



WILD WEST HACKIN' FEST

SPONSORSHIP KIT

DEADWOOD 2022

**LOCATION | DEADWOOD, SD
PRE-CONFERENCE TRAINING | OCTOBER 11–12
CONFERENCE | OCTOBER 12–14**

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OVERVIEW

We are pleased to offer sponsorship opportunities for our Deadwood conference. This event promises to be packed with education and networking opportunities.

The Deadwood 2022 conference will start late afternoon October 12 and run through 5 p.m. on October 14, kicking off with pre-conference training on October 11–12 at the Deadwood Mountain Grand in Deadwood.

Education should be the main goal with any conference, and Wild West Hackin' Fest (WWHF) is no different. When we share knowledge, we become stronger, and we all benefit. We bring in some of the best and brightest from the information security industry for talks and training.

WWHF strives to be one of the most hands-on conferences in the world. Attendees at our conferences can participate in Capture the Flag events, Escape Rooms, threat hunting labs, lockpicking challenges, workshops, scavenger hunts, and more. Basically, if you ever wanted to try something, you can do it here with people who do it for a living ready to help you along the way.

EVENT FEATURES

- Pre-Conference Training
- Keynote Speakers
- Two Speaker Tracks
- Private Discord Server
- Free Workshops
- Physical Security Labs
- Capture the Flag
- Escape Room
- Hands-On Labs
- Tool Shed
- Hiring Happy Hour

WHO ATTENDS THIS EVENT?

- Information Security Decision Makers/Influencers
- Cyber Security Decision Makers/Influencers
- Penetration Testers
- Representing organizations such as Lenovo, USMC, USAF, Deloitte, Cisco/Talos, KPPA, Amazon, Ernst & Young, ExxonMobil, IBM, Microsoft, JP Morgan Chase, LinkedIn, Oracle, US Bank, Wells Fargo, and more!

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OUR RELATIONSHIP WITH SPONSORS

WWHF aims to have a growing and successful relationship with vendors and sponsors. We are actively looking for sponsors who are ready to contribute to the atmosphere of the conference and get involved with events and activities. We encourage all sponsors to have an activity that adds value to the experience of the attendees. Attendees have high expectations, and we want to make sure that all aspects of the conference meet these expectations while offering our sponsors and vendors great opportunities to build relationships.

BENEFITS OF SPONSORING

WWHF provides effective marketing opportunities that complement your organization's participation in our event and promote networking, including:

- Opening and closing receptions
- Networking lunches
- Hiring Happy Hour
- Logo recognition on conference t-shirts, website, and social media
- Face-to-face connections

WWHF conferences can serve as an opportunity to build brand recognition and general brand trust among conference attendees, who can interact with your brand.

SOCIAL MEDIA AND ROUNDUP EXPOSURE

As a sponsor, you'll get exposure on our Twitter and LinkedIn channels. As of 6/02/2022, we have the following number of followers per channel:

- Nearly **16,000 LinkedIn Followers**
- Nearly **12,000 Twitter Followers**

Black, Platinum, and Gold sponsors get their logos on conference recordings, which we eventually upload to our YouTube channel. As of 5/24/2022, our YouTube channel has approximately **50.1K subscribers**.

Platinum, Gold, and Silver sponsors also get exposure on The Roundup, an event that brings together some of the brightest minds in the industry to discuss a particular topic at the frontier of infosec.

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EVENT PRICING: DEADWOOD 2022

| | Black | Platinum* | Gold | Silver | Aluminum |
|---|-----------|-----------|-------------|-------------|----------|
| Price | \$36,000 | \$11,000 | \$6,000 | \$3,500 | \$1,250 |
| Exhibit Space Location | Premium | Prime | Vendor Hall | Vendor Hall | --- |
| Closing Party Host | ✓ | --- | --- | --- | --- |
| Welcome Reception Host <i>*Optional: As a Platinum sponsor you will have the opportunity to host an in-person reception at a Downtown Deadwood venue on Wednesday, October 12th. We would ask you to purchase some Hors d'oeuvres for the attendees; however the purchase of alcohol would be at your discretion.</i> | --- | ✓ | --- | --- | --- |
| Hiring Happy Hour 5-Minute Pitch to Attendees | --- | ✓ | --- | --- | --- |
| Keynote Exposure | --- | ✓ | --- | --- | --- |
| Logo on Recordings (released after event) | ✓ | ✓ | ✓ | --- | --- |
| 10-Minute Banter Session on a Roundup and Logo on that Roundup's Webpage | Unlimited | Two | One | --- | --- |
| Dedicated Sponsor Channel in Conference Discord Server | ✓ | ✓ | ✓ | ✓ | --- |
| Logo on Signage | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo on Conference Shirt | ✓ | ✓ | ✓ | ✓ | ✓ |
| Branded Items in Swag Bag (provided by sponsor)† | Two | Two | Two | One | One |
| Conference Tickets | Ten | Five | Three | Two | --- |
| Social Meida Mentions | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo on WWHF Website | ✓ | ✓ | ✓ | ✓ | ✓ |

