

The Diana Initiative 2020



Corporate Partnership Prospectus

2020

Virtual Conference

August 21-22, 2020

**www.dianainitiative.org
sponsors@dianainitiative.org**

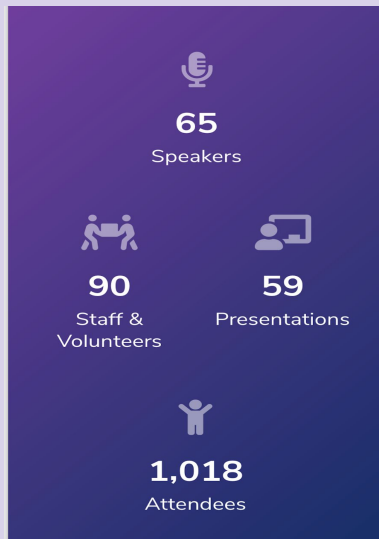


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EVENT PROFILE

We estimate over 400 attendees per session and an approximate attendee count of over 1000 during the conference event.

★ *Speaker tracks*

★ *Career village*

★ *Capture The Flag village*

★ *Badge soldering and maker village*

★ *Engaging events and socializing*



WHAT IS THE DIANA INITIATIVE

For our fourth year in a row, ***The Diana Initiative*** will be hosting a virtual conference to bring together women in information security. This year's event will take place August 21-22, 2020. The conference includes presentations, professional development, networking opportunities, and more. This year the event will be a virtual conference.

The Diana Initiative aims to be an inclusive and welcoming environment in order to enable women and other gender diverse minorities at all points in their career to learn and grow, as well as to introduce them to join the information security industry. Our presenters are leaders in their respective fields, representing industry, academia and government.

We believe in the strength we find working together as allies. The changes we seek will come through unity and not divisiveness. As a united family, we support and stand by each other, accepting people for who they are. We will celebrate our diversity and represent differences in experience, backgrounds and all skill levels. Our event will foster empowerment, encourage initiative and create opportunities with workshops, resume reviews, and a job fair, and it will also help connect attendees with potential employers who support diversity and inclusion.

WHY ATTEND THE DIANA INITIATIVE?

Let's put our collective experience and ideas together to address the lack of gender diversity in information security. We can collaborate on strategies, learn about career options, and connect women and allies for long term friendships and mentoring.



WHY PARTNER WITH US?

Part of the goal of **The Diana Initiative** is to help create a more diverse and supportive workplace. Our mission is to elevate, inspire, and support women of all races, cultures, and backgrounds through every stage of their information security career with education, collaboration, and resources offered online and at an inclusive and welcoming conference. Our event will bring together information security professionals of all experience levels, where we can talk about educating women and allies on breaking into and succeeding in this field. **The Diana Initiative** creates communities of support and mentoring frameworks.

By partnering with **The Diana Initiative**, you help create a supportive environment for women, other gender diverse minorities, and their allies where we can discuss gender diversity, come together for the chance to form deep friendships and mentoring relationships, provide a space for women and other gender diverse minorities to showcase their work and technical research as well as teach our attendees how to find the work they want to do in InfoSec.

In the spirit of “be the change you want to see”, we will discuss how to make workplaces where all people are accepted and welcomed on the basis of their contributions and abilities, not because of gender.

The Diana Initiative conference relies on donations and corporate partnerships. We do not have vendor booths, sell product presentations, or distribute attendee contact lists. Partners will have the opportunity to give brief presentations/pitches during the program and will be recognized on the website and social media before, during and after the event. Partners are encouraged to represent themselves by actively participating and engaging with the attendees as peers and community members. We strongly encourage you to send women and allies to interact with the attendees at **The Diana Initiative** event.

WHO ATTENDS THE DIANA INITIATIVE?

This is not a women-only event. 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. Last year of our attendees who self-identified were 3% non-binary, 54% women, and 15% men. 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. Last year, of those who specified job titles, we had 6% C-Level attendees, 4% Upper Management, 4% Management, 28% Individual Contributors, and 7% Students.

We have a well-defined code of conduct that we will enforce to ensure our space is safe and welcoming for all.



CORPORATE PARTNERSHIP QUICK COMPARISON

Benefits	Diamond \$10,000	Platinum \$7,500	Gold \$5,000	Rainbow \$2,500	Silver \$1,500	Bronze \$500
Company logo on the sponsors web page	YES	YES	YES	YES	YES	YES
Social Media Recognition	YES	YES	YES	YES	YES	YES
Company logo at virtual conference	YES	YES	YES	YES	YES	
Access to sponsors Channel	YES	YES	YES	YES	YES	
Virtual Career Village Access	YES	YES	YES	YES		
Company logo on conference t-shirt	YES	YES	YES	YES		
Recognition In Virtual Track Sessions	All Tracks	All Tracks	All Tracks			
Recognition in Virtual Village Rooms	All Rooms	All Rooms				
Company Logo on Recordings	YES					
Available Spots	2	4	6	8	No limit	No limit



CORPORATE PARTNERSHIP LEVELS

Diamond Level Benefits:

Contribution required: \$10,000

- Company logo on the sponsors web page with top placement
- Social Media Recognition
- Company logo at virtual conference
- Access to sponsors Channel
- Virtual Career Village Access
- Company logo on conference t-shirt
- Recognition In Virtual Track Sessions
- Recognition in Virtual Village Rooms
- Company Logo on Recordings

Platinum Level Benefits:

Contribution required: \$7,500

- Company logo on the sponsors web page with premium placement
- Social Media Recognition
- Company logo at virtual conference
- Access to sponsors Channel
- Virtual Career Village Access
- Company logo on conference t-shirt
- Recognition In Virtual Track Sessions
- Recognition in Virtual Village Rooms



Gold Level Benefits:

Contribution required: \$5,000

- Company logo on the sponsors web page
- Social Media Recognition
- Company logo at virtual conference
- Access to sponsors Channel
- Virtual Career Village Access
- Company logo on conference t-shirt
- Recognition In Virtual Track Sessions

Rainbow Level Benefits:

Contribution required: \$2,500

- Your company logo on the sponsors page
- Social Media Recognition
- Company logo at virtual conference
- Access to sponsors Channel
- Virtual Career Village Access
- Company logo on conference t-shirt

Silver Level Benefits:

Contribution required: \$1,500

- Company logo on the sponsors page
- Social Media Recognition
- Company logo at virtual event
- Access to sponsors channel

Bronze Level Benefits:

Contribution required: \$500

- Company logo on the sponsors page
- Social Media Recognition



SPECIAL A LA CARTE PARTNERSHIP PACKAGES

Capture The Flag Sponsor Benefits:

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

- Your company logo on the corporate partnership page
- Social Media Recognition
- Recognition during the Capture The Flag event

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 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