



October 18-22, 2021

CYBERWEEK

PRESENTED BY **CYBERSCOOP**

U.S. CyberWeek is a weeklong annual cybersecurity festival hosted by CyberScoop. The 7th annual cyber festival will be held **October 18-22, 2021** featuring dozens of local and national community events attended by thousands of decision makers and influencers from the cybersecurity community.

Throughout the week, C-suite leaders from gov, tech, academia and healthcare will come together to exchange information, share best practices and discuss the many ways we can revolutionize the way we protect against and overcome cyberthreats facing our nation.

The weeklong festival will also feature CyberScoop's anchor events:

▶ **SNG Live Virtual Speaker Series**

Daily micro-summits with cyber leaders from government, higher ed and the tech industry.

▶ **VIP Executive Virtual Roundtables**

CyberScoop moderated discussions between public and private sector IT leaders on top cyber priorities impacting government.

▶ **Executive Spotlight Events**

Each morning of CyberWeek, leaders from across government and industry will take the virtual stage in a series of keynotes, fireside chats and interviews.

CYBERWEEK BY THE NUMBERS

10,000

ATTENDEES

100+

COMMUNITY EVENTS

150

VIP SPEAKERS

AUDIENCE BREAKDOWN BY TYPE

60%

GOVERNMENT

25%

INDUSTRY EXECUTIVES

15%

EDUCATION



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SPONSORSHIP LEVELS

UNDERWRITER | \$250K

Sponsorship Benefits:

- ▶ **10,000 Leads**
- ▶ **50 Million impressions:**
 - Inclusion in Metro Bus campaign
 - Inclusion in digital, email & social promotion
- ▶ **3 Thought Leadership speaking opportunities**
 - SNG Live Speaker Series during CyberWeek
 - C-Level Executive Roundtable discussion
 - Executive Spotlight Event
- ▶ **Video Assets** of both SNG Live & Executive speaking engagements to repurpose for marketing purposes.
- ▶ **Branding** on virtual platform and inclusion in email & social media promotion

DIAMOND SPONSORSHIP | \$125K

Sponsorship benefits:

- ▶ **3,000 leads**
- ▶ **3 thought leadership speaking opportunities**
 - SNG Live Speaker Series during CyberWeek
 - C-Level Executive Roundtable discussion
 - Executive Spotlight Event
- ▶ **Video Assets** of both SNG Live & Executive speaking engagements to repurpose for marketing purposes.
- ▶ **Branding** on virtual platform and inclusion in email & social media promotion

PLATINUM SPONSORSHIP | \$75K

Sponsorship benefits:

- ▶ **1,000 leads**
- ▶ **Thought leadership video** of your executive on FedScoop.com and featured in newsletter
- ▶ **Branding** on virtual platform and inclusion in email & social media promotion

EXECUTIVE SPOTLIGHT EVENTS | \$30K

Sponsorship benefits:

- ▶ **200 curated leads**
- ▶ 10-min **thought leadership video interview**
- ▶ **Branding:**
 - Inclusion in the CyberWeek schedule of events
 - Logo inclusion on virtual platform
 - On demand archive of video segment
 - Ownership of video asset