† Please note: We cannot include branded items containing liquid in the swag bag (e.g., hand sanitizer).

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EXTRA SPONSORSHIP OPPORTUNITIES

Want to go a little further and do something more? Here are some other add-ons to the above sponsorships; these add-ons are available for both Deadwood and Way West.

TIN SPONSOR - \$750

Logo on Conference website and social media mentions.

LANYARD SPONSOR - \$500

One (1) available per event.

Proudly display your organization's logo on each lanyard. Badges are mandatory and must be worn for the duration of the entire event. Sponsor will also be responsible to provide lanyards at their own cost.

COFFEE SPONSOR - \$500

Two (2) available per event.

Be the one that everyone appreciates first thing in the morning and sponsor a coffee break. A thank you sign with your logo will be displayed next to the coffee, and you'll get a thank you mention on stage.

BRIEFING PRESENTATION/DEMO - \$1,000

Four (4) 30 minute briefings available taking place during the lunch hour.

This is a chance for your company to do a demo of a product/sales pitch/discussion. These 30-minute time slots will be solely dedicated to you and can accommodate up to 50 people per time slot. WWHF will schedule these slots, and all content guidelines apply. Speaker, bio, abstract and session topic are subject to approval. Call for Papers (CFP)/Call for Tools (CFT) deadlines apply.

ESCAPE ROOM SPONSOR - \$1,500

Your logo will be prominently displayed on signage in the escape room and in the program guide. We can even hide some of your company info within the challenge and get creative to make you a part of it.

YOUR IDEAS - \$? NEGOTIABLE

Have another idea for an activity/event that you'd like to sponsor? Let us know!

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CONFERENCE SPONSORSHIP FORM

Contact Name: _____

Contact Phone: _____

Contact Title: _____

Contact Email: _____

SPONSORSHIP TYPE

- | | | |
|-----------------------------------|---|--|
| <input type="checkbox"/> Black | <input type="checkbox"/> Briefing Presentation/Demo | <input type="checkbox"/> Other Please Specify: |
| <input type="checkbox"/> Platinum | <input type="checkbox"/> Presentation Talk Spot | _____ |
| <input type="checkbox"/> Gold | <input type="checkbox"/> Badge Sponsor | _____ |
| <input type="checkbox"/> Silver | <input type="checkbox"/> Lanyard Sponsor | _____ |
| <input type="checkbox"/> Aluminum | <input type="checkbox"/> Escape Room Sponsor | |
| <input type="checkbox"/> Tin | <input type="checkbox"/> Coffee Sponsor | |

PREFERRED PAYMENT METHOD:

- Check (Made payable to Wild West Hacktoberfest LLC)
- Credit Card
- PO

This sponsorship Agreements (the "Agreement") is entered into between

_____ (Company), a

_____ (Company Type) ("Sponsor") and

Wild West Hacktoberfest LLC, (DBA "Wild West Hackin' Fest"), as of _____, 20____
("Effective Date").

SPONSORSHIP RIGHTS. Wild West Hackin' Fest grants to Sponsor a Sponsorship for the Wild West Hackin' Fest Conference for 2022 (the "Conference").

SPONSORSHIP BENEFITS. Wild West Hackin' Fest agrees, subject to the provisions in this Agreement, to provide to the Sponsor the benefits described in Exhibit A attached hereto and made part thereof.

