

	<b>Technical Advisor (RiskLens)</b>	<b>Partners</b>	<b>Academic Partners</b>
Annual sponsorship fee	Founder	\$50,000	By invitation
Logo/URL on website and event banners	✓	✓	✓
Press release	✓	✓	✓
Periodic recognition in FAIR Institute email promotion	✓	✓	✓
Recognition on backdrops and on main stage at main events (physical and virtual)	✓	✓	✓
Access to published FAIR Institute online resources	✓	✓	✓
Recognition on Annual Report	✓	✓	<b>X</b>
Representation in Board of Advisors	✓	✓	<b>X</b>
Participation in members-only events & workgroups	✓	✓	Academic Workgroup
Tabletop at FAIR Institute events (physical and virtual)	✓	✓	<b>X</b>
Publication on sponsored content	✓	✓	<b>X</b>
Panel participation/moderation	✓	✓	<b>X</b>
Promotional offers	✓	✓	<b>X</b>

## **FAIR Institute Partner Sponsorship Opportunities - 2021**

Annual sponsorship fee: \$50,000

Benefits include:

### **Marketing & Promotional Activities**

- Sponsors Logo/URL on FAIR Institute website and partnership landing page
  - Exclusive partnership for sponsor's type of business offering
- Blog announcement
- Periodic recognition in FAIR Institute email promotion
- Four (4) email blasts w/ Sponsor's promotional offers
- Four (4) (quarterly) webinars promoted to all FAIR Institute Members
- Publication of sponsored content (1/year)

### **Thought Leadership**

- A seat of FAIR Institute's Board of Advisors
- Access to FAIR Institute online resources
- FAIR Institute's Risk Management Maturity Benchmark Survey / Annual Report
  - Sponsor's corporate co-branding and co-sponsorship of the FAIR Institute's Risk Management Maturity Benchmark Survey and whitepaper
  - Panel participation in FAIR Institute's Risk Management Maturity Benchmark Survey Webinar
  - Access to webinar registration list
- Seat on a selected FAIR Institute working group and participation in working group reports, presentations, and additional activities

### **Events**

- FAIRCON21
  - Main Sponsor
  - Tabletop/Booth
  - Speaking Opportunities (Panel, Roundtable, or Individual as appropriate for conference needs); speaker passes provided to speakers/moderators
  - Three (3) conference passes
  - Access to registration/attendee list
  - Participation in other possible sessions/activities
  - Brand recognition on backdrops, slides, conference materials, and other areas of conference
- RSAC21 FAIR Breakfast (May, San Francisco, CA) – or equivalent if hosted virtually
  - Tabletop/Booth
  - Participation as a Panel Speaker or other speaking role
  - Access to key individuals & RSA attendees present at breakfast event
  - Recognition on backdrops and on main stage at main events
  - Access to registration/attendee list
- Gartner Security Summit FAIR Breakfast (Summer, Washington, DC) – or equivalent if hosted virtually
  - Tabletop/Booth
  - Participation as a Panel Speaker or other speaking role
  - Access to key individuals & attendees present at breakfast event
  - Recognition on backdrops and on main stage at main events
  - Access to registration/attendee list

- FAIR Chapter Events
  - Tabletop/Booth at physical chapter events
  - Ability to present and lead discussions at meetings
    - 15 US Chapters
    - 1 US Government Chapter
    - 7 International Chapters