



# **DEFCON Furs 2019 Sponsorship Kit**

**August 7-11, 2019**

**Alexis Park & Bally's Hotel**

**Las Vegas, NV**

## Thank you for your interest in sponsoring DEFCON Furs 2019!

2018 was a big year for DEFCON Furs as we moved into a (much) larger event space, added a presentation track, and launched our sponsorship program. At the end of the event, when all numbers had been tallied, more than 350 individuals took part in our event either as participants, speakers, volunteers, or sponsor representatives!

Now we're setting our sights on 2019. We have big plans for DEFCON Furs 2019, and we intend to make our sixth event our best yet! This year we are partnering with Queercon to take over the Alexis Park as our main convention and lodging space with a satellite Furry Village/Chill Out Suite at the Bally's. The expanded space and locale will allow us to add even more avenues for education, collaboration, and community to the benefit of all participants. But this isn't all that we're changing as we're offering a few new benefits for sponsors too...

This kit contains the sponsorship information for DEFCON Furs 2019, which will be held in partnership with Queercon at the Alexis Park and at our Furry Village/Chill Out Lounge in our suite at Bally's from Thursday, August 8th through Sunday, August 11th. Enclosed you will find information about the DEFCON Furs framework and particulars about the DEFCON Furs 2019 event. You will also find information on the different levels of sponsorship available and the benefits our sponsors derive from their support. While our donation swag gifts help to offset the cost of our event, it is our sponsors who enable DEFCON Furs to take place each and every year.

Please do not hesitate to contact us if you have any questions or requests. The best way to get in touch is via e-mail at [sponsors@dcfurs.com](mailto:sponsors@dcfurs.com).

Many thanks for your thoughtful consideration. Your support enables us to do what we do!

Sincerely,

The DEFCON Furs Team

## **What is DEFCON Furs?**

DEFCON Furs is a community-driven committee under Hack Your Lives, a 501(c)3 US non-profit. It is for and by furries in information security community members. The goal is to expand the spectrum of conversation beyond the traditional confines of space and time. This creates opportunities for individuals to both present and participate in an intimate atmosphere that encourages collaboration. It is an intense event with discussions, demos, and interaction from participants. It's where conversations on the next big thing are happening.

## **Our History**

DEFCON Furs was born out of a desire to remove barriers to entry and create a community of active participants. We believe that making it easier for furries and others to participate in the security community enables great things. What started as a small gathering of folks at one event in 2014 has grown to dozens of DEFCON Furs local events in 5 cities around the country in just five years.

While every DEFCON Furs local event is unique and independently run, each is committed to being community organized, volunteer-driven, and corporately-funded forum for expanding the spectrum of information security conversation.

## **DEFCON Furs**

DEFCON Furs is the DEF CON Las Vegas slice of Hack Your Lives, and our 2019 event will be our sixth event. Our event is organized for the DEF CON furry and security community, but we hold the event alongside DEF CON Conference every year in order to allow those in town for Black Hat & DEF CON to join in our community and conversations. Over the last five years, our event has consistently grown in size, and in 2018 we welcomed more than 350 participants, speakers, volunteers, and sponsors from around the world.

## **But none of this is possible without our fantastic sponsors!**

Just as DEFCON Furs facilitates a forum for participants to engage the security community, DEFCON Furs events facilitate a way for sponsors to engage our community of participants. The nature of our smaller, community-focused event provides our sponsors with the opportunity to be a big fish in a small, but very active, pond. And just as we've removed the high barriers to entry for our participants, we've done the same for our sponsors. For DEFCON Furs 2019, we've designed a range of sponsorship opportunities to ensure that organizations of all sizes can participate in and support this event. As a sponsor, some of the benefits you'll see are:

## **A Touch Point with the DEFCON Furs Security Community**

The DEFCON Furs community is a representation of the worldwide community of furries in the tech industry. Our participants are individuals who are passionate about the fandom and about security and how it is done. These are the people you want to engage and who will carry your message back to their

teams and out to their network. How you reach these individuals though is key; these aren't the type of people who will readily answer phone calls or emails from an unknown source. It's all about building trust and one way to do this is to support the security community and community-driven events like DEFCON Furs. Who knows; you might find your next client or employee at our event!

