

**CYBER  
SECURITY**



**CYBER SECURITY**

**RUMBLE**

**- 2019 -**

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Sponsorship File

## GAIN ACCESS TO HIGH POTENTIAL

### CSR - an initiative of NVISO and Bonn Universität

In Germany, just like in the rest of the world, cyber security has become a strategic priority for organizations across all sectors. In this context, training and hiring young potential in the area of information security has become even more crucial than in the past.

In 2015, cyber security specialists initiated the first Cyber Security Challenge Belgium. They believed in raising awareness and interest of students that are about to complete their education through a country-wide challenge.

After 4 successful editions and each year growing keen interest from the industry, the Cyber Security Challenge Belgium has become a not to miss event for students and industry professionals and now launches a new initiative in Germany in collaboration with Bonn University – **the Cyber Security Rumble**.

As cyber threats take many forms today, from “lone wolves” to highly organized teams-for-hire capable of breaching the most sophisticated defense systems to target personal, corporate or state secrets, we must keep pace. Organizations must re-think the very nature of cybersecurity, embracing a holistic approach where security is an integral part of a business model that includes risk management and the development of digital trust on an ongoing basis.

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## WHAT: A CONTEST FOR GERMAN STUDENTS

Based on the principles of a Capture the Flag (CTF), this computer security competition is a challenge-based, question-based game played by teams of maximum 4 students. Over a limited timeframe, these teams must solve challenges covering a wide range of contemporary security issues – e.g. cryptography, reverse engineering, network security, web or mobile application security, wireless and forensics analysis. Complexity of challenges range from almost trivial (basic security quiz questions) up to very difficult, covering topics such as the reverse engineering of a malware sample.

A dedicated, attractive and secure website supports the event ([cybersecurityrumble.de](http://cybersecurityrumble.de)): it is used to convey information, enable team registration and lead to the interactive game platform. The game platform supports our scenario-based presentation of challenges, enables students to submit their responses, and provides a live leadership board to stimulate competition between teams.

The Challenge will be organized in two rounds:

- Qualifiers: registered teams are invited to solve challenges on an online platform, over a duration of two days. The 12 top teams are invited to the Finals.
- Finals: qualified teams must solve new, more complex challenges during day 1 and day 2.
- An award ceremony is held upon conclusion of the event, and prizes will be distributed to the best-performing teams.

The press will be invited to the finale, and a press release will be distributed shortly afterwards.

## WHERE & WHEN: MARCH 2019

The Student Cyber Security Rumble Qualifier event will take place online, during two days on Friday 15<sup>th</sup> March & Saturday 16<sup>th</sup> March 2019.

After the final whistle, the top 12 teams will be invited for the Cyber Security Rumble finale, which will proceed on Friday 29<sup>th</sup> March & Saturday 30<sup>th</sup> March 2018 on the Poppelsdorf Campus at the Bonn University.

## WHO: STUDENTS FROM GERMAN INSTITUTIONS

Audience targeted consists of students from German academic institutions, studying either for a bachelor or a master degree with a focus on information technology (informatics, computer science, telecom engineering, ...). Detailed knowledge of IT Security is not required to join. Our communication will focus on students graduating in 2019, but other students will be free to join.

We aim at attracting at least 500 of these students for this first edition of the Cyber Security Rumble. Our experience as well as feedback received from universities and professors in the Cyber Security Challenge Belgium confirm that students joining on a voluntary basis such competitions and business games are amongst the most proactive and effective individuals of their class.

## CONTRIBUTION OF UNIVERSITIES TO COMMUNICATION

- Presentation to students: in January - March 2019 and for the largest institutions, a short presentation will be given by NVISO to graduate IT students, to explain and promote the Cyber Security Rumble 2019. Where possible, this presentation will take place right before or after a security-related IT course;
- Campus promotion & communication: The University will publicize the event internally (posters and flyers, intranet or targeted newsletter, etc.);
- Promotion by professors: professors teaching security-related courses to graduate students will encourage their students to join;
- Promotion by student associations: relevant student associations will be approached to spread promo material amongst their ICT student members.

## WHY: WHAT WE OFFER YOUR ORGANIZATION

### *ACCESS TO TALENT*

Training and hiring young potential in the area of information security is crucial to your organization.

### *VISIBILITY AND BRAND AWARENESS*

Making sure that the next generation of security and IT professionals familiarize themselves with your brand, your offering and what you can mean to them not only as a potential employer, but also a potential supplier.

### *BE PART OF A COMMUNITY LEADING EVENT*

- Be associated with a publicized event, using it to your communication advantage;
- Strengthening your connections with the academic sector and event partners;
- Potentially benefit from press coverage.

## HOW: SPONSORING PACKAGES

The Cyber Security Rumble is a non-commercial, not-for-profit event. Sponsoring will support costs such as: funding of prizes for winning teams, design and set-up of the website and supporting infrastructure, rental and set up of an event room, publicity of the event, ...

