall not imply that such a preferential relationship exists between Sponsor and BSides Jax or Organizer.
12. 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, BSides Jax, as well as their respective Board of Directors, employees, coordinators, or volunteers harmless from all legal and financial liability to Sponsor, caused by such circumstances, beyond the fee paid by Sponsor for this sponsorship.
13. Force Majeure: Neither BSides Jax, 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.
14. Rejection: BSides Jax and Organizer reserve the right to reject a potential sponsor for any reason.
15. Entire Agreement: This and all attachments hereto, constitute the entire Sponsorship Agreement.

2025 Sponsorship Contract



Terms and Conditions Agreement

Sponsorship Level

- ☐ Platinum - \$5000
- ☐ Specialty - \$4500 Each
 - ☐ Electronic Badges
 - ☐ Door Prizes
 - ☐ T-Shirts
- ☐ Big Bytes - \$3500 Each
 - ☐ After-Party
 - ☐ Meal and Hydration Stations
- ☐ Gold - \$3000
- ☐ Villages - \$2500 Each
 - ☐ Capture the Flag
 - ☐ Lockpick Village
 - ☐ Soldering Village
- ☐ Silver - \$2000
- ☐ Non-Profit – Complimentary (Spaces are Limited)

Sponsor Organization _____

Primary Contact _____

Name _____

Phone _____

Email _____

Authorized Signer

Date

Printed Name

BSides Jax Coordinator Signer

Date

Printed Name