

Sponsorship & Partnership  
**OPPORTUNITIES**



**MAKE AN  
IMPACT**



**NICE**  
NATIONAL INITIATIVE FOR  
CYBERSECURITY EDUCATION

**ON OUR GLOBAL CYBERSECURITY WORKFORCE**

[www.uscybergames.com](http://www.uscybergames.com)

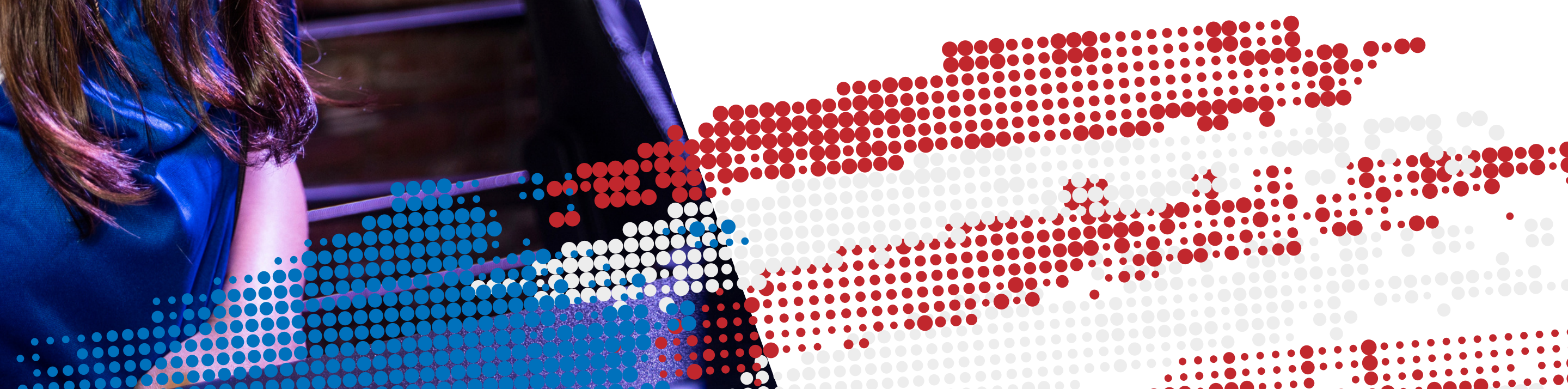




# US Cyber Games & Team

Seeking the Best in Cybersecurity

Our mission is to bring talented cybersecurity athletes, coaches, and industry leaders together to build an elite US Cyber Team for global cybersecurity competition.







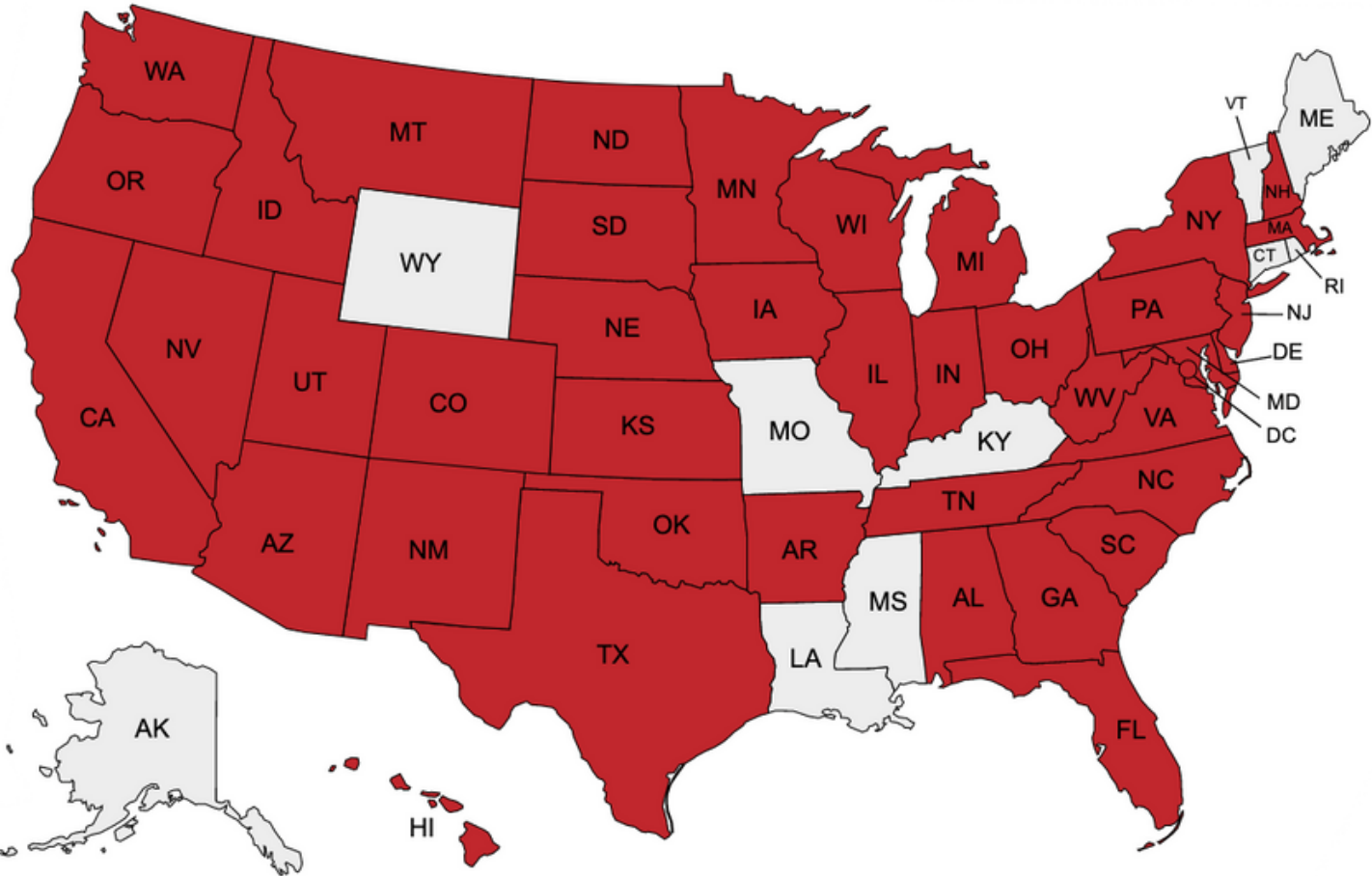
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[www.uscybergames.com](http://www.uscybergames.com)

