



October 18-22, 2021

# CYBERWEEK

PRESENTED BY **CYBERSCOOP**

**U.S. CyberWeek** is an annual weeklong cybersecurity festival hosted by CyberScoop. The **7th Annual CyberWeek** festival will be held **October 18- 22, 2021** and gather thousands of leaders from the cybersecurity community to discuss and collaborate on ways we can protect against and overcome cyberthreats facing our nation. The weeklong virtual gathering will feature 100+ community events including summits and executive roundtables with C-suite leaders from tech, government and academia industries.

In addition to the many community events, Scoop News Group will be presenting a series of their own events. The **SNG Live Speaker Series** will host three daily micro-summits which will feature cyber leaders from higher education as well as federal and state government. In addition, CyberScoop will be moderating a series of **VIP executive roundtables**. Finally, the winners of the inaugural **CyberScoop 50** will be announced, celebrating the great accomplishments of cyber leaders across all sectors.



# CYBERWEEK

October 18-22, 2021  
PRESENTED BY **CYBERSCOOP**

## SPONSORSHIP LEVELS

### UNDERWRITER | \$250K

Underwriters of U.S Cyber Week will experience a wide range of benefits including branding, thought leadership, lead generation, content creation and audience interaction.

#### Sponsorship Benefits:

- ▶ **10,000 Leads**
- ▶ **50 Million impressions:**
  - CyberWeek Metro promotional campaign reaching millions of professionals in the Washington, DC metro area.
  - Inclusion in digital and email promotion across Scoop News Group websites and its database of over 800,000 subscribers
  - Inclusion in high volume CyberWeek social media campaign
- ▶ **3 Thought Leadership speaking opportunities**
  - Speaking roles in **2 SNG Live Speaker Series**
    - Cybersecurity in Higher Education – 10/18
    - Securing State & Local Government – 10/19
    - Modernizing Federal Cybersecurity – 10/20
    - 2 video segments from speaking sessions
  - Participation in **1 C-Level Roundtable discussion**
- ▶ **Sponsorship of the CyberScoop 50 Awards List and promotion**

### DIAMOND SPONSORSHIP | \$75K

#### Sponsorship benefits:

- ▶ **1,000 leads**
- ▶ **3 thought leadership speaking opportunities**
  - Speaking roles in **2 SNG Live Speaker Series**
    - Cybersecurity in Higher Education – 10/18
    - Securing State & Local Government – 10/19
    - Modernizing Federal Cybersecurity – 10/20
    - 2 video segments from speaking sessions
  - Participation in **1 C-Level Roundtable discussion**
- ▶ **Branding and promotion**
  - Branding on SNG Live virtual platform
  - Inclusion in email promotion
  - Inclusion social media campaign

### PLATINUM SPONSORSHIP | \$60K

#### Sponsorship benefits:

- ▶ **1,000 leads**
- ▶ **Logo sponsorship of 3 SNG Lives during week**
- ▶ **Thought leadership video and promotion**
- ▶ **Branding and promotion**
  - Branding on SNG Live virtual platform
  - Inclusion in email promotion
  - Inclusion social media campaign