

International Information Systems Security Certification Consortium (ISC)² Baltimore Chapter



Sponsorship Policy

Version 1.0

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VERSION CONTROL

DATE	DESCRIPTION	VERSION	AUTHOR
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SECTION I: INTRODUCTION

This document serves as the Sponsorship Policy for the (ISC)² Baltimore Chapter.

The (ISC)² Baltimore Chapter is dedicated to the advancement of the information system security profession by offering educational sessions and acting as a conduit for connecting information system security professionals with each other for collaboration and research and with the local community through charity and awareness initiatives.

Becoming a sponsor of the (ISC)² Baltimore Chapter shows that your organization supports the advancement of the information system security profession. Becoming a sponsor will also create brand recognition with our professional members and provide another avenue for recruitment of skilled candidates.

Sponsorship of (ISC)² Baltimore Chapter entitles your organization to the benefits outlined in this document unless other agreements have been made. The sponsorship period runs for one year from the time of sign-up.

SECTION II: SPONSORSHIP BENEFITS SUMMARY MATRIX

NOTE: In the “Sponsor Benefits Summary Matrix” and “Sponsor Levels and Benefits” sections below, “Sponsor” refers to the Sponsoring Organization. Refer to the detailed Sponsor Levels and Benefits section, for detailed information on Sponsor-level benefits.

Sponsor Benefits Summary	Bronze	Silver	Gold	Platinum
Sponsor will be listed on the (ISC) ² Baltimore Chapter website for one year (listing priority based on sponsorship level).	Yes	Yes	Yes	Yes
Sponsor will be recognized at monthly membership meetings via a continuous loop introduction slide show (listing is priority based on sponsorship level).	Yes	Yes	Yes	Yes
Sponsor will have the opportunity to staff a demo/recruiting table at (ISC) ² Baltimore Chapter monthly membership meetings.	No	Yes Two (2) Event	Yes Four (4) Events	Yes All Events
Sponsor will be mentioned on (ISC) ² Baltimore Chapter monthly meeting emails.	Yes	Yes	Yes	Yes
Sponsor will have the opportunity to send offers/promotion/co-hosting event notifications to the (ISC) ² Baltimore Chapter member list via the monthly meeting emails.	No	Yes One (1) notification	Yes Three (3) notifications	Yes Six (6) notifications
Sponsor may invite guests (clients, Sponsor personnel, or others) to (ISC) ² Baltimore Chapter monthly membership meetings free of charge.	No	One (1) guest per meeting	Three (3) guests per meeting	Six (6) guests per meeting
Sponsor will have a link to their jobs/career section on the (ISC) ² Baltimore Chapter website.	Yes	Yes	Yes	Yes
Sponsor will receive a plaque from (ISC) ² Baltimore Chapter indicating the greatly appreciated support of (ISC) ² Baltimore Chapter and the Information Security community at large.	No	No	Yes	Yes
A portion of the Sponsorship Fee will be applied to a future (ISC) ² Baltimore Chapter Scholarship Fund with sponsor recognition on the website and on the Scholarship Award.	No	No	No	Yes
Annual Sponsorship Cost	\$750	\$1,500	\$3,000	\$5,000

2.1 (ISC)² BALTIMORE CHAPTER SPONSOR REQUIREMENTS

Sponsors of (ISC)² Baltimore Chapter must agree to and comply with the following conditions. All sponsorships are subject to the (ISC)² Baltimore Chapter Board of Directors (BOD) approval. This program only applies to the (ISC)² Baltimore Chapter, and provides no benefits at (ISC)² or to direct benefits at other (ISC)² regional chapters.

- All sponsorships must comply with the (ISC)² Baltimore Chapter mission.
- (ISC)² Baltimore Chapter also has a “non-aggressive” marketing policy. Our membership is unique and attends (ISC)² Baltimore Chapter events regularly primarily because we have established this type of environment for education, information, and professional networking. Our membership strongly resists aggressive marketing tactics and obvious “sales-pitches.” We have found that the non-aggressive approach provides much better results and ultimately benefit the sponsor and the membership at large. (ISC)² Baltimore Chapter actively enforces this policy.
- “Negative campaigning” against competitors is neither welcome nor permitted. The aim of the sponsor (ISC)² Baltimore Chapter affiliation is to foster a professional atmosphere among (ISC)² Baltimore Chapter members and interested parties with the intention of enhancing member recruitment and retention.