# US Cyber Open CTF

SEASON I

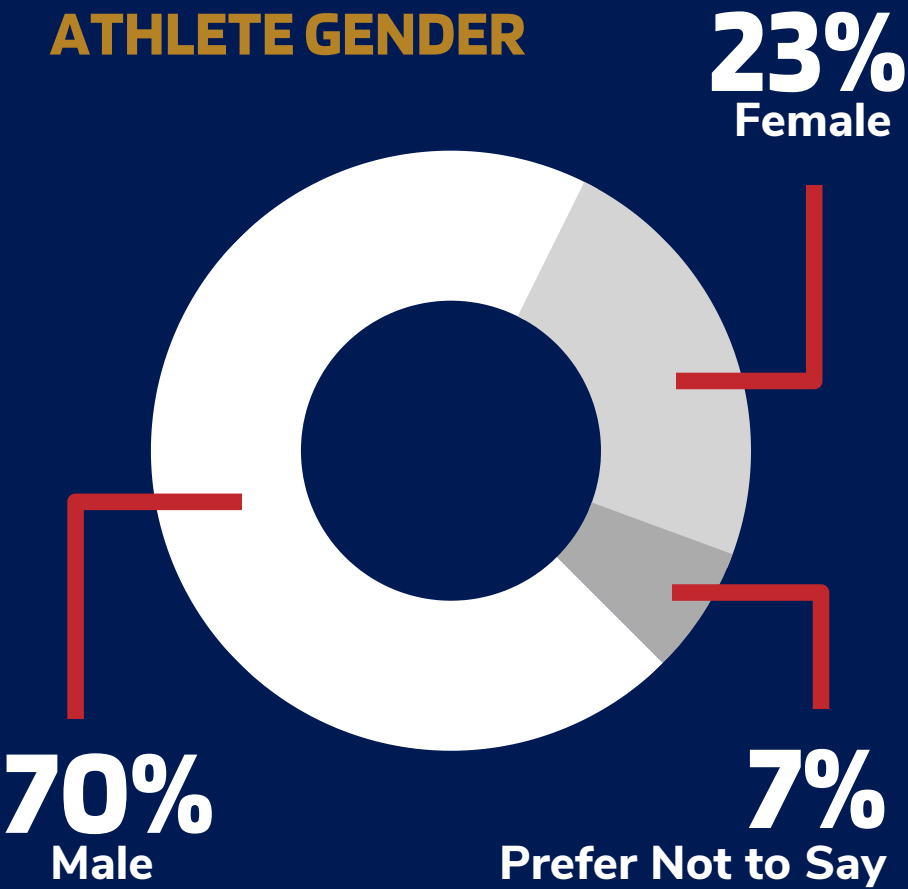


**688**  
Athletes

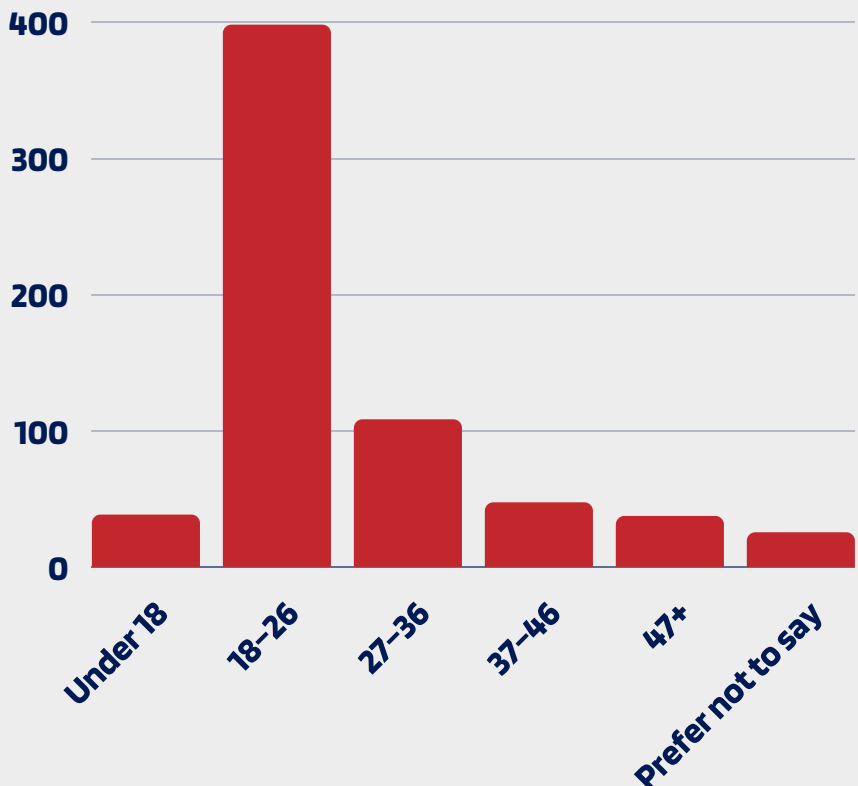
FROM

**43**  
States

## ATHLETE GENDER



## ATHLETE AGE



**32.6%**  
of Athletes are  
People of Color

**12.5%**  
of Athletes are **US**  
Military Veterans



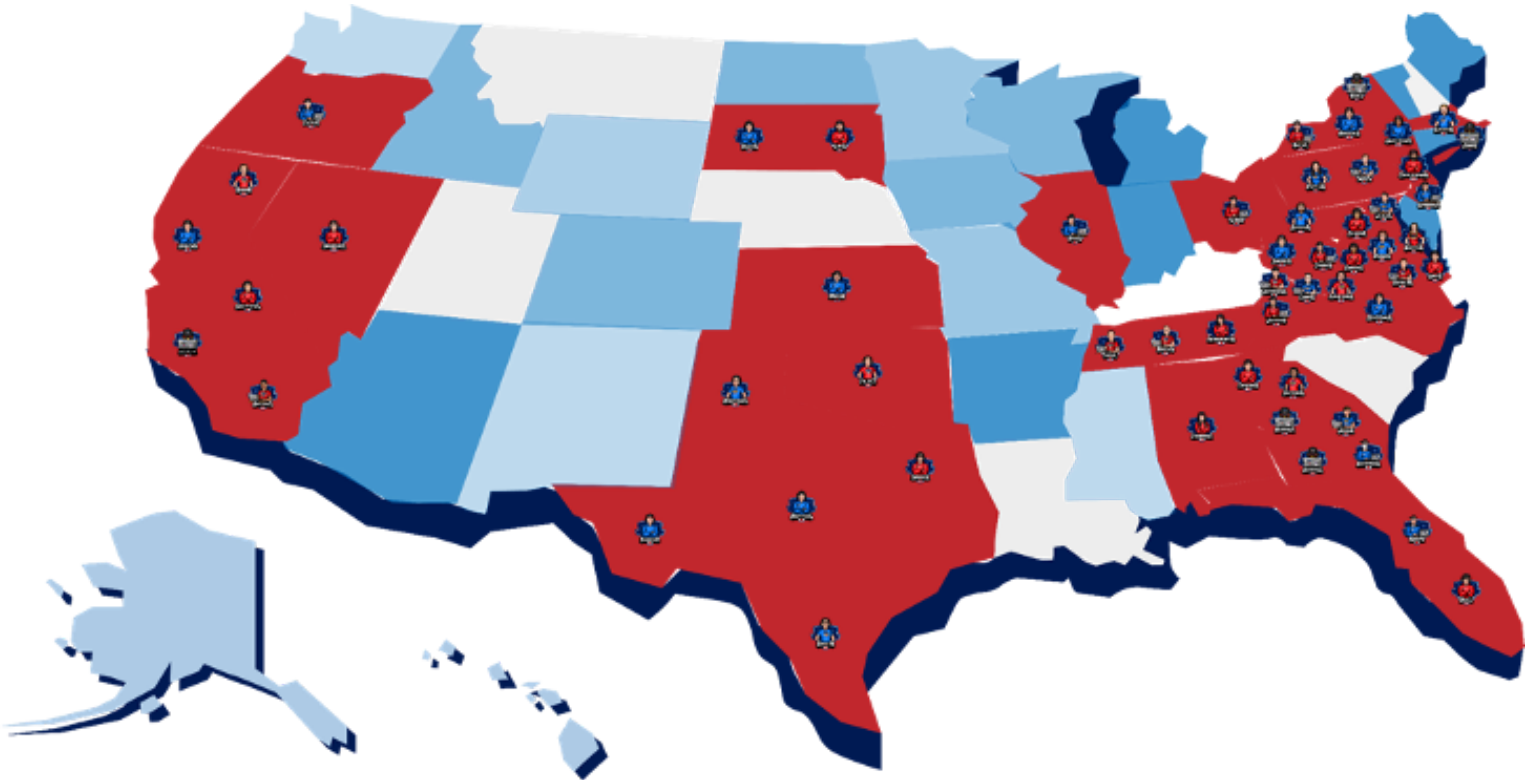
**15.9%**  
of Athletes are **First**  
Time CTF Players





