Date: September 27th, 2025
Time: 8 AM – 6 PM
Location: Washington University – McKelvey School of Engineering

2025 Sponsorship Packet
To sponsor BSides Saint Louis, please contact us:

Web: www.bsidesstl.org
Email: sponsorship@bsidesstl.org
Twitter: @bsidesstl

Thank you for your interest in sponsoring the BSides Saint Louis (BSidesSTL) event.
Our vision is simple: Give interested techies a place to start and gain a foothold in the security community. Our organizers have attended Big Cons, Little Cons, and ones in between. Every con brings something amazing to the people it serves in the community. The local security community in STL is vibrant. We want to continue growing that community by hosting an event that can introduce the *interested* to the *community.*

This event is a conference with speakers from the area and hackers showing technologies they love and talking about how they have gotten involved in the greater Security Community.
While there are many ways to describe what BSidesSTL is, an attendee states it best with the following: "BSides means community, conversation, content, and career; it provides the building blocks to create and grow each of these things, and much more."

The underlying premise of BSidesSTL is to forge a culture of learning, create a vibrant and active information security community, and allow for interdisciplinary collisions that domino into disruptive innovations. Learning at BSidesSTL will occur at multiple levels and span several domains of knowledge. We are excited to be able to continue providing this event to the Saint Louis area and surrounding communities. BSidesSTL will provide a local and low-cost conference for information security hobbyists, enthusiasts, practitioners, academics, and researchers.

BSides events combine information security expertise from a variety of disciplines and industry verticals, all in search of the "next big thing." BSidesSTL will be an open platform that gives information security experts and industry professionals the opportunity to share ideas, insights, research, and more while developing long standing relationships with others within our community. It is one of those precious few rare opportunities to directly connect with and create trusted relationships with key members of the information security community.

BSidesSTL is striving to offer a free, low cost, or donation-driven admission for the participants of the conference. However, there are still costs associated with producing a BSidesSTL event in order to make it draw interested individuals, which ultimately makes it successful. This cost is anticipated to be shouldered by the generosity of sponsors and donors. We are seeking sponsors and donors that are interested in the growth and education of the InfoSec community.

You will find included in this package additional details about sponsorships for BSidesSTL. To provide flexibility, we have developed assorted opportunities for sponsorship. We believe the flexible sponsorship options will allow for the rightsizing of sponsors while offering direct benefits to you as a generous sponsor.

It has been said that "when courage, genius, and generosity hold hands; all things are possible." We believe that there will be many benefits that you will realize from sponsoring BSidesSTL. We know that all things are possible, and your direct support will enable others to create, grow, and learn in our community via conversation, through content, and career.

If you have any questions or requests, please do not hesitate to contact us. You can reach us via email at sponsorship@bsidesstl.org

Sincerely,

BSidesSTL Organizers

What is BSides?

Security BSides is a framework of events that enables individuals to expand the spectrum of conversation beyond the confines of traditional media. Frameworks such as BSides enable individuals to drive the event, shape the media, and encourage participation.

BSides are free or low cost, community organized events put on by local individuals with the expressed goal of enabling a platform for information dissemination. BSides is an 'unconference' that follows the 'open spaces' format. It creates opportunities for individuals to both present and take part in an intimate atmosphere that encourages collaboration. It is an intense event with discussions, demos, and interaction from participants. It is where conversations for the Next Big Thing are happening.

The following is a brief outline about earlier events:

2009: Launched in Las Vegas, NV with ~200 participants in a rented house
2010: First European event
2011: Over 20 events planned in US, Europe, India, Hong Kong, & Australia
2012: Continued interest in BSides events – 38 cities, 10 countries, 5 continents
2014: More than 160 BSides events, in 74 cities, in 16 countries, on 6 continents
2015: BSides celebrates its 6th Anniversary, with over 200 global events
2016: The first annual BSides Saint Louis on Saturday September 17th
2025: BSidesSTL #10 at Washington University

Goals

The goal of BSidesSTL is to forge a culture of learning, create a vibrant and active information security community, and allow for interdisciplinary collisions that domino into disruptive innovations. Learning at BSidesSTL will occur at multiple levels and span several domains of knowledge. BSides can further act as a complement to current events by enabling the long tail that further fosters communication and collaboration while increasing the level of the conversation.

