2022 Corporate Partnership Prospectus

August 10-11, 2022

The Westin Las Vegas Hotel & Spa

LAS VEGAS, NEVADA, USA

www.dianainitiative.org
sponsors@dianainitiative.org
2022 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!

Two in-person speaker tracks accommodating 250 attendees per track

- Professional & Personal Development
- Hands-on Activities
- 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 hands on activities 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 10-11, 2022
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 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.

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.

♕ Non Profit

Because *The Diana Initiative* is a 501c3 non-profit, regular donations are tax deductible.
## CORPORATE PARTNERSHIP QUICK COMPARISON

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Diamond $20,000</th>
<th>Platinum $15,000</th>
<th>Gold $10,000</th>
<th>Rainbow $7,000</th>
<th>Silver $4,000</th>
<th>Bronze $2,000</th>
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</thead>
<tbody>
<tr>
<td>Company logo on TDI’s Sponsors’ page</td>
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<tr>
<td>Company logo at event site</td>
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<tr>
<td>Social Media Recognition</td>
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<tr>
<td>Opening Ceremony Recognition</td>
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<tr>
<td>Company logo on all event printed items</td>
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<tr>
<td>Company logo on conference t-shirt</td>
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<tr>
<td>Exhibit Space</td>
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<td>High Traffic Table Space</td>
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<tr>
<td>Recognition in Track Sessions</td>
<td>All Tracks</td>
<td>All Tracks</td>
<td>All Tracks</td>
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</tr>
<tr>
<td>Company logo in Villages Rooms</td>
<td>All villages</td>
<td>All Villages</td>
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<tr>
<td>Company Logo on Recordings</td>
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<tr>
<td>Conference Passes</td>
<td>20</td>
<td>15</td>
<td>10</td>
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<td>4</td>
<td>2</td>
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<tr>
<td>Available Openings</td>
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<td>4</td>
<td>6</td>
<td>10</td>
<td>No limit</td>
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</tbody>
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Sponsors@dianainitiative.org | www.dianainitiative.org | ©2017–2022 The Diana Initiative a 501c3 charity
CORPORATE PARTNERSHIP LEVELS

Diamond
Minimum Contribution: $20,000

- 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

- Priority access
  - Villages Priority access
  - High traffic table

- 20 Conference Passes

Platinum
Minimum Contribution: $15,000

- 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

- Priority Access
  - Villages Priority access
  - High traffic table

- 15 Conference Passes
### Gold
Minimum Contribution: $10,000

- 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
- Privileged Access
  - Villages Priority access
  - High traffic table
- 10 Conference Passes

### Rainbow
Minimum Contribution: $7,000

- 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
  - Villages Priority access
  - Exhibit Space
- 7 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

<table>
<thead>
<tr>
<th>Recording Partner</th>
<th>Track Partner</th>
<th>Party Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Minimum Contribution:</strong> $6,000</td>
<td><strong>Minimum Contribution:</strong> $2,000</td>
<td><strong>Minimum Contribution:</strong> $5,000</td>
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<tr>
<td><strong>Limit 1</strong></td>
<td><strong>Limit 1/track</strong></td>
<td><strong>Limit 1</strong></td>
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</tbody>
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**Sponsor Event Recordings**
- Corporate logo featured on Event Recordings
- Corporate Logo on the TDI Sponsors Page
- Social Media Recognition
- 6 Conference passes

**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

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

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<table>
<thead>
<tr>
<th>Food/Beverage Partner</th>
<th>Village Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Minimum Contribution:</strong> $4,000</td>
<td><strong>Minimum Contribution:</strong> $5,000 (Limit 2/village)</td>
</tr>
</tbody>
</table>

*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
- 4 Conference passes

**Sponsor a Village! We have:**
- Career village
- Soldering/Maker village*
- CTF village
- Ask about other village opportunity

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

* Soldering village *(July 1 deadline)*

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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 and 2021, we were able to ensure 450+ 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 2022, 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.

If circumstances make the fully virtual conference the safest option for sponsors, speakers, volunteers and attendees, we may decide to switch to an online only event, and in such a case a refund will not be issued as the event is still occurring.

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.