

Friday May 2, 2025

De Puddingfabriek,
Groningen



Sponsor Kit

Hosted by and for the Information Security Community
Stichting Friendly Cyber
bsidesgrunn.org

BSIDES GRONINGEN

SPONSORSHIP KIT

Thank you for considering sponsoring BSides Groningen!

BSides Groningen is a cybersecurity conference supporting the Groningen region, attracting over 150 information security professionals and industry leaders from across the Netherlands. Our mission is to provide a free, high-quality event that welcomes everyone. Creating a platform for experts, IT professionals, and newcomers to exchange ideas, share knowledge, and build lasting connections within the community.

The conference is made possible thanks to the generous support of our sponsors, helping cover essential event costs such as the venue, A/V setup, meals, and materials.

Organized by Stichting Friendly Cyber, a non-profit organization, all proceeds are reinvested into future local BSides events or community-focused cybersecurity initiatives. Our dedicated team of volunteers is committed to strengthening and growing the information security community in our region.

Stichting Friendly Cyber
bsidesgrunn.org
info@bsidesgrunn.org

SUMMARY OF BSIDES GRONINGEN

What is BSides?

BSides events combine security expertise from a variety of platforms in search of the “next big thing” in information security. BSides is an open platform that gives security experts and industry professionals the opportunity to share ideas, insights, and develop longstanding relationships with others in the community. It is a rare opportunity to directly connect and create trusted relationships with key members of the community.

BSides began in 2009 when talented speakers were unable to present at a major conference due to limited space and time. In response, BSides was created to expand opportunities, allowing more speakers, diverse topics, and innovative events to thrive beyond conventional conference limitations.

The goal of BSides is to offer small intimate events where all participants can engage each other to help develop connections, friendships, and network with different industry professionals.

REASONS TO SUPPORT

BSides Groningen is attracting over 150 information security professionals and industry leaders from across the Netherlands. 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 which is why we offer different levels of participation. We specifically designed several different options for any sized organization to participate and support this event.

- **Brand placement & awareness**

Based on your sponsorship level, your brand may be featured across various platforms, including the event website, t-shirts, promotional materials, signage, lanyards/badges, and even booths.

- **Stay in touch with the industry**

BSides provides a platform for supporters and participants to connect with industry leaders. Its attendees form a dynamic network within the security community, making them the ideal audience for meaningful engagement.

- **Big fish, small pond**

For some, sponsoring large is not within their price range, limiting their ability to share their message. At BSides, we offer sponsorship opportunities for every budget, ensuring that your voice is heard, and your brand reaches a highly engaged community.

- **Be part of the next big thing**

BSides offers supporters and participants a unique opportunity to connect with industry leaders. Its attendees form a vibrant network within the security community, making them the key audience for meaningful engagement and collaboration.

ABOUT THE — VENUE

De Puddingfabriek

Tough, industrial, yet very cozy. De Puddingfabriek was built in 1932 in the Amsterdam School style. It was the first place in the Netherlands where pudding powder was produced - a true treat on the table. Today, it's a unique venue for meetings or events that deserve something special. The cherry on top of the pudding, so to speak.



SPONSORSHIP PACKAGES

Platinum - €7.500

- Table space at the event, for recruiting purposes
- Mentioned in the Opening Ceremonies
- Prominent large-sized logo placement on the website, banners, and promotional materials
- Inclusion on all social media and electronic communications
- Logo on t-shirts
- Verbal recognition
- Sponsor provided banner placement at venue
- 5 Badges

Gold - €5.000

- Table space at the event, for recruiting purposes
- Mentioned in the Opening Ceremonies
- Medium-sized logo placement on the website, banners, and promotional materials
- Inclusion on all social media and electronic communications
- Logo on t-shirts
- Verbal recognition
- Sponsor provided banner placement at venue
- 2 Badges

All of the sponsorship options can be modified and negotiated

SPONSORSHIP PACKAGES

Silver - €2.500

- Table space at the event, for recruiting purposes
- Mentioned in the Opening Ceremonies
- Regular-sized logo placement on the website, banners, and promotional materials
- Inclusion on all social media and electronic communications
- Logo on t-shirts
- Verbal recognition
- Sponsor provided banner placement at venue
- 1 Badge

Bronze - €1.000

- Small-sized logo placement on the website, banners, and promotional materials
- Inclusion on all social media and electronic communications
- Logo on t-shirts
- Verbal recognition

What's In Your Pocket

- Logo on the event website
- Inclusion on all social media and electronic communications
- Verbal recognition

All of the sponsorship options can be modified and negotiated

THANK
YOU,
AND WE
HOPE TO
COLLABORATE
WITH YOU
IN THE
FUTURE



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