



The **Diana INITIATIVE**

LAS VEGAS, Nevada, USA
AUGUST 5, 2024

sponsors@dianainitiative.org

dianainitiative.org

SPONSOR PROSPECTUS 2024

What is The Diana Initiative?

The Diana Initiative is a nonprofit organization which strives to create a more inclusive information security industry. We do this by providing inclusive and welcoming environments enabling under-represented groups (gender non-conforming, women, LGBTQ, BIPOC and others) to enter, learn, grow, and network within the information security industry.

The conference features technical presentations, professional development, personal development, networking opportunities, and more.

Our presenters are leaders in their respective fields representing industry, academia, and government.

We create opportunities through education, hands-on activities, and connecting attendees with potential employers who support diversity and inclusion.

We foster relationships and peer mentoring groups, ensuring attendees develop a supportive network they can rely on throughout their career.



The Diana Initiative is a nonprofit corporation exempt from tax under 501(c)(3). EIN : 82-2173128

The Diana Initiative, Inc.
8465 W Sahara Avenue, Suite III-585
Las Vegas, Nevada 89117



2024 Event Summary

- **Theme:** Lift As You Climb
- **When:** Monday, August 5, 2024
- **Where:** Westin Las Vegas & Spa, Las Vegas, Nevada, USA
- **Estimated attendance:** 400
- 2 speaker tracks accommodating **110** attendees per track
- Professional & Personal Development
- Hands-on Activities: soldering in the Maker Village, Capture the Flag contest (CTF), workshops, lock picking, and resume reviews & mock interviews in our Career Village

Why Sponsor with Us?

Corporate Responsibility

Potential customers, employees, and investors often consider an organization's philosophy on corporate responsibility when making decisions. By sponsoring The Diana Initiative, sponsors confirm their alignment with our core mission of increasing diversity, equity, and inclusion in the Information Security profession.

Brand Recognition

We proudly promote all Partner's logos on our website and in our event. Partners will be recognized and thanked on social media and at opening ceremonies. Other promotional opportunities based on Partner Level.

Tickets

All Partner Levels include at least one conference pass. By interacting with attendees as peers and community members, Partners gain valuable name recognition, unique networking opportunities and insight to potential hires.

Sponsor Table

Instead of an expo room, we embed you directly into the hallway outside of our talks and villages to maximize visibility and interaction with attendees.

Recruiting

Engage with security professionals, 28% of which were looking for new opportunities in 2023!

Please contact us at
sponsors@dianainitiative.org

Early Bird Discounts before February 1

Attendee Expectations

Our privacy conscious attendees expect a certain level of anonymity.

Therefore, we do not provide any specific data we might have to sponsors or outside parties.

Effective Sponsorship

Diana Initiative is not intended to be a vendor show. We ask that our sponsors be ready to contribute to the atmosphere of the event. Sponsors who find ways to actively engage with attendees via contests, games, crazy giveaways, or just super cool swag see better returns on their investment.

New: Talking slots

Sponsor talking slots are new this year and limited to our Platinum sponsor only.

Please contact us at sponsors@dianainitiative.org

Show your support for diversity in InfoSec

Help break down the barriers faced by women, gender diverse minorities, racial minorities, cultural minorities, and other underrepresented or historically excluded groups.

Get Involved

Be involved in the event that is regarded as the most welcoming part of the week of hacker conferences.

Sponsorship Quick Comparison

* Items have a print due date, and contracts must be signed before **July 1, 2024** to include the benefit.

Please contact us at
sponsors@dionainitiative.org

BENEFITS	Platinum \$15,000	Gold \$10,000	Rainbow \$5,000	Silver \$3,000	Bronze \$2,000
Available	2	5	7	No limit	No limit
Tickets Included	15	10	5	3	2
Share Job openings with attendees	✓	✓	✓	✓	✓
Logo on TDI's website	✓	✓	✓	✓	✓
Social Media Thanks	✓	✓	✓	✓	✓
Logo at registration*	✓	✓	✓	✓	—
Logo on volunteer shirts*	✓	✓	✓	—	—
Sponsor Table	6' x 30" rectangle	6' x 30" rectangle	6' x 30" rectangle	—	—
Verbal Recognition, Opening Ceremonies	✓	✓	—	—	—
Logo on All Signs*	✓	✓	—	—	—
Promotion in one monthly newsletter	✓	—	—	—	—
Sponsor Talk	✓	—	—	—	—
Logo on attendee badge	✓	—	—	—	—

Add-on Sponsorship Packages

All add-on sponsor packages are limited to 1 (one) of each. They each come with a corporate logo on the TDI website sponsor page and recognition on our social media.

Contracts due by **July 1, 2024** unless noted otherwise.

