

# The Diana Initiative 2020



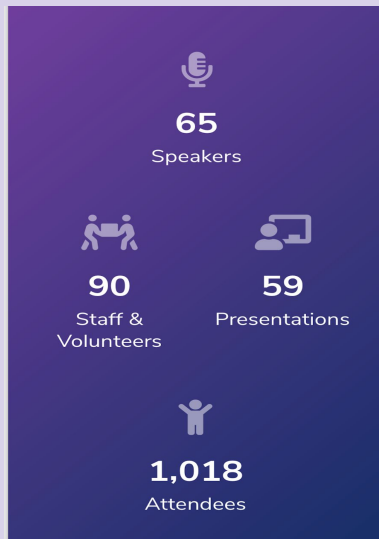
**2020 Corporate Partnership Prospectus**

**August 6-7, 2020**

**The Westin Las Vegas Hotel,**

**LAS VEGAS, NEVADA, USA**

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



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## 2020 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.**

- ★ *Two large speaker tracks able to accommodate 250 attendees per tracks*
- ★ *A workshop track*
- ★ *Engaging events and challenges*
- ★ *Lock picking village*
- ★ *Career village*
- ★ *Badge soldering and maker village*
- ★ *Capture The Flag village*



## WHAT IS THE DIANA INITIATIVE?

**The Diana Initiative** is a nonprofit organization formed to provide inclusive and welcoming environments to enable women and other gender diverse minorities to learn, grow, and network with the information security industry, regardless of where they are in their career path. The Diana Initiative conferences include presentations, professional developments, workshops, networking opportunities, and more. Our presenters are leaders in their respective fields, representing industry, academia and government.

We believe that working together as allies makes us stronger as we seek change through unity. As a cohesive community, we support and stand by each other, accepting people for who they are. We celebrate diversity by representing differences in experience, backgrounds and skill levels.

Our events foster empowerment, encourage initiative, and create opportunities through workshops, resume reviews, and career fairs, all of which connect attendees with potential employers who support diversity and inclusion.

## WHEN AND WHERE IS OUR NEXT EVENT?

August 6-7, 2020

The Westin Las Vegas Hotel & Spa

160 E Flamingo Road, Las Vegas, NV 89109

## WHO ATTENDS THE DIANA INITIATIVE?

**The Diana Initiative** conferences are not women-only events. We invite women, other gender diverse minorities, 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 safe and welcoming for all.



## WHY PARTNER WITH US?

### ★ Corporate Responsibility

Increasingly, potential customers and employees incorporate an organization's approach to corporate responsibility when making decisions. By partnering with ***The Diana Initiative's***, sponsors signal that they align with our core mission of increasing diversity, equity, and inclusion in the information security profession.

### ★ Promotional Materials

We include all partner logos on our website and onsite as well as recognize all partners on social media and at opening ceremonies. Additional promotional opportunities are available based on Partner Level described in more details in the following pages.

### ★ Conference Tickets

All Partner Levels include at least one conference ticket. Depending on the level, a partner may have additional tickets. By interacting with attendees as peers and community members, Partners gain valuable name recognition, unique networking opportunities and hiring potentials.

### ★ Partner Exhibits/Tables

We do not offer vendor booths but we do offer a variety of village tables and exhibit locations depending on Partner Levels.

### ★ Tax Deductibility

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



## CORPORATE PARTNERSHIP QUICK COMPARISON

Benefits	Diamond \$15,000	Platinum \$10,000	Gold \$7,500	Rainbow \$5,000	Silver \$2,500	Bronze \$1,500
Company logo on the sponsors page	✓	✓	✓	✓	✓	✓
Social Media Recognition	✓	✓	✓	✓	✓	✓
Company logo at site event	✓	✓	✓	✓	✓	✓
Opening Ceremony Recognition	✓	✓	✓	✓	✓	✓
Company logo on all event printed items	✓	✓	✓	✓	✓	
Company logo on conference t-shirt	✓	✓	✓	✓		
Career Village Table Priority Access	✓	✓	✓	✓		
High Traffic Table Space	✓	✓	✓			
Verbal recognition Track Sessions	All Tracks	All Tracks	1 Track			
Company logo in Villages Rooms	All villages	1 Village				
Company Logo on Recordings	✓					
Conference Passes	15	10	8	5	3	2
Available Spots	2	4	6	8	No limit	No limit



