

Cyber Security Events Sponsorship Opportunities 2023

techUK
FOR WHAT COMES NEXT





About techUK

techUK is the trade association which brings together people, companies and organisations to realise the positive outcomes of what digital technology can achieve.

With over 900 members (the majority of which are SMEs) across the UK, techUK creates a network for innovation and collaboration across business, government, and stakeholders to provide a better future for people, society, the economy and the planet.

By providing expertise and insight, we support our members, partners, and stakeholders as they prepare the UK for what comes next in a constantly changing world.



The Events

Cyber Security Innovation Den

Event Date: TBC | **Venue:** Central London

Timings: During the day

Cyber Security Dinner

Event Date: TBC | **Venue:** Central London

Timings: 18:30 – 23:30 | **Event format:** Networking Dinner

About the events

For the past two years, techUK have been bringing the UK cyber security community together for events which provide valuable opportunities to network, celebrate the brightest cyber innovations and explore the key issues facing the sector.

The day begins with the Cyber Innovation Den. Last year, we explored efforts being made to realise the ambition set out in the National Cyber Strategy. Speakers looked at the progress to date, including the foundation of the UK Cyber Security Council, the reinvigoration of the Cyber Growth Partnership and the continued growth in the value of the sector to the UK economy.

The event also features our Cyber Innovation Pitching Competition, which highlights the pioneering work that is present within the cyber security sector. This competition offers the opportunity to hear from cyber SMEs about the latest R&D emerging from the cyber security sector, as the brightest companies in the country pitch their product or service to a panel of expert judges, with the winner named techUK's Cyber Innovator of the year.

In the evening, techUK hosts our Cyber Security Dinner in Central London. The dinner is a fantastic networking opportunity, bringing together senior stakeholders from across industry and government for informal discussions around some of the key cyber security issues for 2023 and beyond.

The event provides a significant platform for businesses in the sector to gain visibility, reach stakeholders such as representatives of the NCSC, DCMS and DIT, and network with members of techUK Cyber Security Programme as well as wider stakeholders across the UK cyber security sector.

Sponsoring one of our cyber events will allow you to:

- Establish your company as a leader in the cyber security space
- Benefit from a range of brand awareness raising activities – before, during and after the event
- Share speaker platform with public sector leaders from the cyber security sector
- Network with public sector and industry leaders from across the cyber security space



Sponsorship Packages

Cyber Innovation Den | Headline Sponsor: £10,000 + VAT

- **Speaking opportunity:** opportunity to join /chair one of the panels at the Cyber Innovation Den
- Opportunity to **work with the techUK team to shape the panel's** discussion points
- Opportunity for **a representative from your company to act as head judge** during the pitching competition
- **Speaking opportunity** - opportunity to open the pitching competition with a 10-minute keynote address and announce the winner
- **Mention on the day** during techUK welcome speech
- Opportunity to **publish one guest blog** on techUK website – 500 words, posted as an 'insight' on techUK website and shared through techUK social media channels
- **Promoted as Headline Sponsor** on at least three HTML mailings, during the pre-event campaign
- **Promoted as Headline Sponsor** on event slides, and all conference materials
- **Sponsor promotion on event website** – logo, 200-word boiler plate and click through link to sponsor website
- Sponsor recognition in **six promotional tweets** including company's handle (40k followers) and **two LinkedIn posts** (23.5k followers)
- **Sponsor promotion** in all pre and post event delegate communications
- Opportunity to **share one of your company's publications** with all event delegates (sponsor to provide)

Cyber Security Dinner | Headline Sponsor: £12,500+VAT

This is an opportunity for your company to convey key messages, demonstrate your thought leadership in the industry and build brand awareness. You will receive premium visibility across techUK channels before, during and after the event. **Only one headline sponsorship package is available.**

- **Speaking opportunity:** five-minute pre-dinner speech by sponsor representative
- **Mention in main dinner speech** welcome by techUK
- **Complimentary event tickets:** 10 x dinner tickets (one table of 10) plus two tickets to sit on top table (ticket value approx. £2,200)
- **Sponsor company logo prominent** throughout the event collateral at the venue
- **Promoted as headline sponsor** on all event HTML mailings, during the pre-event campaign
- **techUK website:** sponsor 'hub' included on event website including company logo and boiler plate (200 words) along with links to four sponsor resources (e.g., video, report, webpage, blog)

- **Sponsor recognition in five promotional tweets and three LinkedIn posts** including company's handle
- **Two sponsor pop-up banners** to be located in the main dining room (sponsor to provide)
- **Sponsor advertisement:** full page A5 advertisement included in event programme which will be provided to all delegates
- **Promoted as headline sponsor in event programme** – including logo and a 200-word boiler plate
- **Opinion piece:** sponsor developed 750 word article on the subject matter of choice (agreed with techUK) promoted on techUK website and through techUK social media channels
- **Sponsor promotion in post event follow-up** email to all attendees

Networking Sponsor: £7,500+VAT

- **Complimentary event tickets:** five dinner tickets – half table (value approx. £1,000)
- **Mention in** welcome speech by techUK
- **Sponsor company logo prominent** throughout the event collateral
- **Promoted as networking sponsor on at least two HTML mailings**, during the pre-event campaign (dependant on time of signing contract)
- **techUK website:** sponsor 'hub' included on event website including company logo and boiler plate (100 words) along with links to two sponsor resources (e.g., video, report, webpage, blog)
- **Sponsor recognition in three promotional tweets and one LinkedIn post** including company's handle
- **One sponsor pop-up banner** to be located in the networking space (sponsor to provide)
- **Promoted as networking sponsor in event programme**, including logo and 100 word boiler plate

Headline Sponsor Bundle: £20,000 + VAT

If your company would like to support both events as headline sponsor, we are offering a combined headline sponsorship package for £20,000+VAT. This package will allow your organisation to avail of all the benefits provided by both the headline packages outlined above.

If you are interested in becoming a sponsor, please contact:

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