



## **Sponsoring the CyberWatch Mid-Atlantic Collegiate Cyber Defense Competition (CCDC)**

**Where:** Johns Hopkins University Applied Physics Laboratory - Laurel, MD

**When:** March 14-17, 2012

**Events not to miss:**

- Face-to-face competition
- Networking Event
- Job Fair
- Guest speakers
- K12 Career Fair & Expo
- Team debriefs and awards ceremony

**Highlights:**

- Improved experience
- Employer/student interactions
- Video interviews
- ...and more!!

In order to promote the competition's success, we need a strong foundation. Corporate sponsorship allows us to maintain the high quality associated with this program. Sponsorship also defrays institution costs and provides a meaningful way to engage with the design, execution, and evaluation of the competition.

By taking an active role in sponsoring the CyberWatch Mid-Atlantic CCDC, companies get the opportunity to get to know the best and brightest students specializing in information security from a variety of educational institutions. In addition, everyone attending will learn something from observing the students, listening to the Red Team debrief, and in general, talking with the participants, organizers, and other observers.

**Additional benefits to consider under special partnership arrangements:**

- Mentoring individuals or teams during preparation and after event
- Equipment contribution with possible tax benefits
- Lunch/dinner sponsorships
- Pre- and post-event briefings regarding design and evaluation
- Post-mortem briefings of participating institutions
- Test bed for new products

We encourage members of the government and industry security community to attend the competition to observe and provide input.



### CyberWatch Mid-Atlantic CCDC Tiered Sponsorship Benefits

	<b>Silver</b> <b>\$3,000</b>	<b>Gold</b> <b>\$7,500</b>	<b>Platinum</b> <b>\$12,500</b>
Name and logo	Logo on CyberWatch Mid-Atlantic CCDC micro-site	Logo on banner, CyberWatch Mid-Atlantic CCDC micro-site	Logo on all collateral materials
Resumes	N/A	Team/student rosters with emails available	Student resumes distributed prior to competition
Job Fair information	Students link to corporate information on CyberWatch Mid-Atlantic CCDC micro-site	Corporate Information distributed to students ahead of competition	Recruiting information distributed to students ahead of competition
CyberWatch MA CCDC Presence	N/A	Small table	Large table
CyberWatch MA CCDC Presentation	N/A	Workshop presentation	Keynote address
CyberWatch MA CCDC Team involvement	N/A	Input to Business Injects	Placement on Red Team, and/or White Team
Press interviews with CyberWatch MA CCDC principals	N/A	As available	Planned event on-site
Pre-event brainstorming	N/A	Single teleconference to provide input and ask for specific outcomes	Multiple on-site and teleconference sessions to shape desired outcomes
Post-event debrief	Web site coverage	Written report summarizing requested outcomes	Access company-specific A/V and debrief in order to optimize future events



<b>Diamond Sponsorship Package - \$25,000</b>	
Name and Logo	On all collateral materials
Resumes	Student resumes and analysis distributed prior to competition
Job Fair Information	Recruiting information from sponsor distributed to students ahead of competition
CyberWatch MA CCDC Presence	Large table
CyberWatch MA CCDC Presentation	Keynote address
CyberWatch MA CCDC Team involvement	Placement on Red Team, and/or White Team
Press Interviews with CyberWatch MA CCDC Principals	Planned event on-site
Pre-Event Planning	Multiple on-site and teleconference sessions to shape desired outcomes on demand; competition principals available to preview event and describe interaction opportunities to senior executives of sponsor organization
Post-Event Debrief	Review company-specific A/V and debrief in order to optimize future events
Symposium	Premiere seating, 3 invitations for guests
Executive Lounge	<ul style="list-style-type: none"> <li>-Controlled access</li> <li>-Dedicated phones/workstations</li> <li>-LCDs with live feeds of competition events</li> <li>-Beverages/light snacks</li> <li>-Meeting spaces suitable for student interviews</li> </ul>
Security Consultation	High-level meeting with Red Team member(s)
Pre-Competition Training	-1-2 free passes to PaulDotCom workshops

**For more information, contact Dr. Costis Toregas, CyberWatch Mid-Atlantic CCDC Corporate and Press Liaison at 301-814-5613 or [toregas1@gwu.edu](mailto:toregas1@gwu.edu)**