



# 2024

## SPONSORSHIP PROSPECTUS

**CY/ERSITY**  
DIVERSIFY. EDUCATE. EMPOWER.

## ABOUT THE ORGANIZATION

Since its founding in 2014, Cyversity, formerly the International Consortium of Minority Cybersecurity Professionals (ICMCP) has focused on its mission of achieving consistent representation of women, underrepresented communities, and all veterans in the cybersecurity industry through programs designed to diversify, educate, and empower.

Cyversity (EIN: 46-5596141) is a 501(c)(3) non-profit organization organized exclusively for charitable purposes, to provide members with educational/ technical scholarships, mentoring opportunities, professional development, and networking. Cyversity graciously accepts the participation of individuals and organizations committed to promoting and supporting overall diversity in STEM into our sponsorship programs.



## Why We Do the Work

Top Takeaways from the Achieving Diversity in the U.S. Cybersecurity Industry Research independently conducted by Ponemon Institute LLC (Sponsored by Security Innovation and Cyversity)

-  Women are underrepresented in the cybersecurity profession.
-  More mentoring and recruitment of diverse IT security practitioners needs to be done.
-  Not all jobs require an extensive background and education in cybersecurity.
-  Inability to retain diverse talent makes it difficult to close the diversity gap.
-  To improve diversity in the workforce, organizations should ensure job candidates understand the expectations they have when hiring.
-  There is a need to increase veteran awareness of the field and prepare veterans for the industry.

## PAVE THE WAY WITH CYVERSITY

Cyversity tackles the cybersecurity industry's diversity gap head-on. In a landscape grappling with a significant lack of diversity, especially among women, Veterans, and underrepresented communities, we believe diverse perspectives are critical for navigating evolving cyber threats.

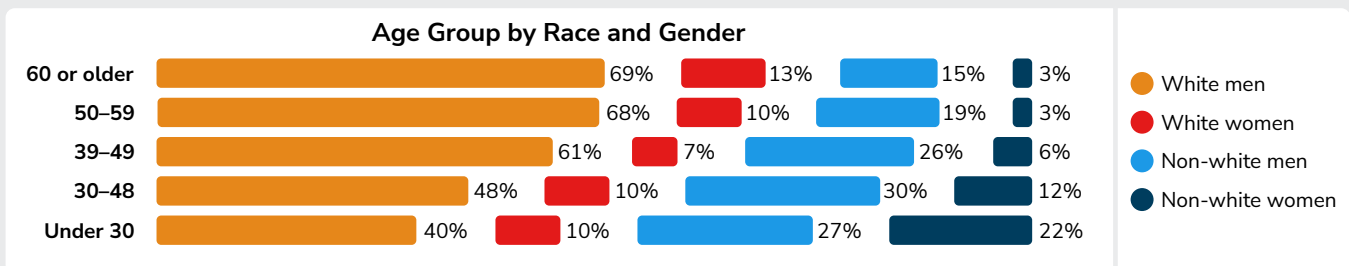
Facts speak volumes: Forbes states that "Diverse teams deliver 60% better results and make better decisions in 87% of cases." McKinsey's study reinforces this, revealing that "companies in the top quartile for gender and ethnic diversity outperform their counterparts."

Despite 69% of cybersecurity professionals valuing diversity, only 39% work in diverse environments. As cyber-attacks increase, a diverse workforce becomes imperative. Diverse teams offer varied insights crucial for addressing threats.

The industry's retention challenge, highlighted by the Kapor Center, costs \$16 billion annually due to stereotypes and harassment. Creating diverse work environments can counteract this, with over three-quarters of employees prioritizing workplace diversity. Recognized as a national priority, fostering diversity in cybersecurity is essential for securing our digital future.

## Why Cyversity Exists

In 2022, the global cybersecurity workforce surged to 4.7 million, marking an 11.1% annual increase, equating to 464,000 new jobs. Despite this growth, the demand for cybersecurity professionals is outpacing supply. According to (ISC)<sup>2</sup>, the workforce gap expanded by 26.2% year-over-year, underscoring the urgent need for increased numbers and greater diversity in this crucial profession.





## OUR MISSION

To achieve the consistent representation of women, underrepresented communities, and veterans in the cybersecurity industry through programs that diversify, educate, and empower.

## OUR WHY

Because Cyversity believes that diversity of thoughts and talents matters in the fight to combat the evolving cyber risks of today and in the future.

## OUR STRATEGY

We deliver a multi-faceted approach to alleviate the barriers for diverse talent. These six interrelated disciplines are designed to attract, develop, and place diverse talent in cybersecurity careers.