# US Cyber Combine Invitational

SEASON I



75

Athletes

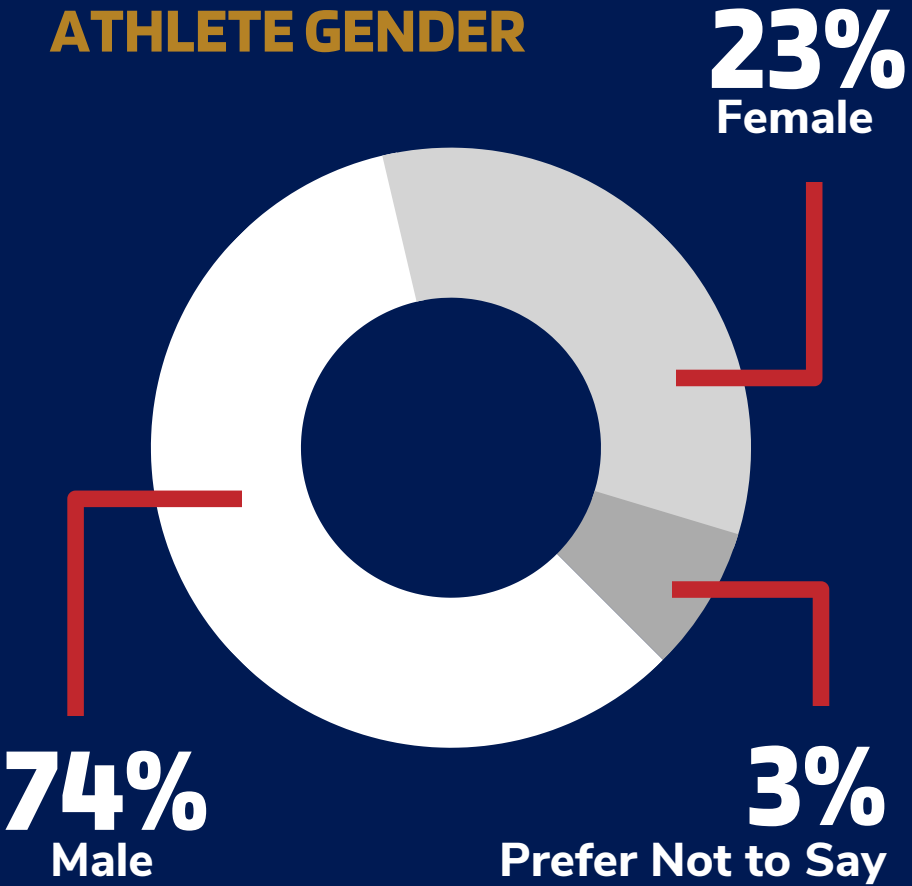
FROM

23

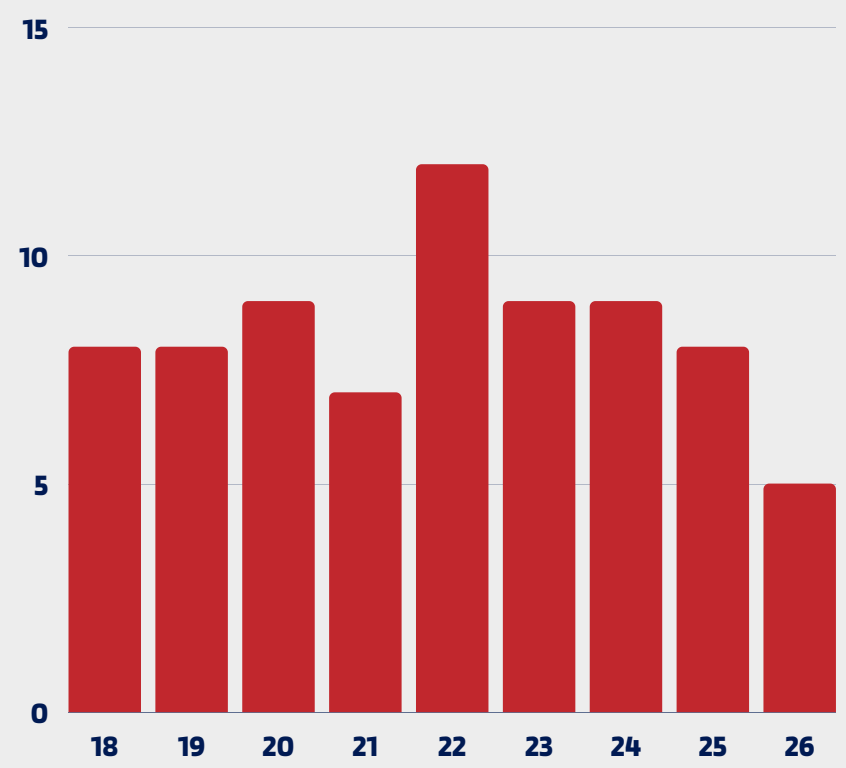
States & D.C.

\*Based on IP address

## ATHLETE GENDER



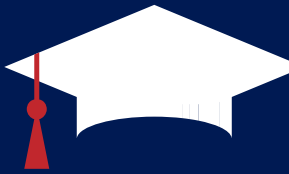
## ATHLETE AGE



34.6%

of Athletes are  
People of Color

22.7%  
Currently Pursuing  
Higher Education



56%  
College Graduates

31.7%  
with Professional  
Certifications





# US Cyber Team

SEASON I

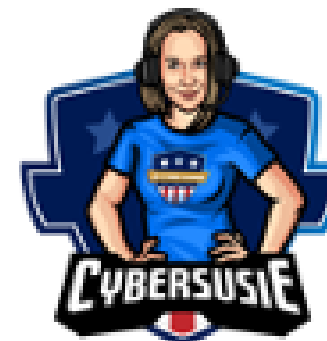
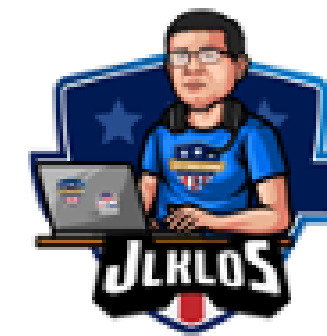
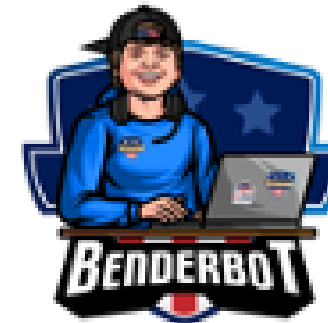
20