Please contact us at
sponsors@danainitiative.org

SPONSORSHIP	COST	SPECIAL	TICKETS
TRACK Sponsor	\$4,000	Logo in sponsored track and recognition in that track's sessions. Two available	4
Workshop	\$4,000	Logo in sponsored workshop and recognition in that session. Three available	4
Capture the Flag	\$4,000	Logo in CTF area. Three available	4
DIY ELECTRONIC BADGE KIT	\$4,000	Logo on electronic DIY Badge (contract due before April 1, 2024). One available	4
CAREER VILLAGE	\$4,000	Help us to help job seekers hone their interview skills and polish their résumés! One available	4
MAKER VILLAGE	\$4,000	The village runs soldering workshops, you will be sponsoring the supplies for people to do the free workshops as well as work on their DIY electronic badges. One available.	4

Add-on Sponsorship Packages

All add-on sponsor packages are limited to 1 (one) of each.

They each come with:

- Corporate logo on the TDI website
- Logo on Sponsor page
- Social Media recognition.

Contracts due by **July 1, 2024** unless noted otherwise.

Please contact us at
sponsors@tdaiinitiative.org

SPONSORSHIP	COST	SPECIAL	TICKETS
Coffee break	\$5,000	Sponsor a coffee break. Four available.	5
Breakfast Partner	\$25,000	Logo at the breakfast buffet. One available.	25
Lunch Partner	\$25,000	Logo at the lunch buffet. One available.	25
WiFi Partner	\$10,000	Signs providing WiFi information will recognize you and your logo. One available.	10
Party Partner	\$25,000	Sponsor snacks and drinks at our attendee after party or speaker dinner party. One available.	25

Other Sponsorship Packages

Super Ally

- Minimum Contribution: **\$1,000**
- Corporate Logo on the TDI Website Sponsors Page
- Social Media Recognition
- 1 Conference Pass

Scholarship

- Minimum Contribution: **\$1,000**
- Corporate Logo on the TDI Website Scholarship Page
- Social Media Recognition
- 1 Conference Pass

We are planning to sponsor 20 under-represented individuals to attend our in-person event, Black Hat and DEF CON, ensuring they have foundational knowledge and a solid network to start their career in Information Security.

Custom Sponsorship

Have a creative idea? Let's discuss customizing a sponsor package that will showcase your organization's unique strengths and culture.

Please contact us at
sponsors@tlonadinitiative.org

Who Attends The Diana Initiative?

Current and potential Security Professionals attend The Diana Initiative, a diversity-driven event that invites everyone willing to help break down the barriers and misconceptions faced by women, gender diverse minorities, racial minorities, cultural minorities, and other underrepresented or historically excluded groups in Information Security.

400+ expected in 2024

In 2023:

300 attendees

200+ Companies represented

100+ Schools represented

28% were open to jobs

30% non-white (7% Black or African American, 5% Hispanic)

17 %+ neurodiverse

12%+ attendees have one or more disabilities

13% identify as LGBTQIA+

2023 Demographics

Pronouns

She/Her	31%
He/Him	18%
She/They	3%
They/Them	0.71%
He/They	0.71%
He/Him/ She/Her	0.43%

Current Career Level

Student	7.43%
Intern	2%
Entry / Early	11%
Mid-Career	11%
Senior	9.29%
Executive	3.29%
Owner / Founder	1.29%
Other	1.57%

Ages

<18	0.29%
18-24	5.57%
25-34	21.14%
35-44	16.29%
45-54	8.29%
55-64	3.29%
65+	1.14%

Team Affiliation

Blue team	13%
Purple team	13%
Red team	15%

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History of The Diana Initiative

It was the summer of 2015. Hackers from around the world had gathered in Las Vegas for DEF CON 23. In the cafeteria tucked away in the basement of Bally's and Paris, 9 women found themselves chatting and laughing about their experiences in the field of Information Security. They were all passionate about their challenging roles in the male-dominated field and began exchanging strategies for success in their challenging environments. It was then and

there that they decided to create an event to foster that same feeling for those under represented in information security.

The first event was in 2016 in a small suite at Bally's, bringing attendees together in a collaborative, comfortable setting. From there the event continued to grow in attendance and scope.

Due to the global pandemic, the event had to

pivot into a virtual format in 2020 and 2021.

In 2022 the event was able to occur both online and in person at the Westin in Las Vegas for its first hybrid event!

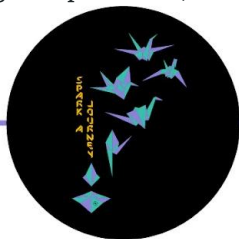
Last year's event, 2023 was in-person and for the first time has multiple classroom-style workshops for attendees, such as Reverse Engineering and exploiting Active Directory!



2019: Believe & Achieve Together



2020: Breaking Boundaries Byte by Byte



2021: Spark a Journey



2022: Take the Initiative



2023: Lead the Change

Contact Info

Anyone can support The Diana Initiative without becoming a sponsor by visiting **dianainitiative.org/donate**

To sponsor The Diana Initiative, or if you have any questions, please email us at **sponsors@dianainitiative.org**

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