



ISSA Capitol of Texas Chapter Sponsorship Kit

About the Austin ISSA Chapter:

The ISSA Capitol of Texas Chapter encourages a strong partnership with global, regional, and local sponsors to fulfill the educational and training goals and mission of the chapter. Our capacity to carry out this mission greatly improves with the support and participation from our sponsor network.

Sponsorship creates the opportunity to build on-going partnerships with vendors and companies who provide products and services beneficial to our industry and membership. Through sponsorship, your company can increase its exposure to our general membership, monthly meeting attendees, website visitors, and attendees at special events.

We have ~280 active members and 1,500 registrants in our mailing list. Our membership spans both private & public sectors and encompasses members that fill both IT Administration to IT and Security Executives. Our website receives approximately 3,000 visits per month and our monthly meeting attendance ranges from 65 to 110 each month. As a sponsor, you can leverage ISSA's non-profit designation to connect with local members and contacts that would otherwise be very difficult to reach due to legislative restrictions or gifting limitations. The ISSA – Capitol of Texas Chapter is a 501(c)(6) non-profit organization and sponsorship qualifies as a business sales/advertising/marketing expense.

All Sponsorship Levels include Base Benefits:

- Inclusion in our monthly newsletter that reaches the above mentioned audience.
- Company logo & hyperlink to your business website prominently placed on our Chapter site.
- Option to select a monthly chapter meeting to host where a table can be set up to network, collect contact info through raffles & giveaways (prizes to be provided by the sponsor), and meet members & others attending the event.
 - Sponsor branding is displayed before and after the speaker presentation
 - Sponsor is formally acknowledged by the Chapter MC during the meeting
 - Option at the start of the meeting to provide a brief 5 minute presentation which can include presentation slides to introduce your company to attendees
- Sponsor member designation & invitation to join the chapter Board meetings (must be a member of ISSA International)

****Additional benefits for the two levels of sponsorship are listed on the next page****



\$1,500 – Annual Sponsorship Level allows the company sponsorship designation for a period of 1 year starting in the month they sign up. The sponsor can select a date to use the venue where the chapter meetings are held at no cost. You may select either before or after the monthly chapter meeting on the dates they are held for use to conduct education/training or other events that align with the chapter’s goals & mission. These will be sponsor-led activities. Scheduling and approval of activity will need to be coordinated with the Sponsorship Director based on available times starting January 2018.

\$3,000 – Special Event Sponsorship Level includes all Base Benefits and Annual Sponsorship Level benefits plus sponsorship of an Austin ISSA Chapter-affiliated conference or special event happening within the IT Community. Announcements of the Austin ISSA Chapter’s involvement with a conference or event will be announced after the Annual Planning meeting held by its Board at the end of the year. These events typically reach a broader range of attendees through ISSA members and paying registrants. They present a great opportunity to align your brand with a government speaker or another well-known figure who typically may be difficult to book as a local sponsor. The company will also get sponsorship designation for a period of 1 year starting in the month they sign up along with all general sponsor benefits plus branding displayed at the conference or special event. Sponsors have the option to set up a table at the special event to network, collect contact information through raffles & giveaways (prizes to be provided by the sponsor), and meet members & other attendees.

Additional Sponsorship Opportunities:

The Austin ISSA Chapter encourages sponsorship participation at all levels so if these two tiers do not meet your needs or you would like to propose an alternative, please let us know and we will be happy to work with your organization to find a good fit. Examples include sponsoring happy hours, vendor specific training, and other joint professional networking opportunities. If your organization has other events in mind, please contact the Sponsorship Director at sponsorship@austinissa.org for more information and to discuss.