The affiliation should focus on improving the professional knowledge of information security practitioners.

2.2 SPONSOR LEVELS AND BENEFITS

Please note that for all Sponsor Recognition, the order of prominence and logo size displayed is in the following order, from largest to lowest contribution:

- 1) Platinum Level Sponsors
- 2) Gold Level Sponsors
- 3) Silver Level Sponsors
- 4) Bronze Level Sponsors
- 5) Special Event Sponsor

2.2.1 Platinum Level Sponsors

Below is a listing of all the Platinum level sponsor benefits:

- Sponsor will be announced as an (ISC)² Baltimore Chapter Platinum Sponsor to our membership at the membership meeting immediately following the Sponsorship Agreement.
- Sponsor will be recognized at monthly membership meetings as a Platinum Sponsor by having Sponsor Logo included in a continuous loop introduction slideshow at every meeting.
- Sponsor will be listed as a Platinum Sponsor for one (1) year on the (ISC)² Baltimore Chapter website, with a brief promotional summary (25 words or less), corporate logo and link to the Sponsor’s website.
- Sponsor will have the opportunity to staff a table at all (ISC)² Baltimore Chapter monthly membership meetings. Sponsor may use this table to place literature; display a table banner; have a running product demo; recruit perspective candidates; or other non-aggressive marketing activities

as approved by the (ISC)² Baltimore Chapter BOD. Please note, prior coordination is required so that arrangements can be made for the table.

- Sponsor will have the opportunity to send one (1) offer/promotion/co-hosting event notification to the (ISC)² Baltimore Chapter membership list during the annual sponsorship period. The notification is subject to (ISC)² Baltimore Chapter BOD approval and should comply with the Sponsor Requirements conditions above. The event notification will be sent to the VP of Sponsorship to be included with the monthly membership e-mail.
- Sponsor will be mentioned as a Platinum Sponsor on monthly meeting emails.
- Six (6) guests (clients, Sponsor personnel, or others) are welcome to attend each Chapter meeting free of charge. The Sponsor POC can make the reservation on the (ISC)² Baltimore Chapter website or contact the VP of Sponsorships prior to the meeting.
- Sponsor will receive a plaque (suitable for hanging in a lobby) from (ISC)² Baltimore Chapter indicating the greatly appreciated support of (ISC)² Baltimore Chapter and the Information Security community at large.
- A portion of the sponsorship fee will be applied to a future (ISC)² Baltimore Chapter Scholarship Fund. Sponsor will be recognized on all applicable sponsorship communications and at the awarding of the Scholarship.

Platinum Sponsorship Annual Fee: \$5,000.00

2.2.2 Gold Level Sponsors

Below is a listing of all the Gold level sponsor benefits:

- Sponsor will be announced as an (ISC)² Baltimore Chapter Gold Sponsor to our membership at the membership meeting immediately following the Sponsorship Agreement.
- Sponsor will be recognized at monthly membership meetings as a Gold Sponsor by having Sponsor Logo included in a continuous loop introduction slideshow at every meeting.
- Sponsor will be listed as a Gold Sponsor for one (1) year on the (ISC)² Baltimore Chapter website, with a brief promotional summary (25 words or less), corporate logo and link to the Sponsor's website.
- Sponsor will have the opportunity to staff a table at four (4) (ISC)² Baltimore Chapter monthly membership meetings. Sponsor may use this table to place literature; display a table banner; have a running product demo; recruit perspective candidates; or other non-aggressive marketing activities as approved by the (ISC)² Baltimore Chapter BOD. Please note, prior coordination is required so that arrangements can be made for the table.
- Sponsor will have the opportunity to send one (1) offer/promotion/co-hosting event notification to the (ISC)² Baltimore Chapter membership list during the annual sponsorship period. The event notification is subject to (ISC)² Baltimore Chapter BOD approval and should comply with the Sponsor Requirements conditions above. The event notification will be sent to the VP of Sponsorship to be included with the monthly membership e-mail.
- Sponsor will be mentioned as a Gold Sponsor on monthly meeting emails.
- Three (3) guests (clients, Sponsor personnel, or others) are welcome to attend each Chapter meeting free of charge. The Sponsor POC can make the reservation on the (ISC)² Baltimore Chapter website or contact the VP of Sponsorship prior to the meeting.