## A THRIVING CYVERSITY COMMUNITY

Cyversity connects cyber professionals of all levels with dynamic, engaging educational programming, networking, and the opportunity to build community.

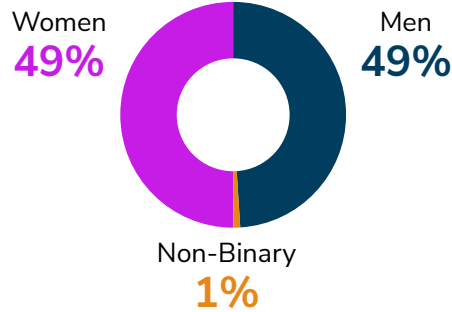
### Total Membership

**1619**

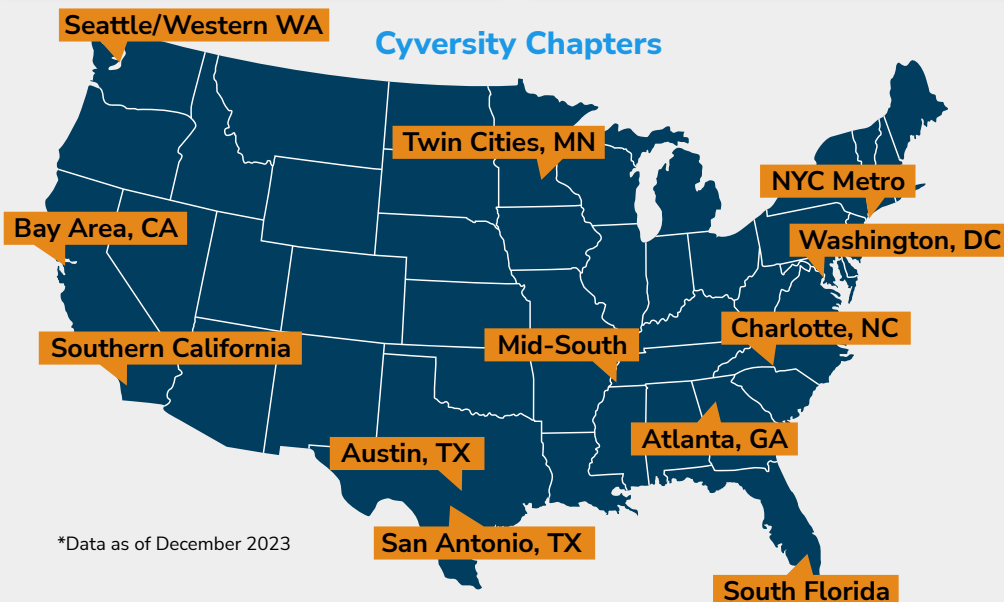
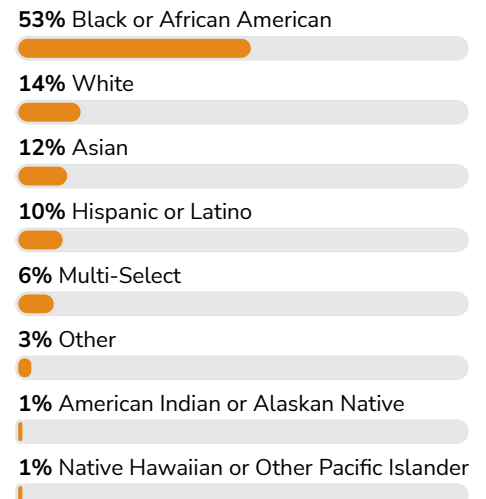
Professional **453**    Student **858**    Sponsor **130**

Members gained from 2022 to 2023  
**288**

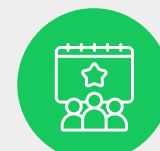
### Demographics



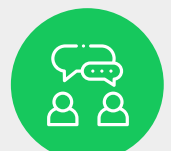
### Ethnicity



\*Data as of December 2023



**30**  
Engage Events  
in 2023



**130**  
Mentees



## WE DO THE WORK



**16 Training Partners**  
including (ISC)<sup>2</sup>, SANS,  
EC Council and MITxPro



**350+ scholarships**  
awarded in 2023,  
valued at over \$3 million



**Over 4,500 hours**  
of training and skill building  
provided

Cyversity's multi-pronged approach to address and alleviate the stigma, gaps and barriers to diversity in the industry are designed to attract, develop, and place diverse talent in cybersecurity careers:



- 1 Promote**  
Awareness and advocacy of the profession and the need for diverse talent.
- 2 Assess**  
Skills mapped to the NICE Framework with options to evaluate alternatives, opportunities, and gaps.
- 3 Develop**  
Set goals, train, fill gaps and enhance capabilities via our training hub, webinars, scholarships, and mentorship.
- 4 Connect**  
Find community, engage, and make connections.
- 5 Place**  
Prepare and connect talent to opportunities.
- 6 Retain**  
Industry education. Company awareness and readiness. Talent advocacy and support.