We believe in building the success of the Cyber Security Rumble together and offer to join our team for a structural period of 3-years. Sponsoring is structured around the following three packages:

### MAIN SPONSOR

The "main sponsor" package amounts to an annual sponsoring fee of 10.000 EUR. This package gives access to the following exclusive benefits:

#### Before the event

- Company logo present on the sponsor page of the Cyber Security Rumble website with link to sponsor website.
- Placement of company logo in the signature of direct e-mails with link to CSR website.
- Placement of company logo on official communication such as flyers, posters, press releases, slides, etc. ...
- Sponsorship mentioned on social media (Twitter, Facebook, LinkedIn). 4 posts between January and March 2019

#### During the event

- Dedicated area in the sponsor zone of the CSR finals. Including 6sqm area, including 42" screen, 1m/2m backdrop (files provided by sponsor), high table.
- The opportunity to organize a "finals challenge" in your sponsor area to which all the Finalists must participate.
- Four all access badges for representatives of your company to attend the event.
- Placement of company logo on t-shirts handed out to each participant to the Finale (40 - 60 students).
- Company logo positioned for pictures of the winners and prize ceremony on event backdrop
- Sponsoring of one of the prizes, remitted by a representative of your company. Choice of the prize is submitted to the approval of NVISO, and funding of the sponsored prize is not included in the sponsoring package.

#### After the event

- Right to use your selection of 20 official pictures of the event (material provided by the organization team only) in your internal and external communication.
- A copy of the contact details of the students participating both to the qualifiers and finals, supporting you in e.g. communication and recruitment.

As a general rule and wherever the logos of the main sponsors and the official sponsors will be presented together, the size of your company's logo will be 50% larger than the logo of the "official sponsors".

## OFFICIAL SPONSOR (RECRUITMENT PACKAGE)

The "official sponsor recruitment package" amounts to an annual sponsoring fee of 7.500 EUR. This package gives access to the following exclusive benefits:

### Before the event

- Company logo present on the sponsor page of the Cyber Security Rumble website with link to sponsor website.
- Placement of company logo in the signature of direct e-mails with link to CSR website.
- Placement of company logo on official communication such as flyers, posters, press releases, slides, etc. ...
- Sponsorship mentioned on social media (Twitter, Facebook, LinkedIn). 2 posts between January and March 2019.

### During the event

- Dedicated area in the sponsor zone of the CSR finals. Including 6sqm area, including 42" screen, 1m/2m backdrop (files provided by sponsor), high table.
- The opportunity to organize a "finals challenge" in your sponsor area to which all the finalists must participate.
- Two all access badges for representatives of your company to attend the event.
- Placement of company logo on t-shirts handed out to each participant to the finals (40 - 60 students).

### After the event

- Right to use your selection of 10 official pictures of the event (material provided by the organization team only) in your internal and external communication.
- A copy of the contact details of the students participating both to the qualifiers and the finals, supporting you in e.g. communication and recruitment.

## OFFICIAL SPONSOR (MARKETING PACKAGE)

The “official sponsor marketing package” amounts to an annual sponsoring fee of 6.000 EUR. This package gives access to the following exclusive benefits:

### Before the event

- Company logo present on the sponsor page of the Cyber Security Rumble website with link to sponsor website.
- Placement of company logo in the signature of direct e-mails with link to CSR website.
- Placement of company logo on official communication such as flyers, posters, press releases, slides, etc. ...
- Sponsorship mentioned on social media (Twitter, Facebook, LinkedIn). 2 posts between January and March 2019

### During the event

- Two all access badges for representatives of your company to attend the event.
- Sponsoring of one of the prizes, remitted by a representative of your company. Choice of the prize is submitted to the approval of NVISO, and funding of the sponsored prize is not included in the sponsoring package.

### After the event

- Right to use your selection of 10 official pictures of the event (material provided by the organization team only) in your internal and external communication.

## OFFICIAL SPONSOR (SCALEUP PACKAGE)

The “official sponsor scaleup package”, targeted for startups and scaleups, amounts to an annual sponsoring fee of 3.500 EUR. This package gives access to the following exclusive benefits:

### Before the event

- Company logo present on the sponsor page of the Cyber Security Rumble website with link to sponsor website.
- Placement of company logo in the signature of direct e-mails with link to CSR website.
- Placement of company logo on official communication such as flyers, posters, press releases, slides, etc. ...

### During the event

- Two all access badges for representatives of your company to attend the event.

### After the event

- Right to use your selection of 5 official pictures of the event (material provided by the organization team only) in your internal and external communication.
- A copy of the contact details of the students participating both to the qualifiers and the finals, supporting you in e.g. communication and recruitment.



## SPONSORSHIP PACKAGE OVERVIEW

	MAIN SPONSOR		OFFICIAL SPONSOR	
	RECRUITMENT AND MARKETING	RECRUITEMENT	MARKETING	SCALEUP
Logo on all official communication	✓	✓	✓	✓
Logo 50% larger bigger or 50% more represented	✓	-	-	-
Logo on email signature linked to CSR website	✓	✓	✓	✓
Logo on flyer & poster	✓	✓	✓	✓
Logo on footer of presentation for external comm.	✓	✓	✓	✓
Logo on press release	✓	✓	✓	✓
Logo on CSR website (linked to sponsor website)	✓	✓	✓	✓
Sponsor posts on CSR social media - between JAN-MAR	4 posts	2 posts	1 post	-
Live challenge opportunity during finals	✓	✓	-	-
All access badges for finals	4	2	2	2
Logo on merchandising e.g. t-shirts	✓	✓	-	-
Sponsoring and branding of a prize - prize not included	✓	-	✓	-
Access to the database of students after the events	✓	✓	-	✓
Official pictures to be used for sponsor communication	20	10	10	5
Dedicated area in sponsor zone	✓	✓	-	-
Shared area in sponsor zone	-	-	✓	✓
	€ 10.000,00	€ 7.500,00	€ 6.000,00	€3.500,00

## SPONSOR CONTACT

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