- Sponsor will receive a plaque (suitable for hanging in a lobby) from (ISC)² Baltimore Chapter indicating the greatly appreciated support of (ISC)² Baltimore Chapter and the Information Security community at large.

Gold Sponsorship Annual Fee: \$3,000.00

2.2.3 Silver Level Sponsors

Below is a listing of all the Silver level sponsor benefits:

- Sponsor will be announced as an (ISC)² Baltimore Chapter Silver Sponsor to our membership at the membership meeting immediately following the Sponsorship Agreement.
- Sponsor will be recognized at monthly membership meetings as a Silver Sponsor by having Sponsor Logo included in a continuous loop introduction slideshow at every meeting.
- Sponsor will be listed as a Silver Sponsor for one (1) year on the (ISC)² Baltimore Chapter website, with a brief promotional summary (25 words or less), corporate logo and link to the Sponsor's website.
- Sponsor will have the opportunity to staff a table at two (2) (ISC)² Baltimore Chapter monthly membership meetings. Sponsor may use this table to place literature; display a table banner; have a running product demo; recruit perspective candidates; or other non-aggressive marketing activities as approved by the (ISC)² Baltimore Chapter BOD. Please note, prior coordination is required so that arrangements can be made for the table.
- Sponsor will have the opportunity to send one (1) offer/promotion/co-hosting event notification to the (ISC)² Baltimore Chapter membership list during the annual sponsorship period. The event notification is subject to (ISC)² Baltimore Chapter BOD approval and should comply with the Sponsor Requirements conditions above. The event notification will be sent to the VP of Sponsorship to be included with the monthly membership e-mail.
- Sponsor will be mentioned as a Silver Sponsor on monthly membership emails.
- Two (2) guests (clients, Sponsor personnel, or others) are welcome to attend each Chapter meeting free of charge. The Sponsor point of contact (POC) can make the reservation on the (ISC)² Baltimore Chapter website or contact the VP of Sponsorships prior to the meeting.

Silver Sponsorship Annual Fee: \$1,500.00

2.2.4 Bronze Level Sponsors

Below is a listing of all the Bronze level sponsor benefits:

- Sponsor will be announced as an (ISC)² Baltimore Chapter Bronze Sponsor to our membership at the membership meeting immediately following the Sponsorship Agreement.
- Sponsor will be recognized at monthly membership meetings by having Sponsor Logo included in a continuous loop introduction slideshow at every meeting.
- Sponsor will be listed as a Bronze Sponsor for one (1) year on the (ISC)² Baltimore Chapter website, with a brief promotional summary (25 words or less), corporate logo and link to the Sponsor's website.
- Sponsor will be mentioned as a Bronze Sponsor on monthly membership emails.

Bronze Sponsorship Annual Fee: \$750.00

2.2.5 Special-Event Level Sponsors

(ISC)² Baltimore Chapter may elect to host or co-host with a corporation and/or organization, special educational security events upon request. These special information security educational events may include seminars, conferences, workshops, training, or other information security events.

Special Event Sponsorships require (ISC)² Baltimore Chapter BOD approval and must follow the Sponsor requirements conditions above. NOTE: There may be multiple co-sponsors for a single event.

(ISC)² Baltimore Chapter will provide to the Special Event Sponsor:

- Recognition and visibility as co-sponsor/co-host of the special event via the (ISC)² Baltimore Chapter website for up to 60 days.
- (ISC)² Baltimore Chapter will send email notification to the (ISC)² Baltimore Chapter membership of the special event.
- (ISC)² Baltimore Chapter will announce the special event at up to two (2) of our monthly membership meetings prior to the special event.
- (ISC)² Baltimore Chapter must remain vendor agnostic and a disclaimer will be placed on communiqués indicating that (ISC)² Baltimore Chapter does not endorse a product or service.

One Time Fee: \$TBD (to be determined) per Event

SECTION III: POLICY REVIEW

This policy will be reviewed and revised accordingly on an annual basis by the (ISC)² Baltimore Chapter Board of Directors (BOD). This policy will be available for review on the Chapter website. All corporate sponsors will be responsible for reviewing this policy on an annual basis.

(ISC)² Baltimore Chapter reserves the right to review and change the Sponsorship Program upon (ISC)² Baltimore Chapter BOD recommendation and approval.

For more information or to become an (ISC)² Baltimore Chapter sponsor, contact any BOD member, or:

TBD

Vice President of Sponsorship

(ISC)² Baltimore Chapter

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