



Mar 31, 2023

Version 1.0

BSides Jax 2023 Sponsorship

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 2023".
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 &/or swag items must be received by Organizer at least two (2) weeks prior to the conference.
 - c. Logo's 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 2023 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:



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- 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 2023 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 Event Bright. 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.



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Sponsorship Level

Platinum - \$2000

Gold - \$1500

Silver - \$750

Custom Sponsorship Opportunity:

Name of opportunity: _____

Cost of Sponsorship: _____

Sponsor Name _____

Primary Contact

Name _____

Phone _____

Email _____

X _____ x _____

Authorized Signer Date

X _____

Printed Name

X _____ x _____

BSides JAx Coordinator Date

X _____

Printed Name