



Cybersecurity
Association

Sponsorship Prospectus

**Empowering Maryland's
Cybersecurity Ecosystem**



Company Overview

The Cybersecurity Association, Inc. is a 501(c)(6) nonprofit organization established in 2015. We are a trusted community for companies that view cybersecurity as a strategic issue. Through **advocacy**, **education**, and **community-building**, we cultivate an ecosystem where organizations push into new frontiers of collaboration, business growth, talent development, and thought leadership across an ever-evolving cybersecurity landscape.



OUR VISION

A secure, resilient digital future where organizations, communities, and leaders are empowered through trusted cybersecurity collaboration.



OUR MISSION

Cybersecurity Association, Inc. strengthens the cybersecurity ecosystem by convening industry, government, and academia to advance innovation, workforce development, and cyber resilience. We do this through strategic partnerships, executive-level events, community engagement, and platforms that connect expertise with opportunity.

Why Support?

We bring together industry leaders, practitioners, policymakers, and innovators to strengthen Maryland's cybersecurity ecosystem and advance the initiatives shaping its future.

SPONSORSHIP SUPPORT SUSTAINS:

- Executive-level cybersecurity programming
- CxO Series events and cyber meetups
- Workforce and professional development initiatives
- Industry collaboration and policy engagement
- Community-driven events, including Women in Cyber and Legislative Receptions

By sponsoring Cybersecurity Association, Inc., organizations gain meaningful visibility, trusted access to decision-makers, and a seat at the table shaping the future of cybersecurity in Maryland and beyond.

37

EVENTS

2,040

EVENT ATTENDEES

160

NEW MEMBERS

800+

TOTAL MEMBERS

3,600

HOURS VOLUNTEERED

Sponsorships

Partner With an Engaged Cybersecurity Community

- ✦ Build brand credibility within the cybersecurity industry
- ✦ Engage directly with senior cyber leaders and practitioners
- ✦ Gain consistent year-round visibility across digital, event, and member platforms
- ✦ Support workforce and community initiatives



Friend

\$1,500

Foundational visibility and community access.



Supporting

\$5,000

Expanded exposure and deeper engagement.

+ Includes all Friend benefits and more



Premier

\$12,000

Leadership visibility and strategic partnership.

+ Includes all Supporting benefits and more



Cornerstone

\$16,000

Maximum influence and year-round visibility.

+ Includes all Premier benefits and more



Sustaining Sponsorship Packages

Our four annual sponsorship tiers are designed to meet organizations at different levels of engagement while delivering measurable value.

Friend

\$1,500

Includes:

- Invitation to annual Board & Sponsor Reception
- Email and social media announcement of sponsorship commitment
- Cybersecurity Association, Inc. Premium Membership (\$395 value)
- Logo placement on Homepage and Partners page (12,000 page views/year)
- Social media promotions (3 annually across LinkedIn, Facebook, and Twitter)
- Sponsorship of **1 CxO Series or cyber meetup-style event** (includes speaking opportunity and attendee contact information)
- **Tickets included:**
 - Cyber Meetups: 4

Supporting

\$5,000

Includes all Friend benefits, plus:

- Company featured in promotional materials (postcards, banners, flyers)
- Social media promotions (6 annually)
- Sponsorship of **1 CxO Series or cyber meetup-style event**
- **Tickets included:**
 - Awards: 2
 - Cyber Meetups: 8

Sustaining Sponsorship Packages

Premier

\$12,000

Includes all Supporting benefits, plus:

- Company banner ad in Cybersecurity Association, Inc. emails (2 annual placements to a database of 4,000 prospects)
- Featured provider listing with product or service offering on the members-only marketplace webpage
- Sponsorship of **2 CxO Series or cyber meetup-style events**
- Industry exclusivity within sponsorship tier
- Two meetings per year with a designated Board Director and Cybersecurity Association, Inc. staff to discuss sponsor ROI strategies
- **Tickets included:**
 - Awards: 6
 - Cyber Meetups: 10
 - Legislative Reception: 2

Cornerstone

\$16,000

Includes all Premier benefits, plus:

- Company banner ads in Cybersecurity Association, Inc. emails (4 annual placements)
- Access to the Cybersecurity Association, Inc. Advisory Board (comprised of leading cybersecurity experts)
- "Brought to you by" branding on the member directory webpage (10,000 page views/year)
- Prominent logo placement at one Cybersecurity Association, Inc. signature event (includes speaking opportunity and attendee contact information)
- Sponsorship of **4 CxO Series or cyber meetup-style events**
- **Tickets included:**
 - Awards: 6
 - Cyber Meetups: 10
 - Legislative Reception: 2

Sponsorship Tier Comparison

Feature	 Friend (\$1,500)	 Supporting (\$5,000)	 Premier (\$12,000)	 Cornerstone (\$16,000)
Premium Membership (\$395 value)	✓	✓	✓	✓
Invitation to Board & Sponsor Reception	✓	✓	✓	✓
Email and social media announcement of sponsorship commitment	✓	✓	✓	✓
Logo placed on Homepage and Partners page (12,000 page views/year)	✓	✓	✓	✓
Social media promotions across LinkedIn, Facebook, and Twitter	3 annually	6 annually	6 annually	6 annually
Sponsorship of CxO Series or cyber meetup-style event (includes speaking opportunity and attendee contact information)	1 event	1 event	2 events	4 events
Company featured in promotional materials (postcards, banners, flyers)	—	✓	✓	✓
Company banner ad placed in emails (sent to database of 4,000 prospects)	—	—	2 annual placements	4 annual placements
Featured provider listing on members-only marketplace webpage	—	—	✓	✓
Industry exclusivity	—	—	✓	✓
Board engagement (comprised of leading cybersecurity experts)	—	—	2 strategy meetings per year	Advisory Board access
Member Directory branding	—	—	—	✓
Signature Event logo placement and speaking opportunity (includes attendee contact information)	—	—	—	✓
Ticket Allotments	Friend	Supporting	Premier	Cornerstone
Cyber Meetups	4	8	10	10
Awards	—	2	6	6
Legislative Receptions	—	—	2	2


THANK YOU

Let's Build a Stronger Cybersecurity Ecosystem Together


We look forward to working with you to advance
cybersecurity leadership, collaboration, and impact.




Cybersecurity
Association

 Cybersecurity Association, Inc.
10440 Little Patuxent Pkwy,
12th Floor Columbia, MD 21044

 cyber-association.com

 443-853-1970

 info@cyber-association.com