

# The Diana Initiative 2021

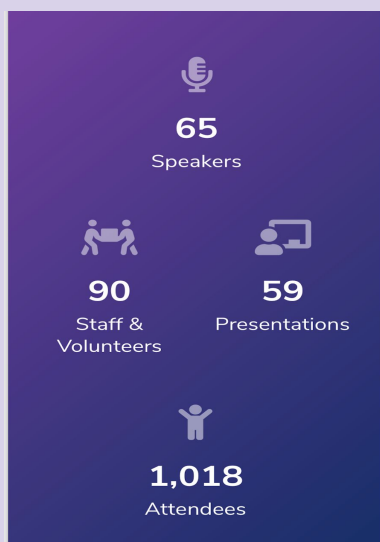


**2021 Corporate Partnership Prospectus**

**July 16-17, 2021**

**Virtual Conference**

[www.dianainitiative.org](http://www.dianainitiative.org)  
[sponsors@dianainitiative.org](mailto:sponsors@dianainitiative.org)



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## 2021 EVENT PROFILE

Virtual Conference

**We estimate over 1000 attendees during the conference event!**

*Multiple speaker tracks*



*Engaging Events and Challenges*



*Professional & Personal Development*



*Hands-on Workshops*



*Capture The Flag Competition*



## WHAT IS THE DIANA INITIATIVE?

**The Diana Initiative** is a nonprofit organization providing inclusive and welcoming environments enabling women, LGBTQ, BIPOC and other underrepresented groups to enter, learn, grow, and network within the information security industry.

The Diana Initiative 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 workshops and career fairs, 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.

## WHEN AND WHERE IS OUR NEXT EVENT?

July 16-17, 2021  
Virtual Conference

## WHO ATTENDS THE DIANA INITIATIVE?

**Everyone.** The Diana Initiative conference is a women-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 groups in Information Security.

*We invite everyone* who feels that diversity is a strength and that we are better together, both personally and professionally. *We invite everyone* new to information security, whether they're college graduates, transitioning from the military, or changing careers. *We invite everyone* who wants help shaping their career and are willing to help others grow. *We invite everyone* who wants to learn how to ensure their workplace and this industry are welcoming, energizing, and safe spaces.

*We invite you* to help us help everyone.



## WHY PARTNER WITH US?

### Corporate Responsibility

Potential customers, employees, and investors often consider an organization's philosophy on corporate responsibility when making decisions. By partnering with **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. We recognize and thank all Partners on social media and at opening ceremonies. We offer other promotional opportunities based on Partner Level as described below.

### Conference Passes

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.

### Partner Exhibits

Instead of a vendor expo, we embed vendors directly into our virtual exhibit locations to maximize visibility to and interaction with attendees.

### Tax Deductibility

Because **The Diana Initiative** is a 501c3 non-profit, donations are tax deductible.



## CORPORATE PARTNERSHIP QUICK COMPARISON

Benefits	Diamond \$10,000	Platinum \$7,500	Gold \$5,000	Rainbow \$2,500	Silver \$1,500	Bronze \$900
Company logo on TDI's Sponsors' page	✓	✓	✓	✓	✓	✓
Social Media Recognition	✓	✓	✓	✓	✓	✓
Company logo at virtual conference	✓	✓	✓	✓	✓	
Access to sponsors virtual booth	✓	✓	✓	✓		
Virtual Career Village Access/participation	✓	✓	✓	✓		
Company logo on conference t-shirt	✓	✓	✓			
Recognition In Virtual Track Sessions	All Tracks	All Tracks	All Tracks			
Recognition In Virtual Villages Rooms	All villages	All Villages				
Company Logo on Recordings	✓					
Conference Passes	10	8	5	3	2	1
Available Openings	2	4	6	10	No limit	No limit



## CORPORATE PARTNERSHIP LEVELS

### Diamond

Minimum Contribution: \$10,000

- ❑ **Corporate Logo Ultimate Boost**
  - ❑ TDI Website Sponsors Page with top placement
  - ❑ All track recordings
  - ❑ All virtual Village rooms
  - ❑ Virtual conference site
  - ❑ Event t-shirts
  
- ❑ **Signal Boost**

TDI will recognize your contribution in:

