



The Diana Initiative

Sponsorship Prospectus

2019

August 9-10 , 2019

The Westin Las Vegas Hotel,

Las Vegas NV

<https://www.dianainitiative.org>
sponsors@dianainitiative.com

WHAT IS THE DIANA INITIATIVE?

For our third year in a row, ***The Diana Initiative*** will be hosting a two-day conference to celebrate women in security and diversity in technology employment. This year's event will take place August 9th and 10th 2019 at the Westin Las Vegas Hotel in Las Vegas. ***The Diana Initiative*** is about increasing the number of women in information security, and about welcoming and accepting diversity.

This year's theme is "Believe and Achieve - Together". We believe in the strength we find working together as allies. The changes we seek will come through unity and not divisiveness. As a united family, we support and stand by each other, accepting people for who they are. We will celebrate our diversity and represent differences in experience, backgrounds and all skill levels. Our event will foster empowerment, encourage initiative and create opportunities with resume reviews, a jobs fair, and help connect attendees with potential employers who support diversity and inclusion.

EVENT PROFILE

[The Westin Las Vegas Hotel & Spa](#)

160 E Flamingo Road, Las Vegas, NV 89109

We estimate over 400 attendees per session and an approximate attendee count of over 1000 during the conference event.

While our website will contain the most up to date information, highlights of this year's conference include :

- Two large speaker tracks able to accommodate 250 attendees per session/tracks
- A workshop track
- Engaging events and challenges
- Lock picking village
- Career village
- Badge soldering and maker village
- CTF village

WHY ATTEND THE DIANA INITIATIVE?

Let's put our collective experience and ideas together to address the lack of gender diversity in information security. We can collaborate on strategies, learn about career options, and connect women and allies for long term friendships and mentoring.

WHY SPONSOR US?

The mission of ***The Diana Initiative*** is to help create more diverse and supportive workplaces, and change workplace culture. Our event will bring together information security professionals of all experience levels, where we can talk about educating women and allies on breaking into and succeeding in this field. ***The Diana Initiative*** creates communities of support and mentoring frameworks.

By sponsoring ***The Diana Initiative***, you help create a supportive environment for women and their allies where we can discuss gender diversity, come together for the chance to form deep friendships and mentoring relationships, provide a space for women to showcase their work and technical research as well as teach our attendees how to find the work they want to do in InfoSec.

In the spirit of “be the change you want to see”, we will discuss how to make workplaces where all people are accepted and welcomed on the basis of their contributions and abilities, not because of gender.

The Diana Initiative conference relies on donations and sponsorships. We do not have vendor booths, sell product presentations, or distribute attendee contact lists. Sponsors will have the opportunity to give brief presentations/pitches during the program and will be recognized on the website and social media before, during and after the event. Sponsors are encouraged to represent themselves by actively participating and engaging with the attendees as peers and community members.

We strongly encourage you to send women and allies to interact with the attendees at ***The Diana Initiative*** event.

WHO ATTENDS THE DIANA INITIATIVE?

This is not a women-only event. We invite women and allies who are interested in furthering gender diversity and networking with others who support diversity in information security. We encourage participation of those who are new to information security, who want to meet more experienced women and learn about career paths. We welcome and appreciate attendance and input of experienced cybersecurity professionals who want to help increase gender diversity in this field.

We have a well-defined code of conduct that we will enforce to ensure our space is a safe and welcoming space for all.

SPONSORSHIP QUICK COMPARISON

Benefits	Platinum \$10,000	Ruby \$7,500	Gold \$5,000	Rainbow \$2,500	Silver \$1,500
Company logo on the sponsors page	YES	YES	YES	YES	YES
Social Media Recognition	YES	YES	YES	YES	YES
Company logo at site event	YES	YES	YES	YES	YES
Opening Ceremony Recognition	YES	YES	YES	YES	YES
Company logo on all event printed materials	YES	YES	YES	YES	
Company logo on conference t-shirt	YES	YES	YES		
Verbal recognition Track Sessions	All Tracks	2 Tracks	1 Track		
Tabling Space	Premium	Larger	YES		
Conference Passes	10	8	5	3	2
Available Spots	3	3	4	No limit	No limit

SPONSORSHIP LEVELS

The Diana Initiative is a 501c3 non profit public charity organization. All donations are tax deductible.

Detailed list of all sponsorship levels:

Platinum Sponsor:

Contribution required: \$10,000

Benefits:

- Your company logo on the sponsorship page premium top placement
- Social Media Recognition
- Company Logo on a sign at the event
- Opening Ceremony Recognition
- Company logo on all event printed materials
- Company Logo on on-site staff, volunteers and speakers shirts
- Verbal Recognition in all track sessions
- Thank you's for your part in making The Diana Initiative happen
- Premium table spacing
- 10 Conference Passes

Ruby Sponsor

Contribution required: \$7,500

Benefits:

- Your company logo on the sponsorship page high top placement
- Social Media Recognition
- Company Logo on a sign at the event
- Opening Ceremony Recognition
- Company logo on all event printed materials
- Company Logo on on-site staff, volunteers and speakers shirts
- Verbal Recognition in selectable two track sessions
- Thank you's for your part in making The Diana Initiative happen
- Larger table spacing
- 8 Conference Passes

Gold Sponsor

Contribution required: \$5,000

Benefits:

- Your company logo on the sponsorship page higher placement
- Social Media Recognition
- Company Logo on a sign at the event
- Opening Ceremony Recognition
- Company logo on all event printed materials
- Company Logo on on-site staff, volunteers and speakers shirts
- Verbal Recognition in one track sessions
- Thank you's for your part in making The Diana Initiative happen
- Table spacing
- 5 Conference Passes

Rainbow Sponsor

Contribution required: \$2,500

Benefits:

- Your company logo on the sponsorship page
- Social Media Recognition
- Company Logo on a sign at the event
- Opening Ceremony Recognition
- Company logo on all event printed materials
- 3 Conference Passes

Silver Sponsor

Contribution required: \$1,500

Benefits:

- Your company logo on the sponsorship page
- Social Media Recognition
- Company Logo on a sign at the event
- Opening Ceremony Recognition
- 2 Conference Passes

Special Sponsorship Packages:

Track Sponsor - \$1000

Village Sponsor - \$1000

Entertainment Sponsor - \$1000

Super Ally! - \$500

Benefits:

- Your company logo or your name on the sponsorship page
- 1 Conference pass
- Social Media Recognition

Custom

Custom sponsorship Levels can also be worked out.

CONTACT

If you would like to sponsor ***The Diana Initiative*** or have questions, please email us at sponsors@dianainitiative.com and we'll be happy to set up a time to talk, OR donate directly at <https://www.dianainitiative.org/donate>