**Note: To maintain privacy of our members we do not distribute member contact information but encourage collection of contact information through the raffling of prizes at any ISSA events.*

***Note: Invoicing or payment terms for sponsorship fees can be adjusted to accommodate budget cycles & fiscal years.*

****Note: We do not require a "pay to play" fee if your organization has security related knowledge or subject matter expertise and would like to speak at one of our monthly chapter meetings. Please contact the Education Director, Bob Cadenhead, to discuss and schedule. education@austinissa.org. More information on Speaker Guidelines can be found on our website @ www.austinissa.org under the "Speakers" section.*

2017-2018 Sponsorship Director Contact Information:

Jae Shin

(832) 567-6574

sponsorship@austinissa.org



| Sponsorship Levels | Annual Sponsor | Special Event Sponsor |
|---|----------------|-----------------------|
| | \$1500 | \$3000 |
| Company logo and link on Chapter webpage | ✓ | ✓ |
| Sponsor a monthly chapter meeting <ul style="list-style-type: none"> - Sponsor branding displayed at the event - Display table at registration entrance - Sponsor acknowledgment at the event - Participation in networking with attendees, collection of contact cards for raffle (sponsor provides prize) - 5 minute introduction at the beginning of the meeting | ✓ | ✓ |
| Sponsorship announcements on Chapter calendar | ✓ | ✓ |
| Logo on a monthly meeting agenda presentation | ✓ | ✓ |
| Sponsor a special event (i.e. joint ISSA meeting with another security organization, conference, or one of our subsidized training events) <ul style="list-style-type: none"> - Reach a broader range of attendees to include ISSA members & paid registrants - Sponsor branding displayed at the event - Display table at the event - Sponsor introduction at the event - Participation in networking with attendees, collection of contact cards for raffle (sponsor provides prize) | ✗ | ✓ |
| Vendor sponsored speaker (requires ISSA approval based on Speaker Guidelines) <ul style="list-style-type: none"> - Present or demonstrate industry topics of interest to ISSA membership with a focus on trends and industry solutions to provide education and further ISSA mission & goals during one of the ISSA events. Must not be a product/services/offering pitch. | ✓ | ✓ |
| Sponsor use of monthly chapter meeting venue on one of the days of the meeting either before or after. | ✓ | ✓ |
| Sponsor participation in Chapter board meetings | ✓ | ✓ |

TO SIGN UP AND REGISTER: COMPLETE PAGES 4 & 5 AND EMAIL ALONG WITH A COPY OF YOUR COMPANY LOGO & WEB ADDRESS



ISSA Capitol of Texas Chapter Sponsorship Agreement

Please complete and return to sponsorship@austinissa.org and cc treasurer@austinissa.org along with a high quality resolution copy of your company logo, a brief description of your organization to include in our newsletter, and the web address to your company website. Payment instructions will be provided upon receipt of agreement.

| Select Sponsorship Level: | ___ ANNUAL \$1,500 | ___ SPECIAL EVENT \$3,000 |
|---|---------------------------|----------------------------------|
| Company Name (as it should appear): | | |
| Company Address : | | |
| Website Address: | | |
| Administrative Contact Name: | | |
| Email: | | |
| Phone: | | |
| Purchasing/Billing Contact Name: | | |
| Email: | | |
| Phone: | | |
| Preferred Date of Monthly Chapter Meeting to be highlighted as a sponsor &/or Special Event: (Date will be agreed upon by Sponsor & Sponsorship Director) | | |
| Please provide a print ready graphic of your company's logo for display on the Chapter website, a brief description of your company, and your company web address. It can also be emailed to: sponsorship@austinissa.org | | |



Cancellation policy:

In the unlikely occurrence of a sponsored event being canceled, or if the nature of the event is substantially modified (i.e. due to a speaker change), then the sponsor and Austin ISSA Chapter will determine a mutually agreeable substitute event in the future. 50% deposit required to hold dates on any events that require additional fees.

Accepted and agreed by:

| |
|---------------------------------------|
| <Sponsor> |
| |
| |
| Authorized Signer (Print & Signature) |
| |
| Date: |

| |
|---|
| Information Systems Security Association, Capitol of Texas Chapter at Austin |
| |
| |
| ISSA Capitol of Texas Chapter Officer (Print & Signature) |
| |
| Date: |