  - ❑ Social Media
  - ❑ Opening Ceremony
  - ❑ All Track Sessions
  
- ❑ **Priority access**
  - ❑ Career Village
  - ❑ Virtual Booth
  
- ❑ **10 Conference Passes**

### Platinum

Minimum Contribution: \$7,500

- ❑ **Corporate Logo Platinum Boost**
  - ❑ TDI Website Sponsors Page with premium placement
  - ❑ All virtual Village rooms
  - ❑ Virtual conference site
  - ❑ Event t-shirts
  
- ❑ **Signal Boost**

TDI will recognize your contribution in:

  - ❑ Social Media
  - ❑ Opening Ceremony
  - ❑ All Track Sessions
  
- ❑ **Priority Access**
  - ❑ Career Village
  - ❑ Virtual Booth
  
- ❑ **8 Conference Passes**



## Gold

Minimum Contribution: \$5,000

- ❑ **Corporate Logo Boost**
  - ❑ TDI Website Sponsors Page
  - ❑ Virtual Conference site
  - ❑ Event t-shirts
- ❑ **Signal Boost**
  - ❑ Social Media
  - ❑ Opening Ceremony
  - ❑ All Track Sessions
- ❑ **Privileged Access**
  - ❑ Career Village
  - ❑ Virtual Booth
- ❑ **5 Conference Passes**

## Rainbow

Minimum Contribution: \$2,500

- ❑ **Corporate Logo Boost**
  - ❑ TDI Website Sponsors Page
  - ❑ Virtual Conference Site
- ❑ **Signal Boost**
  - ❑ Social Media
  - ❑ Opening Ceremony
- ❑ **Privileged Access**
  - ❑ Career Village
  - ❑ Virtual Booth
- ❑ **3 Conference Passes**

## Silver

Minimum Contribution: \$1,500

- ❑ **Corporate Logo Boost**
  - ❑ TDI Website Sponsors Page
  - ❑ Virtual Conference Site
- ❑ **Signal Boost**
  - ❑ Social Media
  - ❑ Opening Ceremony
- ❑ **2 Conference Passes**

## Bronze

Minimum Contribution: \$900

- ❑ **Corporate Logo Boost**
  - ❑ TDI Website Sponsors Page
- ❑ **Signal Boost**
  - ❑ Social Media
  - ❑ Opening Ceremony
- ❑ **1 Conference Pass**

## Super Ally

Minimum Contribution: \$500

Corporate Logo on the TDI Website Sponsors Page  
Social Media Recognition  
1 Conference Pass



## SPECIAL A LA CARTE PARTNERSHIP PACKAGES

### Accessibility Partner

Minimum Contribution: \$4,000  
Limit 1/Track

Sponsor Event Live Captioning by [White Coat](#)

- Corporate logo featured on Event Recordings
- Corporate Logo on the TDI Sponsors Page
- Social Media Recognition
- 4 Conference passes

### Track Partner

Minimum Contribution: \$2,000  
Limit 1/track

Sponsor a Talk Track

- Corporate recognition in an entire virtual Talk Track sessions
- Corporate Logo on the TDI Sponsors Page
- Social Media Recognition
- 2 Conference passes

### Village Partner

Minimum Contribution: \$3,000 (Limit 1/village)  
*It takes a Village...*

**Sponsor a Village! We have:**

- Career village
- CTF room
  
- Corporate Recognition in your chosen Virtual Village
- Corporate Logo on the TDI Website Sponsors Page
- Social Media Recognition
- 3 Conference passes

### IoT Village

IoT Village is organized by security consulting and research firm, Independent Security Evaluators (ISE), and the non-profit organization, Village Idiot Labs (VIL). If you want to help this hands-on lab happen email [iotvillage@ise.io](mailto:iotvillage@ise.io) to request a sponsorship pack and see how you can get involved.





## Sponsor a Student Add-On Donation

In 2019, we raised \$11,318.26 to cover hotel, travel, meals and event costs for ten students to join our in-person event, ensuring they had foundational knowledge and a solid network to start their career in Information Security. In 2020, we were able to ensure 462 students across the globe were able to join our virtual event *completely free of charge!*

Want to help? Talk to us about donating to our student sponsorship.

## Custom Partnership

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

## CONTACT

You can support ***The Diana Initiative*** without becoming a partner by visiting [www.dianainitiative.org/donate](http://www.dianainitiative.org/donate). To partner with ***The Diana Initiative*** or ask questions, please email us at [sponsors@dianainitiative.org](mailto:sponsors@dianainitiative.org).