Athletes

PLUS

5

Wildcards





# US Cyber Games Timeline

SEASON II



JULY 1 - 10, 2022

**Kick-Off Event**  
JUNE 30, 2022



AUGUST 5 -  
SEPTEMBER 5, 2022

**Kick-Off Event**  
August 5, 2022



**US CYBER TEAM  
DRAFT DAY**  
OCTOBER 17, 2022



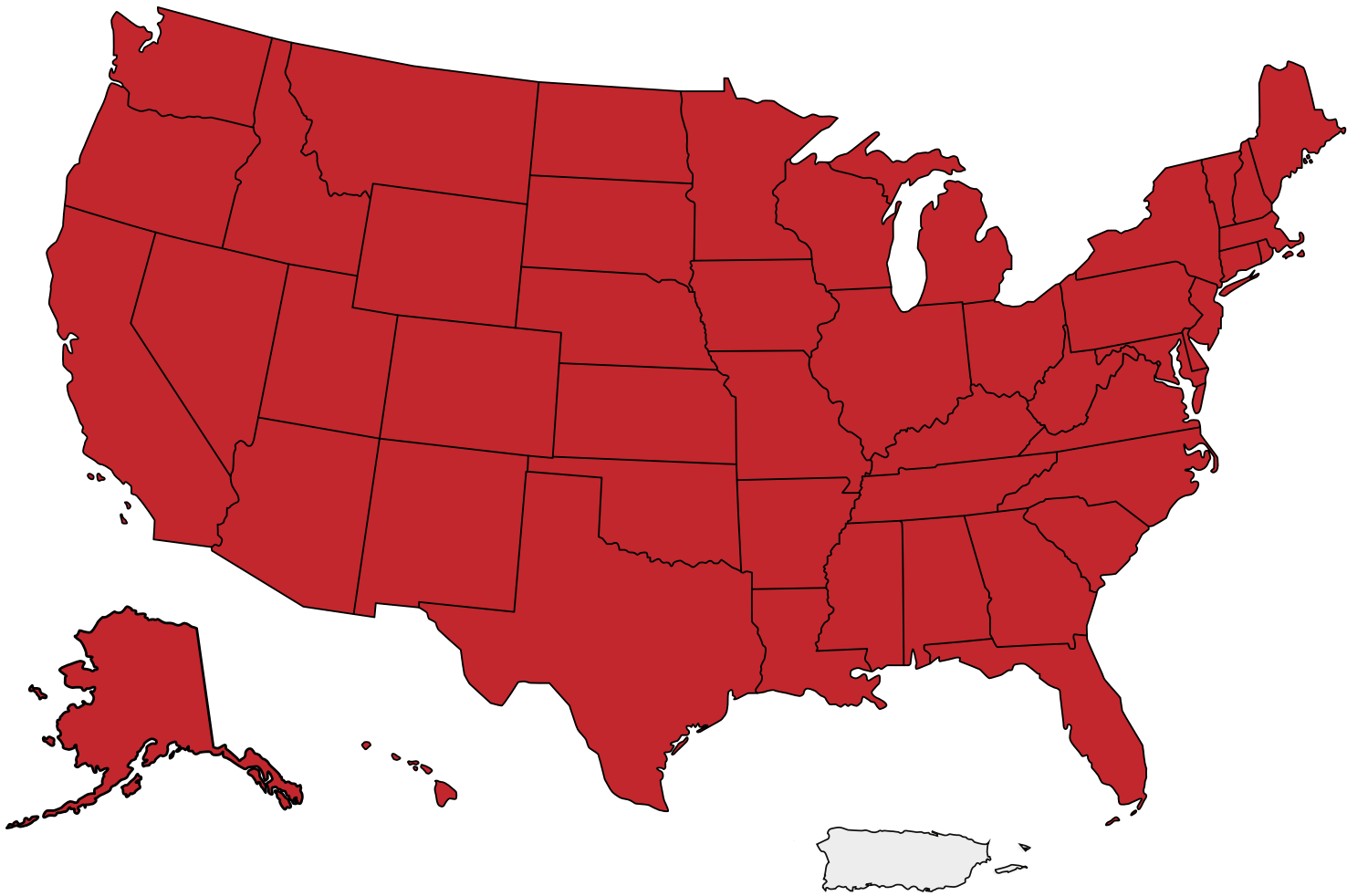
**INTERNATIONAL  
CYBERSECURITY  
COMPETITION**

DATE & LOCATION  
TBD



# US Cyber Open CTF

SEASON II



1470

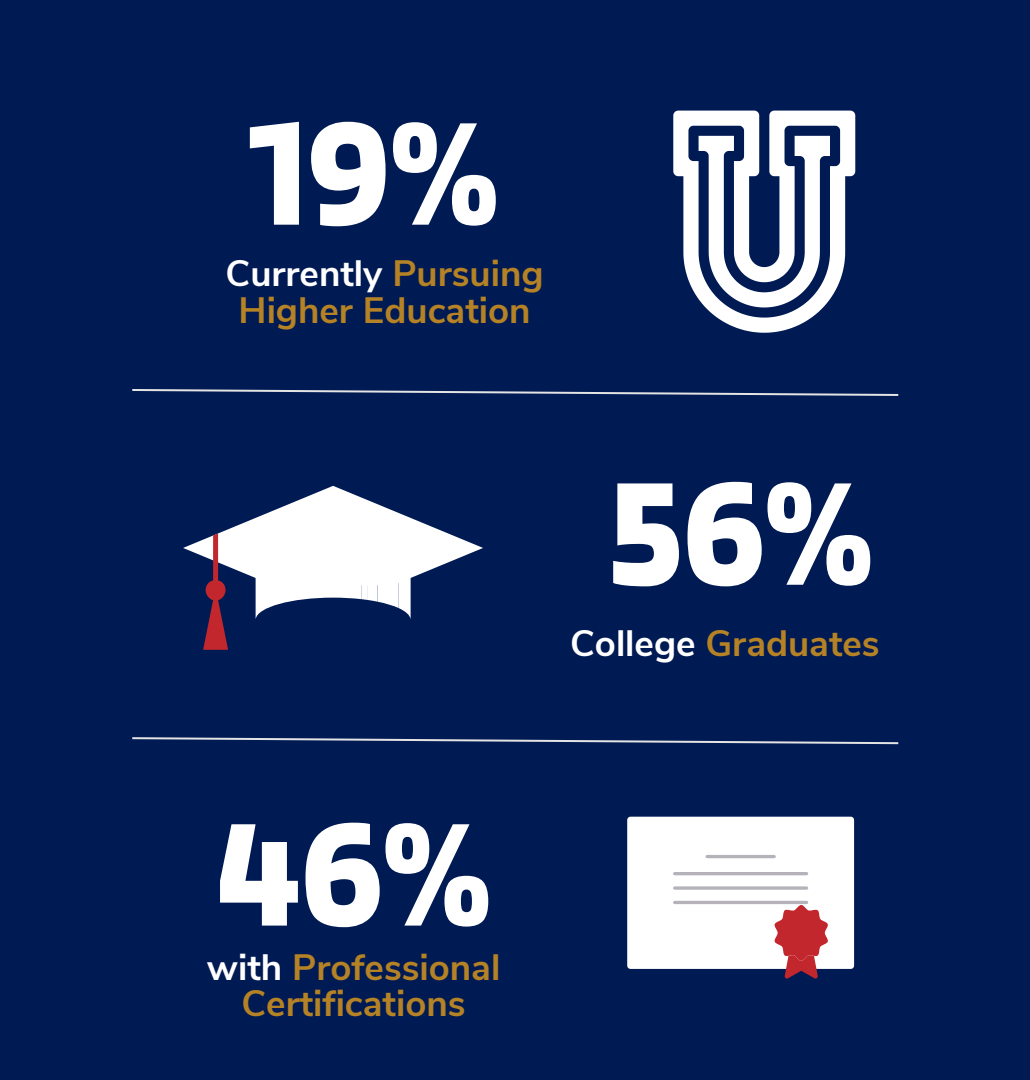
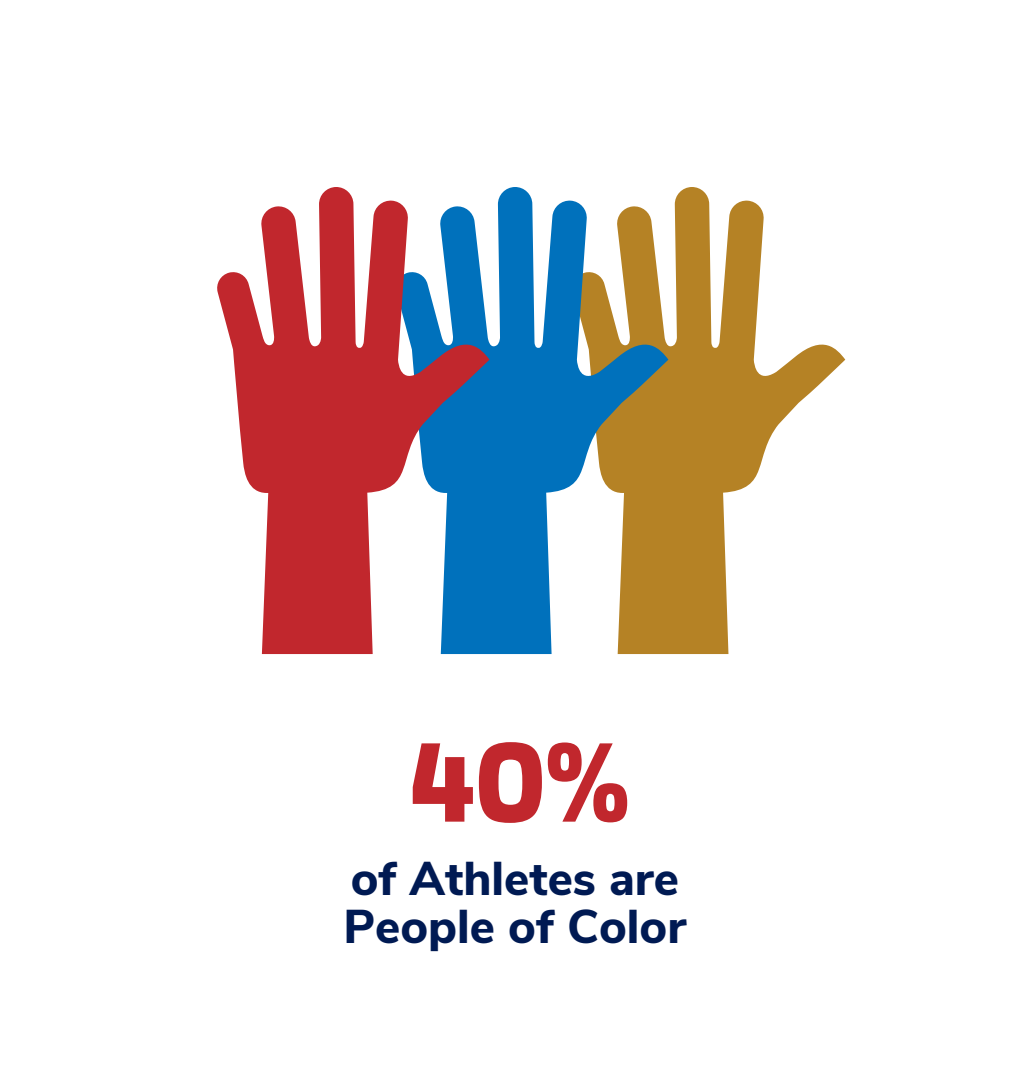
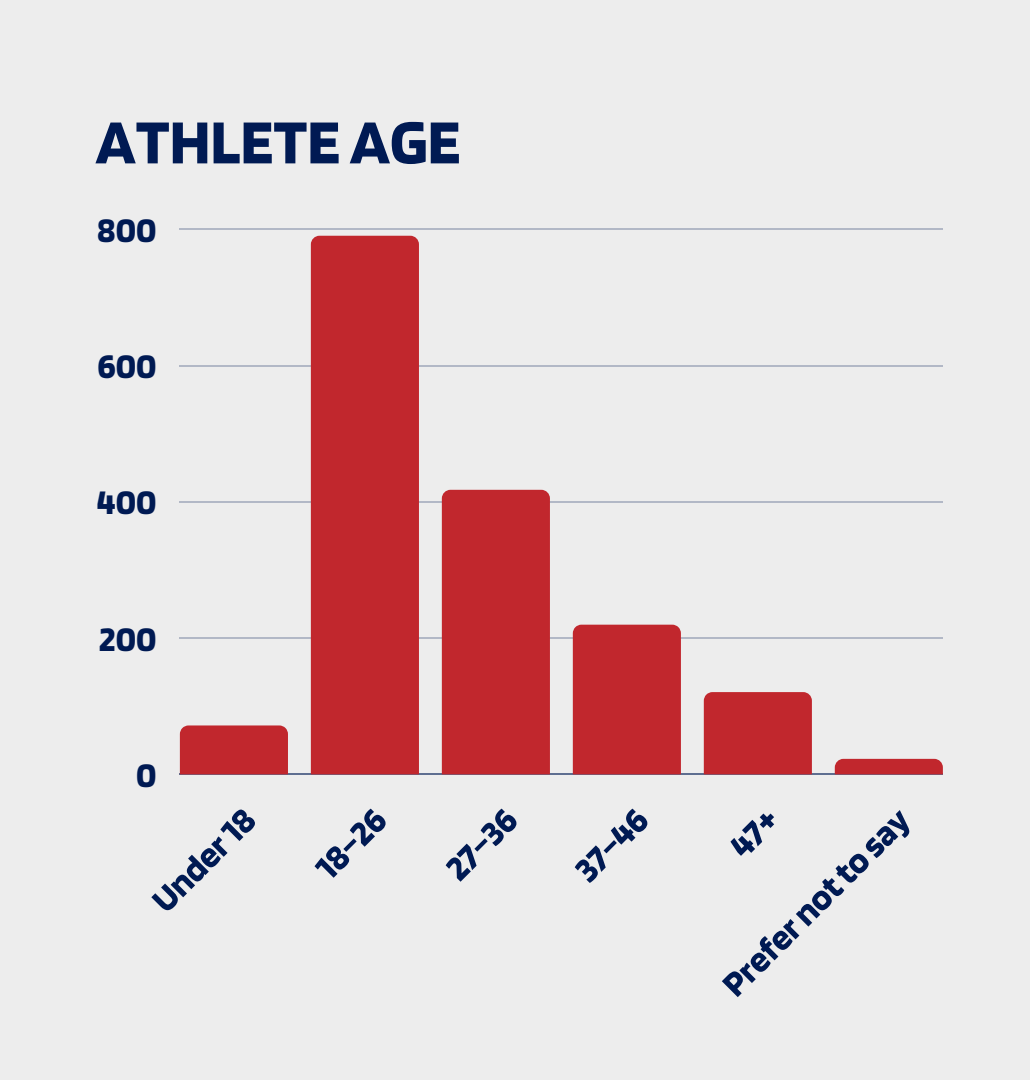
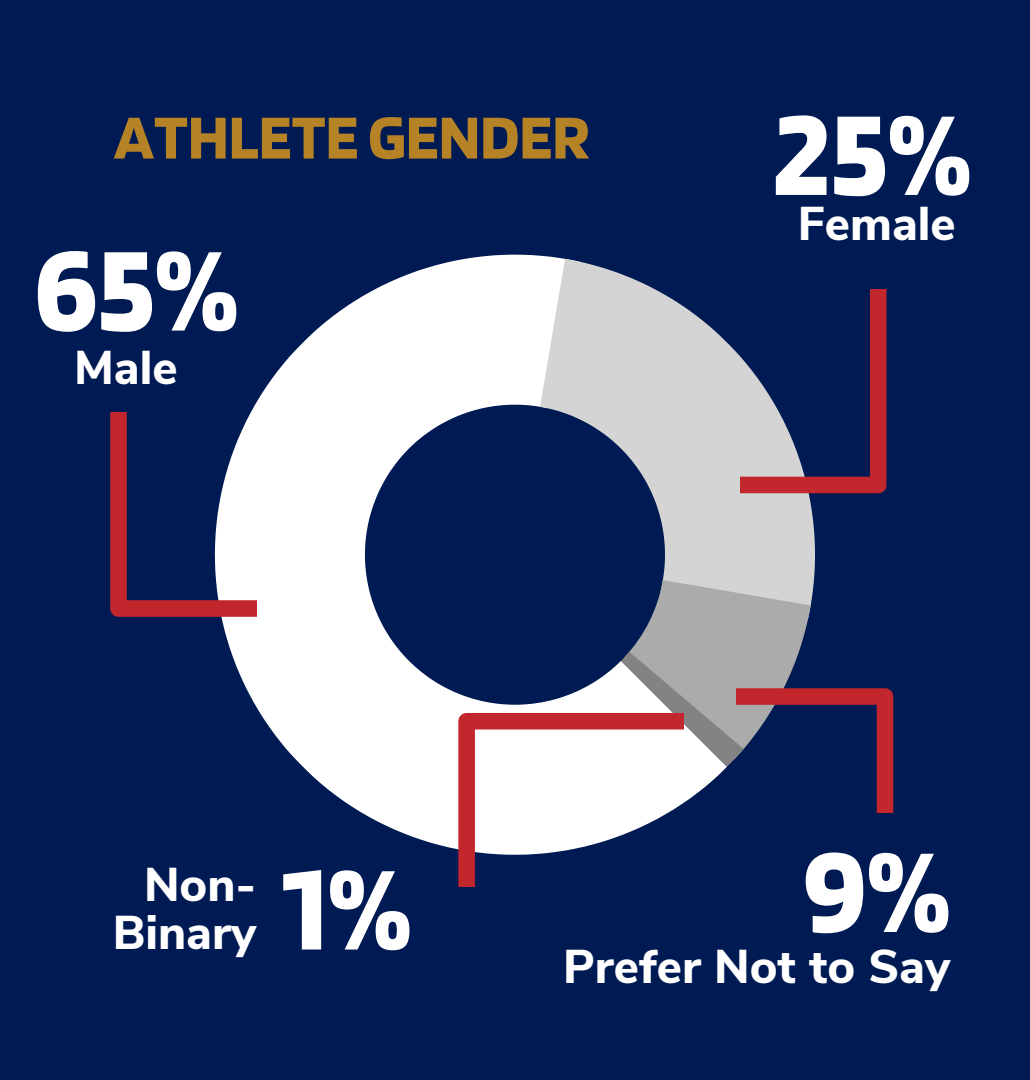
Athletes