## **Exposure at the Global Security Community Level**

The overlap of DEFCON Furs with DEF CON Conference draws a global participant base to our event each year. These are folks who feel so strongly about security that they've traveled across the country and the globe to spend time in the company of like-minded individuals. Individuals with this sort of dedication are just the type of people you want to view your organization as one that supports the security community. Your participation and support will reach an audience much larger than just those physically present.

## **Your Name and Logo "Up in Lights"**

While we can't promise the lights part, our sponsors' names and logos are prominently placed throughout event marketing and the event venue. We're proud of our sponsors and we want to show them off! We always give our sponsors love and recognition on the DEFCON Furs event website and social media channels.

## **Good Feels**

DEFCON Furs is a non-profit organization and by helping us enable the betterment of the security community, we hope you'll get the satisfaction that comes with doing something good for a worthy cause.

And so there is no confusion... While our sponsors derive a number of benefits from sponsoring DEFCON Furs, sponsorship does not entitle a sponsor to a speaking spot. Each of our speakers is chosen based on the merit of their presentation, regardless of their professional affiliations. If anyone in your organization is interested in submitting a presentation we welcome him or her to submit his/her presentation through our standard Call for Presentations process which is a blind review.

## **Sponsorship Levels**

To ensure any organization can experience these benefits and support our event, we have two sponsorship levels available: Gold, and Silver. These sponsorships enable us to keep the doors open and the lights on each year.

### **Gold Sponsor: \$2,500**

As one of our four Gold Sponsors, you can expect these special kudos:

- Placement of your name and/or logo on event signage and the DEFCON Furs 2019 event website
- One announcement highlighting your sponsorship on each of our social media channels
- One dedicated cocktail table in the chill out lounge

- Registration bag swag and raffle participation (you provide the swag and/or raffle item, and we'll take care of the rest)
- 5 event passes

### Silver Sponsor: \$1000

As a Silver Sponsor, you can expect these kudos:

- Placement of your name and/or logo on event signage and on the DEFCON Furs 2019 event website
- Placement of your name and/or logo on some printed materials
- One announcement highlighting your sponsorship on each of our social media channels
- 2 event passes

Sponsorship Comparison		
	Gold	Silver
Name/logo on event signage and DEFCON Furs website	YES	YES
Social media announcement	YES	YES
Event passes	5	2
Registration bag swag and raffle participation	YES	
Chill Out Space dedicated cocktail table	YES	

## Additional Sponsorship Opportunities

Aside from our tiered sponsorship levels, we also have a handful of exclusive additional sponsorships available that will enable us to provide special opportunities and extras at this year's event.

### Saturday Night Party Sponsor: \$5,000 - Limit One

What's an event without a party?! Our Party sponsorship provides one sponsor with the opportunity to bring the party to the event. As our Party sponsor, you can expect these special kudos:

- Prominent placement of your name and/or logo on all party signage
- One dedicated booth space with one six foot banquet table within the party space
- The opportunity to get your swag into the hands of participants by distributing it at the party
- A special thank you message on the DEFCON Furs website and one announcement highlighting your sponsorship on each of our social media channels
- 8 event passes

## **Furry Village - Bar and Chill Out Space Sponsor: \$1,200 per day or \$4,000 for all four days**

Furry Village - Bar & Chill Out Space in our suite at Bally's will be open from 11AM until 5PM so one sponsorship for each day, are available. As one of our Bar and Chill Out Space sponsors, you can expect these special kudos:

- Special thank you signage displayed in the bar and chill out space on the day of your sponsorship featuring your name and/or logo
- One dedicated cocktail table in the bar during the day
- The opportunity to get your swag into the hands of participants by distributing it in the bar and chill out space
- A special thank you message on the DEFCON Furs 2019 event website and one announcement highlighting your sponsorship on each of our social media channels
- 2 event passes (per day)

## **Lanyard Sponsor: \$1,800 - Limit two**

Where there is a conference badge there is a lanyard and two Lanyard sponsorships are available. As one of our Lanyard sponsors, you can expect these special kudos:

- Your logo featured on all lanyards
- A special thank you message on the DEFCON Furs 2019 event website and one announcement highlighting your sponsorship on each of our social media channels
- Registration bag swag participation (you provide the swag and we'll take care of the rest)
- 3 event passes

## **Presentation track Sponsor: Cost TBD - One per track**

So no one misses a minute of the event we've decided to hold all presentations at the Alexis Park during the day. This will require an extra level of organization so we've added a presentation track sponsor this year with the cost of the sponsorship to be determined by your level of involvement (donation of space, tables, chairs, volunteers, lunch, etc.) As our presentation track sponsor, you can expect these special kudos:

- Thank you before each presentation and during opening and closing ceremonies
- Special thank you signage displayed in the workshop area featuring your name and/or logo
- A special thank you message on the DEFCON Furs 2019 event website and one announcement highlighting your sponsorship on each of our social media channels
- 1 event passes

### **Puzzle Sponsor: \$600 - Limit One**

Our DEFCON Furs puzzle was once again a success as we had 50 participants over the course of 96 hours in 2018. We're looking to make our 2019 Puzzle even bigger and better so only one Puzzle sponsorship is available. As our Puzzle sponsor, you can expect these special kudos:

- Special thank you signage displayed in the Puzzle area of our website
- The opportunity to supply the Puzzle winner prizes. (You supply the prize)
- A special thank you message on the DEFCON Furs website and one announcement highlighting your sponsorship on each of our social media channels
- 1 event passes

### **Speaker Gift Sponsor: \$1,200 - Limit One**

Everyone at DEFCON Furs is a participant but our speakers take participation to the next level. These folks donate their time and effort for no monetary compensation, and every year we like to give these folks a little something as a token of our appreciation. To make this possible, one Speaker Gift sponsorship is available. As the Speaker Gift sponsor, you can expect these special kudos:

- One verbal thank you announcement noting your sponsorship after every presentation
- A special thank you message on the DEFCON Furs website and one announcement highlighting your sponsorship on each of our social media channels
- 2 event passes

### **Wi-Fi Sponsor: \$1,800 - Limit One**

A Furry Village can't run without Wi-Fi so we're looking for one Wi-Fi sponsor. As the Wi-Fi sponsor, you can expect these special kudos:

- Special thank you signage displayed throughout the event featuring your name and/or logo
- A verbal announcement made at the event's closing ceremony highlighting your organization and its support
- 3 event passes

### **Lunch Sponsor: \$600 per day or \$2200 for all four days**

There's no question that participants will work up an appetite, so four Lunch sponsorships are available. As a Lunch sponsor, you can expect these kudos:

- Special thank you signage displayed where lunch is served on the day of your sponsorship featuring your name and/or logo
- A special thank you message on the DEFCON Furs website and one announcement highlighting your sponsorship on each of our social media channels
- 1 event passes

## **Diversity Scholarship Sponsor: \$600 - Limit Three**

This year we introduced a Diversity Scholarship that aims to help students who are engaged in learning and giving back to their communities. This scholarship awards a badge to 4 different diverse events to folks who can't afford to attend due to financial hardship. To ensure these folks can join us each scholarship sponsor will provide one individual the opportunity to attend this amazing event, as well as three other security conferences happening the same week thanks to you. As the Scholarship sponsor, you can expect these kudos:

- A mention of your sponsorship with each offer of a sponsored event pass
- A special thank you message on the DEFCON Furs website and one announcement highlighting your sponsorship on each of our social media channels
- 1 event pass

## **Custom Sponsorships**

DEFCON Furs encourages participation from organizations of all sizes from a variety of industries. If you have an idea for a custom sponsorship that leverages your unique abilities and/or skill set, please reach out to us. Custom sponsorships can be the contribution of physical space, publicity/PR, legal assistance, or any number of items or services!

**Thank you for your consideration! We appreciate any and all support you can provide to make DEFCON Furs 2019 happen. Please do not hesitate to contact us if you have any questions or requests: [sponsors@dcfurs.com](mailto:sponsors@dcfurs.com).**