

# ISSA Baltimore Chapter Sponsorship Program



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## 1 Introduction

During the fall of 2004, the ISSA Baltimore chapter discussed adding sponsors. After researching and discussing the matter at board and chapter meetings, the Board of Directors (BoD) brought the issue to membership for a vote at the December 2004 meeting. The members present voted unanimously to include sponsorship within the chapter.

A Corporate Chapter Sponsorship program is simply an offer made to potential sponsors in return for services provided by the ISSA Baltimore chapter. The sponsorship benefits section outlines the services provided in more detail.

## 2 Goals of Sponsorship

- Generate \$5000 to supplement the Chapter funds. This goal will support Chapter activities as defined by the board.
- Customer satisfaction will be the measurement of success for the program
- Attract new membership candidates and information security minded talent

## 3 Roles and Responsibilities

### 3.1 Board Activities

The ISSA Baltimore BoD will:

- Assign responsibility to conduct the activities associated with sponsorship
- Review and approve sponsor candidates. All sponsors must be reputable and in good standing with industry – both ethically and legally
- Solicit sponsors.

### 3.2 Sponsorship Activities

Those responsible will:

- Solicit sponsors
- Report their activities at board and chapter meetings
- Conduct the administrative activities of sponsorship (e.g., creating and renewing memberships, reporting, and accounting).

## 4 Sponsorship

The following sections explain the sponsorship program along with its applicability, categories, and fees.

### 4.1 Definition of Sponsorship

Becoming a sponsor of the ISSA Baltimore chapter opens the door to networking opportunities. It provides a venue for the sponsor to improve their corporate name recognition among security professionals, it offers access to our meetings, and provides a partnership between the ISSA and the sponsor.

In short, the ISSA Baltimore chapter will provide services to the sponsor in tangible ways.

### 4.2 Applicability of Sponsorship

The Corporate Chapter Sponsorship Program only applies to the ISSA Baltimore chapter offering the sponsorship. The Corporate Chapter Sponsorship Program gives the sponsor no benefits to the ISSA at the International level or to benefits at the other ISSA chapters.

### 4.3 Sponsorship Categories

The ISSA Baltimore chapter offers flexibility in its sponsorship package. The sponsor can choose from two categories:

- Rate-sponsorship
- Trade-sponsorship

The value of the sponsorship package is quantified into three categories – Gold, Silver, and Bronze. The following sub-sections discuss the sponsorship categories and levels in more detail.

#### 4.3.1 Rate-sponsorship

The ISSA Baltimore Chapter has three levels of sponsorship: Gold, Silver, and Bronze.

- "Gold" sponsors have donated the amount outlined in section 4.5, "Sponsorship Membership Fees" and therefore receive the benefits outlined in sub-section 4.6.2, "Gold Sponsorship Benefits".
- "Silver" sponsors have donated the amount outlined in section 4.5, "Sponsorship Membership Fees" and therefore receive the benefits outlined in sub-section 4.6.3, "Silver Sponsorship Benefits".
- "Bronze" sponsors have donated the amount outlined in section 4.5, "Sponsorship Membership Fees" and therefore receive the benefits outlined in sub-section 4.6.3, "Bronze Sponsorship Benefits".

### 4.3.2 Trade-sponsorship

The ISSA Baltimore chapter also offers a Trade-sponsor membership. In this scenario, the sponsor may want to provide meeting space, provide refreshments or a meal, sponsor a wine & cheese reception at a conference, provide free technical training, pay for chapter mailings, provide administrative staff support to maintain chapter database or coordinate meeting reservations, and/or provide free or reduced fee copies of software, etc. This membership requires a negotiation phase with the ISSA Baltimore chapter to determine the agreed value of the sponsor contribution.

### 4.4 Sponsor Membership Period

The Sponsorship period is based on an annual rolling date, with the start date commencing upon the first day of the month following initial payment.

### 4.5 Sponsorship Membership Fees

Chapter sponsor contributions can come in many forms – all of which are negotiable with the ISSA Baltimore Chapter. The benefits for sponsorships are dependent of the contribution value negotiated at the time of membership creation. The structure of the membership fees allows for participation from both small and large organizations.

Membership Type	Fee
Gold	\$1000
Silver	\$700
Bronze	\$500

### 4.6 Benefits of Sponsorship

#### 4.6.1 Benefits Summary

To help avoid any misunderstandings, the ISSA Baltimore Chapter will provide potential sponsors with a sponsorship contract that will detail the sponsor’s payment obligations in cash or kind and the sponsorship benefits to be provided by the Chapter.

The ISSA Baltimore Chapter has quantified sponsorship benefits by membership category – Gold, Silver, and Bronze. The gold is the most inclusive while bronze is least.

### **4.6.2 Gold Sponsorship Benefits**

Gold sponsors will receive the following benefits:

- 1 Ability to participate in Chapter committees and activities.
- 2 33% discount off the base price of Chapter study groups for each registered employee (Employees are required to join ISSA Baltimore prior to registration).
- 3 A link from the Chapter web site to the sponsor's corporate job postings.
- 4 Access to the Chapter Yahoo Group.
- 5 The right to post to the Chapter's email list (managed list).
- 6 Advertising the sponsor's company on the Chapter web site.
- 7 Recognition of and a "Thank You" to sponsors at each Chapter meeting and event.
- 8 Sponsor's company banners or sign hung at each Chapter meeting (If provided by Sponsor).
- 9 Sponsor listed on all Chapter published materials.
- 10 Sponsor receives a free table at Chapter conference or vendor fair.
- 11 Guaranteed opportunity to speak at a Chapter meeting or conference session (Requires advanced notification / scheduling with BoD).
- 12 Full access to Chapter meetings and to network during breaks.
- 13 Sponsor name displayed in Board of Directors (BoD) email signature blocks.

### **4.6.3 Silver Sponsorship Benefits**

Silver sponsors will receive the following benefits:

- 1 Access to the chapter Yahoo Group.
- 2 20% discount off the base price of Chapter study groups for each registered employee (Employees are required to join ISSA Baltimore prior to registration).
- 3 The right to post to the Chapter's email list (managed list).
- 4 Advertising the sponsor's company on the Chapter web site.
- 5 Recognition of and a "Thank You" to sponsors at each Chapter meeting and event.
- 6 Sponsor's company banners or sign hung at each Chapter meeting (If provided by Sponsor).
- 7 Sponsor listed on all Chapter published materials.
- 8 Sponsor receives a free table at Chapter conference or vendor fair.
- 9 Guaranteed opportunity to speak at a Chapter meeting or conference session (Requires advanced notification / scheduling with BoD).
- 10 Full access to Chapter meetings and to network during breaks.
- 11 Sponsor name display in Board of Directors (BoD) email signature blocks.

#### **4.6.4 Bronze Sponsorship Benefits**

Bronze sponsors will receive the following benefits:

1. 10% discount off base price of Chapter study groups for each registered employee (Employees are required to join ISSA Baltimore prior to registration).
2. Advertising the sponsor's company logo on the Chapter web site.
3. Recognition of and a "Thank You" to sponsors at each chapter meeting and event.
4. Sponsor's company banners or sign hung at each Chapter meeting (If provided by Sponsor).
5. Sponsor listed on all Chapter published materials.
6. Sponsor receives a free table at Chapter conference or vendor fair.
7. Guaranteed opportunity to speak at a Chapter meeting or conference session (Requires advanced notification / scheduling with BoD).
8. Full access to local Chapter meeting and to network during breaks.
9. Display list of sponsor in Board of Directors (BoD) email signature blocks.