FROM

51

States & D.C.

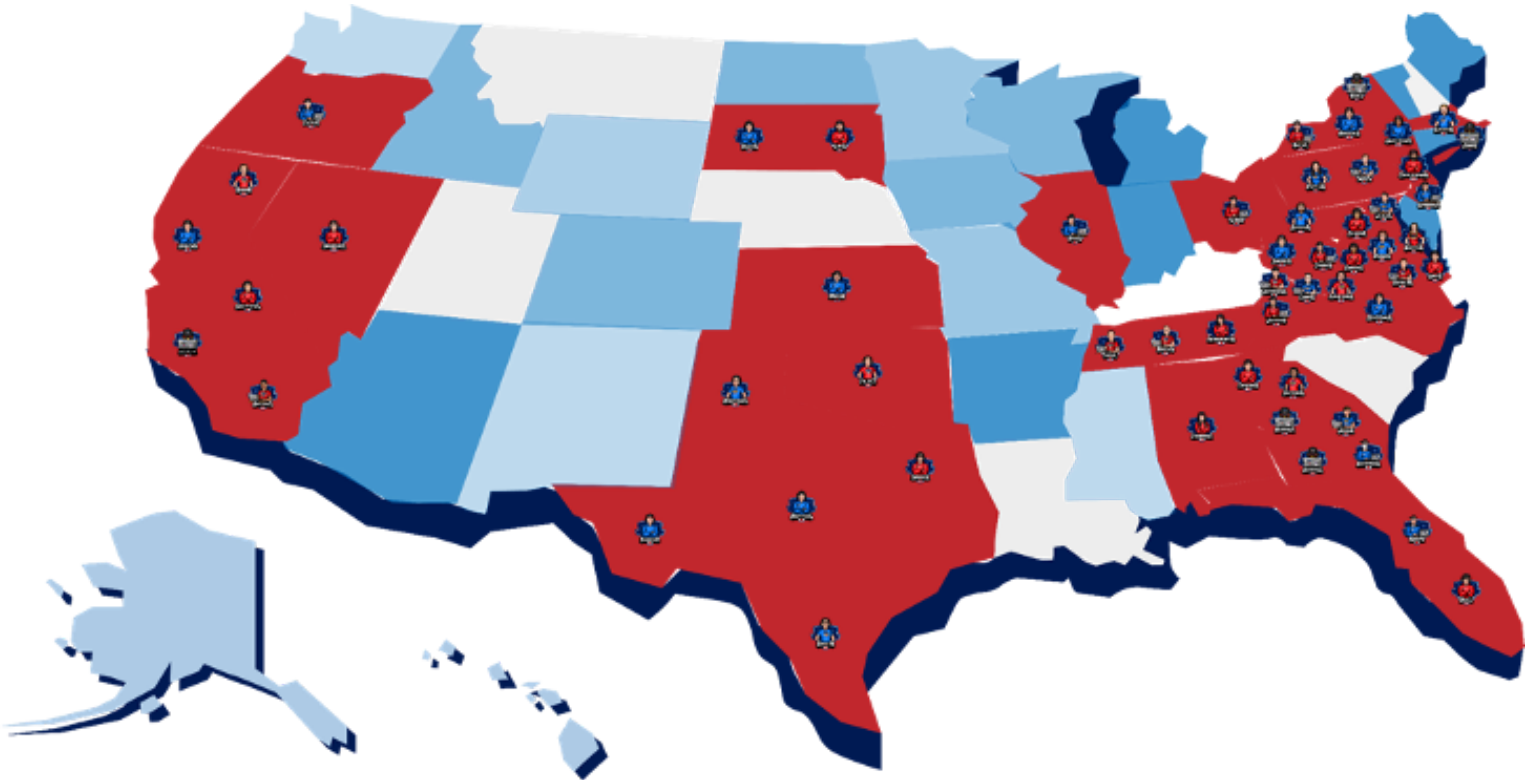
\*Based on IP address  
None from Puerto Rico