Major conferences focus on current topics in information security. BSides events explore the fringe of conversation and focus on the "next big thing." The conversations have ranged from hardware hacking to gender issues, from Twitter hacking to proximity-based identity theft; and recently, plenty of IoT hacking. BSides gives voice to the conversation that is happening just below the surface and sponsoring enables you to engage in that conversation.

While every BSides event is unique, here are some things that do not change:

Community organized, volunteer driven, and sponsor funded
Provides a forum for expanding the spectrum of conversation
Focused on giving a voice to the "Next Big Thing"

BSides Ethos & Target Audience

Platforms

Traditional and social media exist as constrained systems and they must operate within the bounds to which they have been defined. Physical events constrain themselves with space and time, but platforms allow the continuous creation of individual events. Our goal is to provide people with possibilities by removing those barriers and to create more options for speakers, topics, and events.

The first event in Las Vegas spawned a wave of new events throughout the United States and around the world. Plans are underway for international BSides events in Australia, London, New Delhi, St. John, and many others.

Participation

BSides is not made up of members but participants. Each person who takes part in BSides brings to it something to contribute. Some people bring hardware, organizational skills, or their friends. You are offering to bring other resources that help fuel the conversation. Sponsoring enables you to engage the conversation and interact with attendees. In return you have our commitment to connect you with those attendees of interest to you and your business. The organizers hope your participation will enable another great BSides event.

Target Audience

While each BSides event is unique, we target the industry professional looking to offset or augment their current information security skill set with that of the "next big thing" conversations. These are industry experts, thought leaders, hobbyists, enthusiasts, practitioners, academics, researchers, and even students who wish to expand their body of knowledge. Attendees stem from a variety of disciplines and industry verticals. Their common goal is to learn about emerging issues and connect with those who are having them.

Unlike other events where the speaker is rushed in and out, BSides provides a small and intimate environment for the attendees to directly engage the speaker before, during, and after their talk or presentation. Attendees are looking for more than just information, they are looking to make connections they will call upon throughout the rest of the year.
Thousands of people have attended, and many have written about their experience at BSides events.

Read more at http://www.securitybsides.com/w/page/19532810/Media
Security BSides is a Global Community, here are resources for more information:
Security BSides global portal http://securitybsides.com

Support & Sponsorship

The Value of Sponsorship

The goal of BSidesSTL is to offer small intimate events where all participants can engage each other to help develop connections and friendships, and network with different industry professionals. We recognize the value in engaging a smaller audience and being the big fish in a small pond. Every organization will have different goals and priorities. This is why we offer various levels of participation for every individual, group, or organization. We have specifically designed several different options for any-sized organization to take part in and support this event. Additionally, we are a 501c3 Non-Profit Organization focused on educating the community.

Reasons to Show Your Support

We recognize your desire to not only support a great event but also to see a return on your investment. The following is a list of direct benefits you will realize as an event sponsor.

Brand Recognition and Awareness

Depending on the level of sponsorship, you may recognize your brand placement on some or all of the following: t-shirts, signage, lanyards, lunch sessions, attendee badges, and more. Based on your level of participation, creative and custom branding may be arranged including transportation, banners, and podcast interviews.

Big Fish, Small Pond

For some, sponsoring large events is not within their price range, leaving them with no option for communicating their message. BSides is just the place for you! This small, community atmosphere brings together active and engaged participants who want to absorb information. Sponsoring our BSidesSTL event enables you to be that big fish in a small pond and better communicate your message to an active audience.

