

The Diana Initiative 2021



2021 Corporate Partnership Prospectus

August 4-5, 2021

The Westin Las Vegas Hotel & Spa

LAS VEGAS, NEVADA, USA

www.dianainitiative.org
sponsors@dianainitiative.org

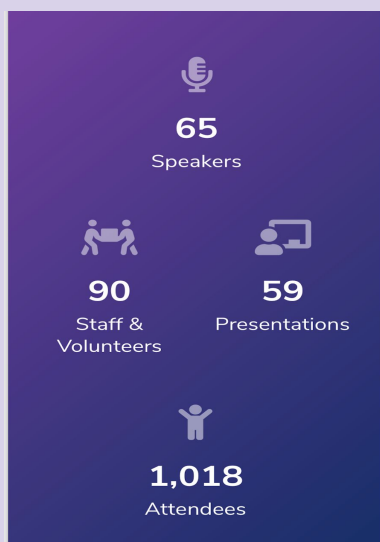


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2021 EVENT PROFILE

The Westin Las Vegas Hotel & Spa
160 E Flamingo Road
Las Vegas, NV 89109

We estimate over 1000 attendees during the in-person event!

*Three in-person speaker tracks
accommodating 250 attendees per track*



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?

August 4-5, 2021
The Westin Las Vegas Hotel & Spa
160 E Flamingo Road, Las Vegas, NV 89109

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 villages and 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 \$16,000	Platinum \$11,000	Gold \$8,000	Rainbow \$6,000	Silver \$4,000	Bronze \$2,000
Company logo on TDI's Sponsors' page	✓	✓	✓	✓	✓	✓
Company logo at event site	✓	✓	✓	✓	✓	✓
Social Media Recognition	✓	✓	✓	✓	✓	✓
Opening Ceremony Recognition	✓	✓	✓	✓	✓	✓
Company logo on all event printed items	✓	✓	✓	✓	✓	
Company logo on conference t-shirt	✓	✓	✓	✓		
Career Village Priority Access	✓	✓	✓	✓		
High Traffic Table Space	✓	✓	✓			
Verbal recognition in Track Sessions	All Tracks	All Tracks	All Tracks			
Company logo in Villages Rooms	All villages	1 Village				
Company Logo on Recordings	✓					
Conference Passes	16	11	8	6	4	2
Available Openings	2	4	6	8	No limit	No limit



CORPORATE PARTNERSHIP LEVELS

Diamond

Minimum Contribution: \$16,000

- ❑ **Corporate Logo Ultimate Boost**
 - ❑ TDI Website Sponsors Page with top placement
 - ❑ All track recordings
 - ❑ All event Village rooms
 - ❑ All event printed materials
 - ❑ All event signs
 - ❑ Event t-shirts

- ❑ **Signal Boost**

TDI will recognize your contribution in:

 - ❑ Social Media
 - ❑ Opening Ceremony
 - ❑ All Track Sessions (Verbal)

- ❑ **Priority access**
 - ❑ Career Village table
 - ❑ High traffic table

- ❑ **16 Conference Passes**

Platinum

Minimum Contribution: \$11,000

- ❑ **Corporate Logo Platinum Boost**
 - ❑ TDI Website Sponsors Page with premium placement
 - ❑ One event Village room
 - ❑ All event printed materials
 - ❑ All event signs
 - ❑ Event t-shirts

- ❑ **Signal Boost**

TDI will recognize your contribution in:

 - ❑ Social Media
 - ❑ Opening Ceremony
 - ❑ All Track Sessions (Verbal)

- ❑ **Priority Access**
 - ❑ Career Village table
 - ❑ High traffic table

- ❑ **11 Conference Passes**



Gold

Minimum Contribution: \$8,000

- Corporate Logo Boost**
 - TDI Website Sponsors Page
 - All event printed materials
 - One event sign
 - Event t-shirts
- Signal Boost**
 - Social Media
 - Opening Ceremony
 - All Track Sessions (Verbal)
- Privileged Access**
 - Career Village table
 - High traffic table
- 8 Conference Passes**

Rainbow

Minimum Contribution: \$6,000

- Corporate Logo Boost**
 - TDI Website Sponsors Page
 - All event printed materials
 - One event sign
 - Event t-shirts
- Signal Boost**
 - Social Media
 - Opening Ceremony
- Privileged Access**
 - Career Village table
- 6 Conference Passes**

Silver

Minimum Contribution: \$4,000

- Corporate Logo Boost**
 - TDI Website Sponsors Page
 - All event printed materials
 - One event sign
- Signal Boost**
 - Social Media
 - Opening Ceremony
- 4 Conference Passes**

Bronze

Minimum Contribution: \$2,000

- Corporate Logo Boost**
 - TDI Website Sponsors Page
 - One event sign
- Signal Boost**
 - Social Media
 - Opening Ceremony
- 2 Conference Passes**

Super Ally

Minimum Contribution: \$1,000

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



SPECIAL A LA CARTE PARTNERSHIP PACKAGES

Recording Partner

Minimum Contribution: \$6,000
Limit 1

Sponsor Event Recordings

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

Track Partner

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

Sponsor a Talk Track

- Corporate logo featured in an entire Talk Track
- Corporate Logo on the TDI Sponsors Page
- Social Media Recognition
- 2 Conference passes

Party Partner

Minimum Contribution: \$5,000
Limit 1

Sponsor the Quiet Party

- Corporate Logo featured at the Quiet Party
- Corporate Logo on the TDI Sponsors Page
- Social Media Recognition
- 5 Conference passes

Food/Beverage Partner

Minimum Contribution: \$3,000

Nothing says "love" like food

Feed the attendees! We need:

- 1 Coffee Partner
- 2 Breakfast Partners
- 2 Lunch Partners
- 1 Afternoon Snacks Partner

- Corporate Recognition and Logo featured during the chosen food break
- Corporate Logo on the TDI Website Sponsors Page
- Social Media Recognition
- 3 Conference passes

Village Partner

Minimum Contribution: \$3,000 (Limit 1/village)

It takes a Village...

Sponsor a Village! We have:

- Career village
- Soldering village*
- Lockpick village
- CTF room

- Corporate Recognition and Logo featured all day in your chosen Village
- Corporate Logo on the TDI Website Sponsors Page
- Social Media Recognition
- 3 Conference passes

* Soldering village (July 1 deadline)



Student Scholarship 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 scholarship.

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.

In-person and Virtual Options

While we plan on returning to a physical event in 2021, we hope to maintain a virtual component to ensure the knowledge and wisdom contributed to the Diana Initiative is shared with as many people as possible, no matter where they are on their educational journey, career arc, or geographical location.

However, if circumstances make the fully virtual conference the safest option for sponsors, speakers, volunteers and attendees, our partners will have the option of applying some or all of their funding to the virtual event, or receiving a full refund.

CONTACT

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