# US Cyber Combine Invitational

SEASON II



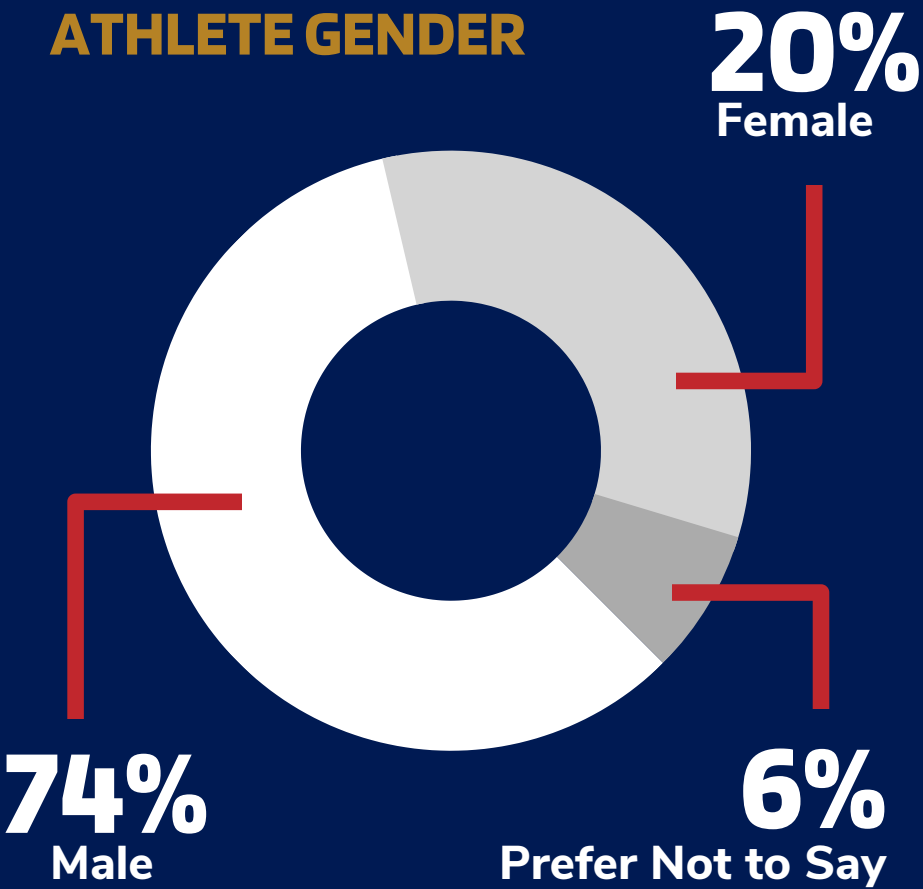
**85**  
Athletes

FROM

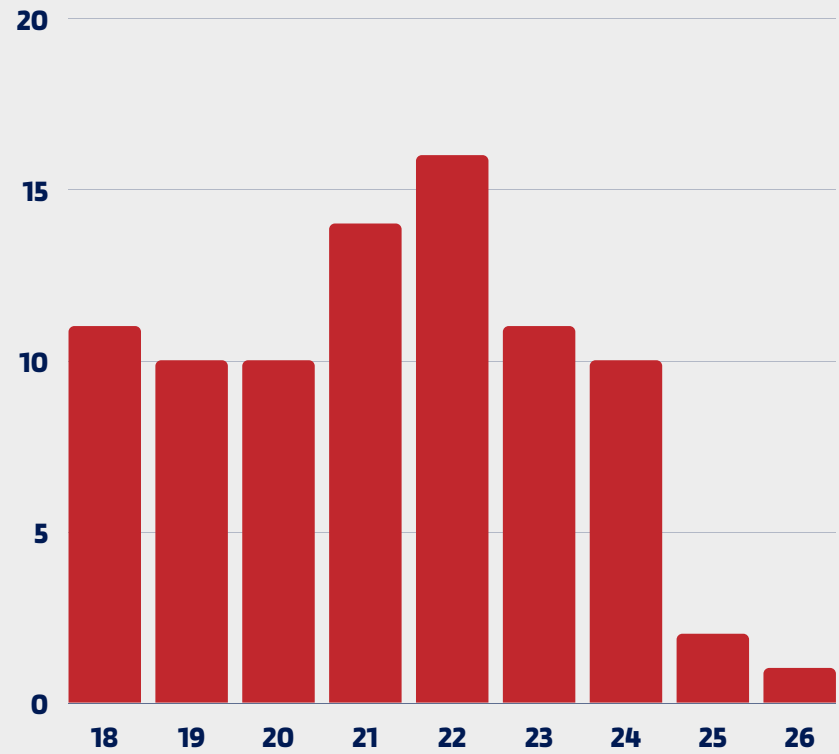
**31**  
States

\*Based on IP address

## ATHLETE GENDER



## ATHLETE AGE



**41%**  
of Athletes are  
People of Color

**27%**  
Currently Pursuing  
Higher Education



**44%**  
College Graduates

**51%**  
with Professional  
Certifications







# MAKE AN IMPACT

SPONSORSHIPS / PARTNERSHIPS

## **WHO** should become a sponsor/partner?

- Organizations and Businesses wanting to attract top talent and support the community.
- Esports companies looking to expand into cybersecurity games.
- Higher Education wanting to attract students to their cybersecurity programs.
- Training and Recruiting firms looking to market their brand and platform.

## **WHY** you should become a sponsor/partner:

### **Industry Commitment**

Show your organization's commitment to building a better and more diverse cybersecurity workforce across the world.

### **Branding & Visibility**

Increase your organization's visibility as a cybersecurity workforce champion.

### **Recognition & Message Amplification**

Receive recognition for your support of the US Cyber Games and US Cyber Team, and amplify your organization's message to the cyber community.