Stay in Touch with the Industry

BSidesSTL enables its supporters and participants to find and connect with industry leaders and voices. These participants represent the community of information security and related technology/business domains. They are the people who you want to engage to ask for feedback and bring voice to your conversation.

Stay Abreast on the Next Big Thing

Nobody knows what the "next big thing" will be, but these events are community-driven with presentations voted upon by the industry. There is no magic to how it works, but we believe that listening to the underground can help you prepare and find what the next big thing might be.
Media

The media coverage for BSides is massive compared with its size. Be part of the conversation and get swept up in the media. Many participants have been quoted and picked up by mainstream news sources including National Public Radio (NPR).

Sponsorship Levels

Diamond – $5000
- Maximum visibility placements
- Top logo placement on website
- Top logo placement on conference tees
- Recognized as Venue Sponsor
- Verbal shout out during announcements
- Private table/booth for all your recruiting/advertising/swag needs (tablecloth and/or skirting not provided)
- Digital Logo Display between talks
- You can include swag items to be distributed to the audience during the breaks between talks

Platinum - $4000
- Logo placement on website
- Larger Logo placement on conference tees
- Verbal shout out during announcements
- Recognized as Lunch Sponsor
- Private table/booth for all your recruiting/advertising/swag needs (tablecloth and/or skirting not provided)
- Digital Logo Display between talks
- You can include swag items to be distributed to the audience during the breaks between talks

Gold - $3,000
- Logo placement on website
- Medium sized graphic Logo placement on conference tees
- Verbal shout out during announcements
- Recognized as CTF Sponsor (during event)
- Private table/booth for all your recruiting/advertising/swag needs (tablecloth and/or skirting not provided)
- Digital Logo Display between talks
- You can include swag items to be distributed to the audience during the breaks between talks

Silver – $2,000
- Logo placement on website
- Verbal recognition by announcer during conference
- Recognized as sponsor for 1 of the Villages (Lockpick Village, Hardware Hackerz, MHH, etc.)
- Private table/booth for all your recruiting/advertising/swag needs (tablecloth and/or skirting not provided)
- Digital Logo Display between talks
- You can include swag items to be distributed to the audience during the breaks between talks

Bronze - $1,000
- Fine Print logo placement on website
- Digital Logo Display between talks
- Verbal recognition by announcer during conference
- Shared community table/booth for all your recruiting/advertising/swag needs (tablecloth and/or skirting not provided)

À la Carte Sponsorships

All items below are things that would help to ensure that BSidesSTL is one of the premier local and annual information security conferences! Remember: The more times they see your name, the more they will remember it!

Networking Sponsor - $1500
There ain't no party like a BSides party! Help us cover the bar tab at the best part of any con, the after party. The after party provides a great environment to share ideas, recruit your next genius, and just have an enjoyable time with like-minded folks.

Meet and Munch Sponsor - $1500
There is nothing worse than missing a good time because you are starving. Help your brand stand out by hosting the hors d'oeuvres for the after event. Let people remember your brand as the one that kept their brains AND their bellies full.

Adopt-a-Speaker - $500
Provide a stipend for speakers who need a little help getting to Saint Louis to share their ideas and research.

We value variety and community involvement to develop a range of connection opportunities. If you have an idea on custom sponsorship, please reach out to so we can evaluate and determine if it is a good fit and viable option. Contact sponsorship@bsidesstl.org

