



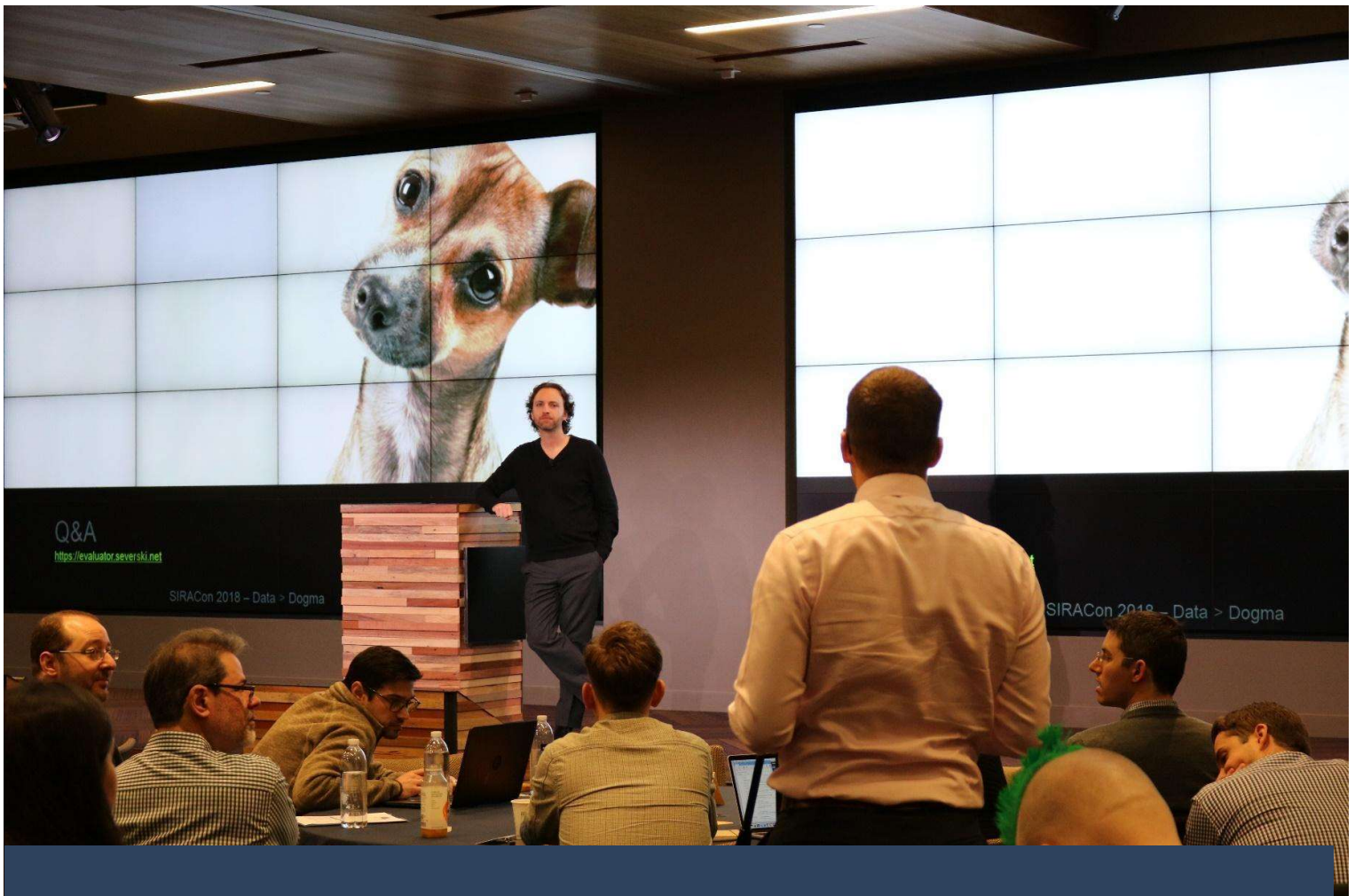
# SPONSORSHIP OPPORTUNITIES

Society of Information Risk Analysts

2021 Annual Conference

Online August 4-6, 2021

Monthly Webinar Series



[www.societyinforisk.org](http://www.societyinforisk.org)

# What is SIRA?

The Society of Information Risk Analysts, established in 2011, is the go-to resource for decision makers & practitioners of information risk management.

As an emerging discipline, information risk management benefits from open dialogue and exchange of ideas. SIRA provides a forum where members can build meaningful, professional relationships that keep them at the top of their profession, explore the most important risk management challenges facing their organizations, & discover how methods from other risk management disciplines can help them meet information risk challenges.

# About SIRAcon

[www.societyinforisk.org](http://www.societyinforisk.org)  
**95%** **88%**

Of attendees found  
speakers extremely or

Of attendees found  
content extremely or

“This was honestly a career changing event for me. I had no idea that there were so many people trying to work on the same problems that I was.”

– SIRAcon 2018 Attendee

**77%**

Of attendees used  
content or lessons in  
their job.

[www.societyinforisk.org](http://www.societyinforisk.org)

## About SIRA webinars

SIRA's newly launched program of content-rich, vendor-neutral webinars reaches a large segment of the influencers and thought leaders in the burgeoning field of information risk analysis and management.

## The Underwriting Opportunity

Unlike most industry events, SIRA webinars are unsponsored – no pitches or infomercials, just information and shared experiences among risk practitioners, executives and business leaders, and leading-edge thinkers in practical tools and techniques.

Underwriters promote their brand and obtain exposure and mindshare in a non-commercial environment that attracts high-impact individuals who might avoid advertising-oriented forums. See page 4 for underwriting details.

# Sponsorship Options

	Friend	Bronze	Silver	Gold	Platinum
Price	\$1,000	\$5,000	\$10,000	\$15,000	\$25,000
Number Available	10	4	3	2	1
Event Passes	1	2	3	5	10
Digital Marketing Acknowledgement	yes	yes	yes	yes	yes
Website Acknowledgement	yes	yes	yes	yes	yes
Public Slack channel during event	-	yes	yes	yes	yes
Annual SIRA Memberships	-	1	2	3	4
Webinar Underwriting	-	-	1	3	6
Introduce Keynote	-	-	-	yes	yes
Sponsor Swag Items	-	-	up to 1	up to 3	up to 5 with co-branding
Sponsor Giveaway Items	-	yes	yes	yes	yes
Visual Notes	-	-	yes	yes	yes

# Conference Swag

Opportunity is either to pay for item(s) included or to have a branded item(s) included in our conference swag box. Items must be received by packing location no later than June 1<sup>st</sup>, 2021. All conference swag sponsors will have a call out in the insert. The platinum level sponsor will have their logo included on packaging along with the SIRA logo.

# Giveaway items

There are three (3) giveaway opportunities each day. Sponsors will have the opportunity to provide input on item being given away or provide item to be given away. Sponsored giveaways will have an acknowledgement when the sponsored item is given away. Provide giveaway items must be received by SIRA no later than July 1<sup>st</sup>, 2021.

# Visual Notes

Visual notes are a great highlight to a talk giving the audience a recall point back to the event. Sponsored notes will have the sponsor logo prominently displayed on the published note with a copy of “Visual notes sponsored by [company name]”. These notes are frequently shared beyond the conference creating a lasting impression and acknowledgement of sponsorship activities

Email questions to: [siracon@societyinforisk.org](mailto:siracon@societyinforisk.org)  
Register at <https://siracon21.busyconf.com>