# DIAMOND

## SPONSORSHIP

### Commitment

- Seat on the US Cyber Games Advisory Board and opportunity to contribute to the Annual Report (Exclusive)
- Official press release announcing your sponsorship (Exclusive)
- Two dedicated emails sent (Opt-ins ONLY) with link to your website
- Exclusive opportunity to renew sponsorship for subsequent season

### Visibility

- Logo included on Official US Cyber Team jersey and four (4) jerseys provided to your organization
- US Cyber Open Kick-Off Event - Virtual booth and 1-minute video commercial (Deadline: May 31, 2022)
- US Cyber Combine Kick-Off Event - Logo and promotional opportunities (Deadline: July 14, 2022)
- US Cyber Draft Day - Logo and promotional opportunities (Deadline: September 1, 2022)
- Opportunity to include three (3) items in athlete "swag bag"

### Recognition

- Official "thank you" plaque for display
- Sponsor recognition and logo in promotional emails, social media, and at events
- Customized sponsor image for your promotional use
- Logo and company description on US Cyber Games website with link to your website



# \$50,000

**EXCLUSIVE UPGRADE**  
(included)

Recruit the best  
cybersecurity athletes  
for your organization

See page 19



# PLATINUM

## SPONSORSHIP

### Commitment

- One dedicated email sent (Opt-ins ONLY) with link to your website
- Exclusive opportunity to renew sponsorship for subsequent season
- Seat on the US Cyber Games Advisory Board and opportunity to contribute to the Annual Report (Exclusive)

### Visibility

- Logo included on Official US Cyber Team jersey and two (2) jerseys provided to your organization
- US Cyber Open Kick-Off Event - Virtual booth and 30-second video commercial (Deadline: May 31, 2022)
- US Cyber Combine Kick-Off Event - Logo and promotional opportunities (Deadline: July 14, 2022)
- US Cyber Draft Day - Logo and promotional opportunities (Deadline: September 1, 2022)
- Opportunity to include two (2) items in athlete "swag bag"

### Recognition

- Official "thank you" plaque for display
- Sponsor recognition and logo in promotional emails, social media, and at events
- Customized sponsor image for your promotional use
- Logo and company description on US Cyber Games website with link to your website



# \$25,000

#### EXCLUSIVE UPGRADE

(included)

Recruit the best  
cybersecurity athletes  
for your organization

See page 19

# **GOLD**

## **SPONSORSHIP**

### **Commitment**

- One dedicated email sent (Opt-ins ONLY) with link to your website
- Exclusive opportunity to renew sponsorship for subsequent season

### **Visibility**

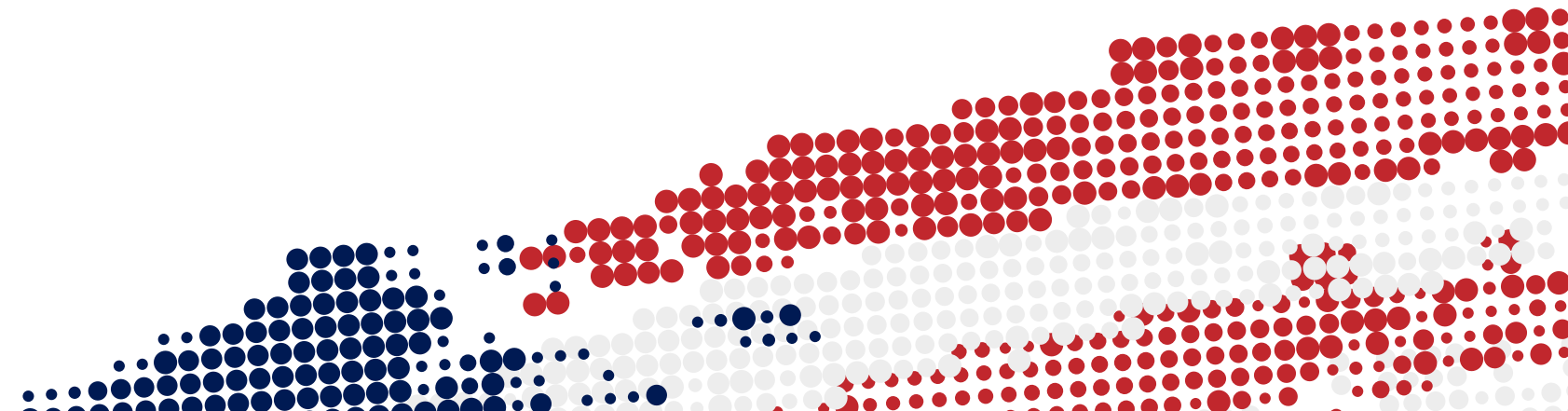
- Logo included on Official US Cyber Team jersey and one (1) jersey provided to your organization
- US Cyber Open Kick-Off Event - Virtual booth (Deadline: May 31, 2022)
- US Cyber Combine Kick-Off Event - Logo and promotional opportunities (Deadline: July 14, 2022)
- US Cyber Draft Day - Logo and promotional opportunities (Deadline: September 1, 2022)
- Opportunity to include one (1) item in athlete "swag bag"

### **Recognition**

- Official "thank you" plaque for display
- Sponsor recognition and logo in promotional emails, social media, and at events
- Customized sponsor image for your promotional use
- Logo and company description on US Cyber Games website with link to your website



**\$15,000**





# SILVER

## SPONSORSHIP

### Commitment

- One dedicated email sent (Opt-ins ONLY) with link to your website
- Exclusive opportunity to renew sponsorship for subsequent season

### Visibility

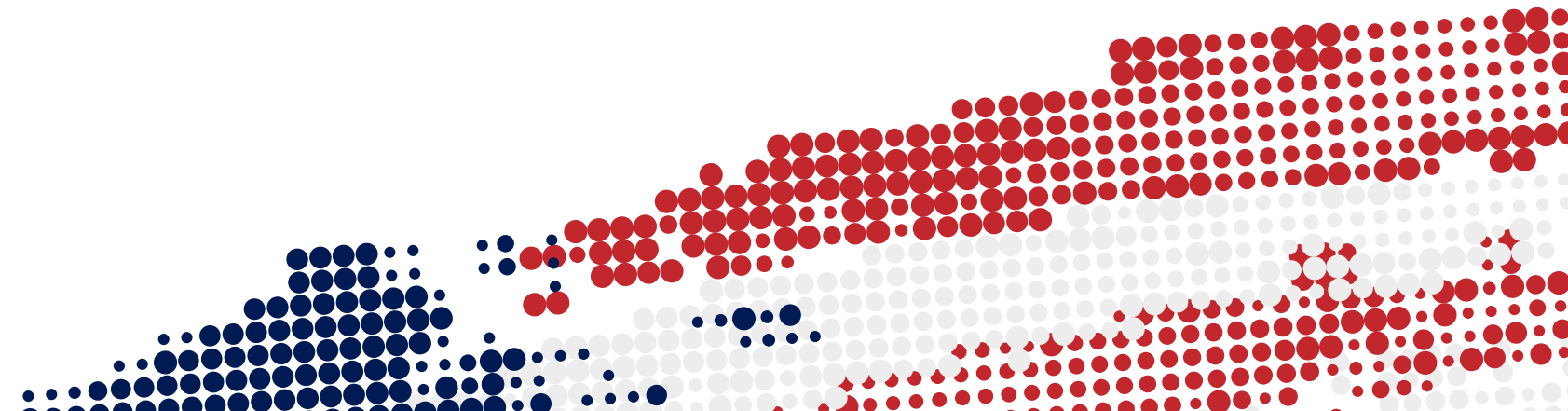
- Logo included on Official US Cyber Team jersey and one (1) jersey provided to your organization
- US Cyber Open Kick-Off Event - Virtual booth (Deadline: May 31, 2022)
- Opportunity to include one (1) small item in athlete "swag bag"

### Recognition

- Official "thank you" plaque for display
- Sponsor recognition and logo in promotional emails, social media, and at events
- Customized sponsor image for your promotional use
- Logo and company description on US Cyber Games website with link to your website



**\$10,000**



# BRONZE

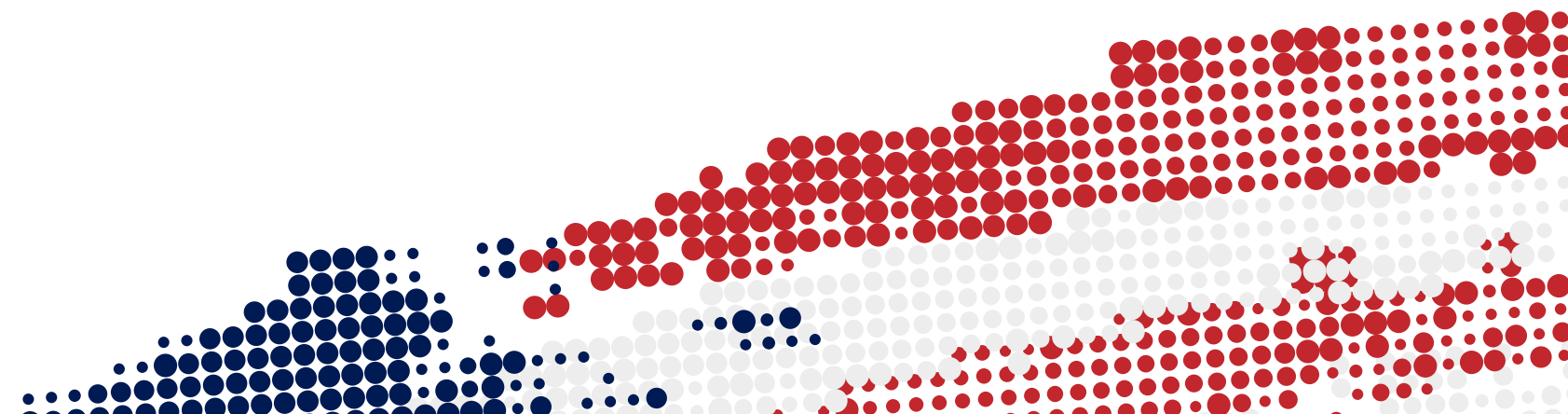
## SPONSORSHIP

### Recognition

- Official "thank you" plaque for display
- Sponsor recognition and logo in promotional emails, social media, and at events
- Customized sponsor image for your promotional use
- Logo and company description on US Cyber Games website with link to your website