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FEE. In the consideration of the grant by Wild West Hackin' Fest to the Sponsor of the Sponsorship rights hereunder, the Sponsor agrees to pay the sponsorship fee no later than ten (10) days following the latter to occur of the mutual execution of this Agreement and the Sponsor's receipt of an invoice.

TERM. This Agreement shall begin on the Effective Date and shall continue through the conclusion of the scheduled Event.

CANCELLATION BY SPONSOR. The sponsor may elect to cancel the sponsorship. After 30 days prior to the event start, all payments made to Wild West Hackin' Fest or agreed to under this Agreement shall be deemed fully earned and nonrefundable in consideration for expenses incurred by Wild West Hackin' Fest and Wild West Hackin' Fest's lost or deferred opportunity to provide sponsorship opportunities to others. Cancellation notices must be in writing.

OBSERVANCE OF LAWS AND RULES. Sponsor agrees to observe and abide by all laws, rules and regulations, and ordinances in connection this Agreement and the rules of any Event to which Sponsor may be invited to participate from time to time as a result of being a Sponsor.

LICENSE. Sponsor grants to Wild West Hackin' Fest the non-exclusive, non-transferable right to use trademarks, trade names, service marks or logos owned by it ("Sponsor Marks") in connection with the Event(s) and any activities or promotions reasonably incidental thereto. Wild West Hackin' Fest hereby renounces ownership of and assigns to Sponsor any goodwill that accrues as the result of the use of Sponsor Marks.

REPRESENTATIONS AND WARRANTIES. Sponsor represents and warrants to Wild West Hackin' Fest that: (i) Sponsor has the full right, power and authority to enter into this Agreement; and (ii) the distribution or use of any products or materials provided by Sponsor will not violate the rights of any third party including, without limitation, copyrights, trademarks, patents, and other intellectual property rights of any third party. Wild West Hackin' Fest represents and warrants to Sponsor that: (i) Wild West Hackin' Fest has the full right, power and authority to enter into this Agreement; and (ii) the use of any materials prepared by Wild West Hackin' Fest (other than by way of incorporation of any Sponsor provided materials) will not violate the rights of any third party including, without limitation, copyrights, trademarks, patents, and other intellectual property rights of any third party.

INDEMNIFICATION. Neither Wild West Hackin' Fest, any co-sponsor, venue provider nor any of their respective officers, agents, employees, contractors, facilities, representatives or assigns shall be liable for, and Sponsor hereby releases them from, any claims for damage, loss, expense, harm, or injury or death to the person, property or business of the Sponsor and/ or any of its visitors, officers, agents, employees, contractors, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the facility, uncontrollable events, third parties, accident or any other reason in connection with any Event. The Sponsor hereby indemnifies, and shall defend, and protect Wild West Hackin' Fest and hold

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Wild West Hackin' Fest, any co-sponsor and venue provider harmless from any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees, and expenses which might result or arise from Sponsor's participation at an Event or any actions of Sponsor's officers, agents, employees, contractors, or other representatives.

LIMITATION OF LIABILITY. IN NO EVENT SHALL EITHER PARTY OR ITS RESPECTIVE AFFILIATES BE LIABLE FOR ANY CONSEQUENTIAL, PUNITIVE, INDIRECT, INCIDENTAL, RELIANCE, OR SPECIAL DAMAGES, WHETHER OR NOT SUCH PARTY HAS BEEN ADVISED OF THE POSSIBILITY THEREOF. IN NO EVENT SHALL WILD WEST HACKIN' FEST'S LIABILITY, UNDER ANY CIRCUMSTANCE, EXCEED THE AMOUNT ACTUALLY PAID TO IT BY THE SPONSOR. WILD WEST HACKIN' FEST MAKES NO REPRESENTATION OR WARRANTY REGARDING THE NUMBER OR IDENTITY OF PERSONS WHO WILL ATTEND ANY EVENT.

MODIFICATIONS. Any waiver, discharge, amendment or other modification of any provision of this Agreement will be valid and effective only if it is evidenced by a writing signed by both parties to this Agreement.

PLEASE NOTE: We cannot include branded items containing liquid in the swag bag (e.g., hand sanitizer).

COMPANY

Signature: _____

Name and Title: _____

Date: _____

WILD WEST HACKIN' FEST

Signature: _____

Name and Title: _____

Date: _____