## CORPORATE PARTNERSHIP LEVELS

### Diamond Level Benefits:

Contribution required: \$15,000

- Company logo on the sponsors page with 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 conference t-shirts
- Career Village Table
- High traffic Table Space
- Verbal recognition in all Track Sessions
- Company logo in all Villages Rooms
- Company Logo on Tracks Recordings
- 15 Conference Passes

### Platinum Level Benefits:

Contribution required: \$10,000

- Company logo on the sponsors page with premium 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 conference t-shirts
- Career Village Table
- High traffic Table Space
- Verbal recognition in all Track Sessions
- Company logo in 1 Village Room
- 10 Conference Passes



## Gold Level Benefits:

Contribution required: \$7,500

- Company logo on the sponsors page
- 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 conference t-shirts
- Career Village Table
- High traffic Table Space
- Verbal recognition in 1 Track Sessions
- 8 Conference Passes

## Rainbow Level Benefits:

Contribution required: \$5,000

- Company logo on the sponsors page
- 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 conference t-shirts
- Career Village Table
- 5 Conference Passes

## Silver Level Benefits:

Contribution required: \$2,500

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

## Bronze Level Benefits:

Contribution required: \$1,500

- Company logo on the sponsors page
- Social Media Recognition
- Company logo on a sign at the event
- Opening Ceremony Recognition
- 2 Conference Passes

## Super Ally Level Benefits:

Contribution required: \$500

- Company logo on the sponsors page
- Social Media Recognition
- 1 Conference Pass



## SPECIAL A LA CARTE PARTNERSHIP PACKAGES

### Recording Partner Benefits:

Contribution required: \$6,000  
Limit 1

- Company logo on the sponsors page
- Social Media Recognition
- 6 Conference passes
- Recognition logo sign on Event Recordings

### Track Partner Benefits:

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

- Company logo on the sponsors page
- Social Media Recognition
- 2 Conference passes
- Recognition logo sign in a talking track

### Party Partner Benefits:

Contribution required: \$5,000  
Limit 1

- Your company logo on the sponsors page
- Social Media Recognition
- 5 Conference passes
- Recognition logo sign at the Quiet Party

### Food/Beverage Partner Benefits:

Contribution required: \$3,000

#### Available types:

- Coffee Partner - ( limited to 1 )
  - Breakfast Partner - ( limited to 2 )
  - Lunch Partner - ( limited to 2 )
  - Afternoon Snacks - ( limited to 1 )
- 
- Company logo on the sponsors page
  - Social Media Recognition
  - 3 Conference passes
  - Recognition logo sign by the food/beverage area during the time that type of food/beverage is provided.

### Village Partner Benefits:

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

#### Available Villages:

- Career village
  - Soldering village\*
  - Lockpick village
  - CTF room
- 
- Company logo on the sponsors page
  - Social Media Recognition
  - 3 Conference passes
  - Recognition logo sign in one specific village all day
  - \*Soldering village sponsorship includes your logo on the back of the DIY badge (July 1 deadline)





## Student Scholarship Add-On Donation

This year we are planning to raise money to send ten or more students to our event in order to further their knowledge and network around the information security industry. If this aligns with your goals please ask us about donating toward our student scholarship.

## Custom

If none of our packages seem appropriate for your organization goals we are always happy to discuss custom corporate partnership packages., We want to make sure that your objectives can be achieved whether it is increasing name recognition, making yourself known as a company interested in diversity and/or information security, recruiting diverse talent, or anything else! Let us know what you are looking to achieve and we will see if we are the right fit for you.

## CONTACT

If you would like to partner with ***The Diana Initiative*** or have questions, please email us at **[sponsors@dianainitiative.org](mailto:sponsors@dianainitiative.org)** and we'll be happy to set up a time to talk. If you want to support ***The Diana Initiative*** without becoming a partner, you are welcome and encouraged to donate directly at **[www.dianainitiative.org/donate](http://www.dianainitiative.org/donate)**