**\$5,000**





# UPGRADES & ENHANCEMENTS

**Branding & Visibility**

**Global Recognition**

**Make a Difference**

# UPGRADES

## & ENHANCEMENTS

### Recruit the Best Cybersecurity Candidates

#### Good cybersecurity talent is hard to find.

The US Cyber Games' mission includes connecting cybersecurity leaders, that want to build and foster diverse cultures rooted in respect and strong core values, with individuals interested in careers in cyber, thus fostering the next generation of cybersecurity talent.

**\$7,500** Each

As a recruiting sponsor, your company will be highlighted on our special Careers in Cybersecurity page on the US Cyber Games website. This page includes information about careers in cybersecurity, what types of positions are in high demand, career stats, links to resources, and **your company logo with link to a special co-branded web page that highlights your company's job opportunities.**

Included in Diamond and Platinum Sponsorships

#### Your co-branded web page will include:

- Your company name and logo
- Information about your company and why work for you
- Headquarters address
- Links to your website (About Us and Job Opportunities page)
- List 3-5 cybersecurity "Hot Jobs" (update on a quarterly basis)
  - Job title, short description, how to apply, link to your application site

Visit: <https://www.uscybergames.com/careers-in-cybersecurity>



# UPGRADES

## & ENHANCEMENTS

**Deadline:**  
**December, 2022**

## No Love Brawl Spring Scrimmage - February, 2023

Watch as teams from across the globe battle it out on their way to the International Cybersecurity Competition. Expect tougher challenge, lots of hype, some serious smack talk, a live Red Team, and other exciting wrinkles.

**\$5,000–\$15,000**

### Sponsorship Benefits:

- Provide speaker to kick off the scrimmage - Platinum
- Presentation of awards to winners - Platinum
- Option to hold a "meet and greet" with athletes or send an email with job opportunities following the event - Platinum
- Contribute to identifying challenge topics/ domains - Platinum and Gold
- 30 second commercial during live event - Platinum and Gold
- Sponsor recognition and logo on livestream event - All levels
- Sponsor recognition and logo on social media posts - All levels
- Sponsor recognition and logo on event website - All levels

### Sponsorship Levels:

Platinum - \$15,000  
Gold - \$10,000  
Silver - \$5,000

Nine (9) International Cybersecurity Challenge (ICC) regions will take part in this global scrimmage (Canada, United States, Latin America, Brazil, South East Asia, Southern Africa, Northern Africa, Europe, and Oceania).

### Recent Events:



view on



view on



# UPGRADES & ENHANCEMENTS

**Deadline:**  
**March, 2023**

## Summer Send-Off Scrimmage - June, 2023

The Summer Send-Off Scrimmage is the final tune-up before the US Cyber Team heads off to compete in the International Cybersecurity Competition. In addition to the technical challenges of this scrimmage, a policy component will ask athletes to tackle developing recommendations in response to a fictional cyber catastrophe. This is an exclusive sponsorship opportunity, meaning the US Cyber Games staff will work directly with a single sponsor organization to execute the scrimmage.

**\$45,000**

Exclusive

### Sponsorship Benefits:

- Provide speaker to kick off the scrimmage
- Presentation of awards to winners
- Option to hold a "meet and greet" with athletes or send an email with job opportunities following the event
- Contribute to identifying challenge topics/ domains
- Contribute to developing the policy challenge scenario
- Nominate two judges to sit on the policy evaluation panel
- 30 second commercial played several times during the live event
- Sponsor recognition and logo on livestream event
- Sponsor recognition and logo on social media posts
- Sponsor recognition and logo on co-branded event website



# UPGRADES

## & ENHANCEMENTS

**Deadline:**  
**December, 2022**

## Make a Difference

MVP VibeFest | February 18-19, 2023 | Chicago,

### Traveling Cyber Exhibit Sponsor

Sponsor a cyber exhibit traveling to a university or sporting event. You'll help to make a difference by introducing competitive youth to cyber sports, and you can build your brand among young athletes and be part of something very special.

**\$10,000–\$20,000**

Limit 3 Sponsors per event

#### Sponsorship includes:

- Plaque thanking you for your sponsorship
- Mentions in promotions and publicity
- Logo on the event website, social media promotions, and any/all event-related advertising
- Include one item in the athlete swag bag
- Mentioned in the email to go out to applicants and athletes with blurb and link to your website
- Marketing material included in athlete packet (marketing collateral must be provided)

#### Sponsor Levels:

Platinum - \$20,000 Exclusive  
Gold - \$10,000 (Limit 2)

### Recent Event:



MVP VibeFest: February 19-20, 2022

view on [vimeo](#)

# **PARTNERSHIP PACKAGES**

**Branding & Visibility**

**Cyber Workforce Development**

**Message Amplification**

# EDUCATION

## PARTNERSHIP

### Commitment

- One dedicated email sent (Opt-ins ONLY) with link to your website
- Exclusive opportunity to renew sponsorship for subsequent season

### Visibility

- Logo included on Official US Cyber Team jersey and one (1) jersey provided to your organization
- US Cyber Open Kick-Off Event - Virtual booth (Deadline: May 31, 2022)
- Opportunity to include one (1) small item in athlete "swag bag"

### Recognition

- Official "thank you" plaque for display
- Sponsor recognition and logo in promotional emails, social media, and at events
- Customized sponsor image for your promotional use
- Logo and company description on US Cyber Games website (special showcase) with link to your website

Must be a college, university or educational institution offering cybersecurity programs



# \$12,000

**Special Recognition  
as Education  
Partner**



# TRAINING / PLATFORM

## PARTNERSHIP

### Commitment

- One dedicated email sent (Opt-ins ONLY) with link to your website
- Exclusive opportunity to renew sponsorship for subsequent season

### Visibility

- Logo included on Official US Cyber Team jersey and one (1) jersey provided to your organization
- US Cyber Open Kick-Off Event - Virtual booth (Deadline: May 31, 2022)
- Opportunity to include one (1) small item in athlete "swag bag"

### Recognition

- Official "thank you" plaque for display
- Sponsor recognition and logo in promotional emails, social media, and at events
- Customized sponsor image for your promotional use
- Logo and company description on US Cyber Games website (special showcase) with link to your website



**\$12,000**

**Special Recognition  
as Training /  
Platform Partner**

# MEDIA

## PARTNERSHIP

### Recognition

- Media Partner recognition and logo in promotional emails, social media, and at events
- Customized media partner image for your promotional use
- Logo and company description on US Cyber Games website (special showcase) with link to your website

**Special recognition as  
Media Partner**

# NONPROFIT

## PARTNERSHIP

### Recognition

- Nonprofit Partner recognition and logo in promotional emails, social media, and at events
- Customized partner image for your promotional use
- Logo and company description on US Cyber Games website (special showcase) with link to your website

**Special recognition as  
Nonprofit Partner**

# INFLUENCER

## MEGA FAN

### Recognition

- Recognition for your brand in promotional emails, social media, and events
- Your image, logo, description, links, and upcoming events featured on the US Cyber Games website under Influencer showcase page
- US Cyber Games Official Influencer image to include an online file filled with promotional resources to align your brand with US Cyber Games via social media
- US Cyber Games swag gift to display your support for the games
- Opportunity to be a part of future PlayCyber Cyber Games and Esports events

**Special Recognition  
as a Mega Fan**





# STAND OUT FROM THE CROWD



## CUSTOM SPONSORSHIP

Let our team help you create a customized campaign that meets your goals and keeps with the mission of the US Cyber Games. We'll work with you to build a program just for you.

**Industry  
Commitment**

**Branding  
& Visibility**

**Recognition &  
Message Amplification**

Contact us at [info@uscybergames.com](mailto:info@uscybergames.com)  
Visit [uscybergames.com](https://uscybergames.com)