Sponsorship Support Terms and Conditions Agreement

1. Sponsorship Agreement: This agreement is between the event-specific Security BSides (BSidesSTL) organizer or person ("Organizer") and event-specific sponsor ("Sponsor") and is valid from the date it is fully executed through the end of the sponsored event.
2. Sponsor Marketing Use Agreement: Sponsor may use the following tag line on its marketing materials during the term of this Sponsorship Agreement: "Official Sponsor of BSidesSTL."
   a. Sponsor may use the following hashtag for its social media posts during the term of this Sponsorship Agreement: "#BSidesSTL."
3. Production Timeline: For Organizer to fulfill all promotional benefits for Sponsor, Sponsor agrees to meet all Organizer related submission deadlines:
   a. The trademark/Logo, Sponsor URL, Ad (if applicable), Banner display (if applicable), will be sent within 5 business days from the date this Sponsorship Agreement is fully executed.
   b. All items or logos must be submitted one (1) month prior to the event to allow for production of event materials. Late submissions are not guaranteed to make visibility due to tight time limits with our suppliers and vendors.
4. Sponsor Trademark Usage Agreement: Sponsor agrees to allow Organizer to use Sponsor's Trademark/logo/tagline solely to perform and fulfill its obligations under the Sponsorship Kit/Packet and this Sponsorship Agreement.
5. Sponsor Trademark Usage: Notwithstanding Section 4 above, Sponsor agrees to allow Organizer the right to use Sponsor's trademark/logo/tagline and graphics on all the promotional benefits, including but not limited to:
   a. The Web banner add to be posted on the event and Security BSides web pages

b. Single color trademark/logo/tagline for use on printed clothing
c. Sponsor benefit items Organizer detailed on the Support Package section
d. Any promotional banner and signage/lanyard, etc.

6. Web Reference: Sponsor may publish an Internet hyperlink from Sponsor's website to the event-specific and Security BSidesSTL websites, and maintain the hyperlink as an active, functional, and correct link to the websites through the duration of the event and thereafter unless removal is requested by Organizer.

7. Payment: Full payment must accompany this application and Sponsorship Agreement and be received by Organizer. Payment can also be sent via PayPal. Failure to pay full balance will subject sponsorship to cancellation.

8. Non-endorsement: The use of Sponsor's name within Security BSides or event-specific websites or mailing lists does not constitute endorsement by Security BSides or Organizer of the Sponsor, the Sponsor's services, products, or programs. Additionally, the Sponsor is not permitted to represent in any manner that such products, services, or programs have been endorsed by Security BSides or Organizer.

9. Non-exclusivity: Neither Security BSides or Organizer awards exclusive sponsorship or establishes exclusive relationships with Sponsors. Sponsor shall not imply that such a preferential relationship exists between Sponsor and Security BSides or Organizer.

10. Limited Liability: In the event that circumstances beyond the commercially reasonable control of Organizer interferes with, or prevents Organizer from fulfilling, in part, or all of, Sponsor's promotional benefits under this Sponsorship Agreement, Sponsor, by signing this Sponsorship Agreement, holds Organizer and Security BSides as well as their respective Board of Directors and employees *harmless* from all legal and financial liability to Sponsor, caused by such circumstances, beyond the fee paid by Sponsor for this sponsorship.

11. Force Majeure: Neither Security BSides, Organizer, or Sponsor shall be deemed in default of this Sponsorship Agreement to the extent that performance of its obligations or attempts to cure any breach are delayed or prevented by reason of any act of God, fire, natural disaster, accident, act of government, or any other causes beyond its commercially reasonable control.

12. Rejection: Security BSides and Organizer reserve the right to reject a potential sponsor for any reason.

13. Entire Agreement: This and all attachments hereto make up the entire Sponsorship Agreement.

Please indicate below which level of sponsorship you are selecting:

_____Diamond

_____Platinum

_____Gold

_____Silver

_____Bronze

_____Ala Carte / Custom_____

By signing below, you agree to all the sponsorship support terms and conditions listed above.

_____ _____
Sponsor (Printed) Sponsor (Signature)

_____ _____
Sponsor (Company Name) Sponsor (Mailing Address)

_____ _____
BSidesSTL Event Organizer (Printed) BSidesSTL Event Organizer (Signature)

Thank you for sponsoring the event and fostering a vibrant InfoSec community!!