# BECOME A NATIONAL SPONSOR

## About Our National Cyversity Sponsorships

Partnership and collaboration are critical to enabling change. Our sponsorship program is flexibly designed to align Cyversity's mission, vision, and values with the philosophy and goals of our sponsors. Sponsorship provides your organization with the ability to engage year-round with our members and gain unparalleled access to the next wave of cybersecurity talent.

Sponsor Benefits	BUILDER Sponsor \$150,000	VISIONARY Sponsor \$100,000	CHAMPION Sponsor \$50,000	ADVOCATE Sponsor \$25,000	EMPOWER Sponsor \$10,000
<b>General Membership</b>					
Authorized Corporate Members <i>Provides access to all Cyversity Programs</i>	Unlimited	150	100	50	20
Logo Recognition on Cyversity website	✓	✓	✓	✓	✓
Seats in our Mentorship Program	15	10	8	5	1
Opportunity to participate in or create a local Cyversity Chapter	✓	✓	✓	✓	✓
Acknowledgement of curriculum delivery support	✓	✓	✓	✓	
Sponsor Program Spotlight <i>Be recognized in our sponsors spotlight on emails and on our website</i>	✓	✓	✓	✓	
Naming Rights to Program Elements	✓	✓	✓		
Opportunity to Add Training for Cyversity Members	✓	✓	✓		
Opportunity to Host In Person Cyversity Member Networking Dinner/Networking Event	✓	✓			
Advisory Board Membership for Corporate Executive	✓				
<b>Cyversity Co-Branding &amp; Marketing</b>					
Social Promotion (X, Instagram, LinkedIn)	6	4	3	2	1
Deliver co-branded webinars	6	4	2	1	
<b>Cybersecurity Jobs Boards</b>					
3-month free trial of job posting and recruiting on CyberSN's job matching platform	✓	✓	✓	✓	✓

\*25% of Sponsorship goes towards Cyversity Operations

### Become a Chapter Sponsor

Cyversity Chapters aim to elevate the dialogue on the very necessary strategic, tactical, and operational imperatives needed to attract and develop minority cybersecurity practitioners. The Chapters are a means to provide an opportunity to focus on the public, private, academic and legislative components necessary for engineering the pipeline of diverse practitioners critical to addressing the cross-industry cybersecurity skills shortage.

### Become a Major Individual Donor!

#### Benefactor Sponsorship - \$75,000

- ✓ Dedicated recognition as a significant supporter of the organization's operational needs.
- ✓ Acknowledgement in all promotional materials and publications.
- ✓ Exclusive invitation to annual benefactor and advisory board gathering.
- ✓ Opportunity to provide input on the organization's strategic direction.
- ✓ Naming rights to a specific program or initiative (scholarship).

### Mentorship Program

Mentoring is a key component of developing talent and supporting the success of our next generation of cybersecurity professionals. As a sponsor, please consider joining one of our mentorship cohorts.

- ✓ 2 mentorship cohorts a year
- ✓ Can support as a mentor or mentee
- ✓ 1:1 Matching – Mentors & Mentees are matched to align the skills of the mentor with the goals of the mentee
- ✓ We offer a pre-developed syllabus to help guide the sessions between our 1:1 matches

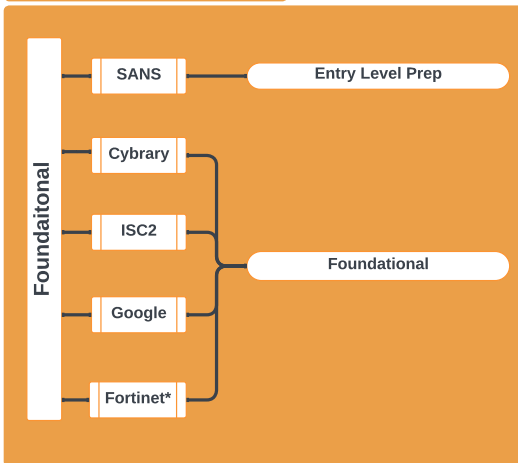


## SPONSOR TRAINING FOR OUR MEMBERS

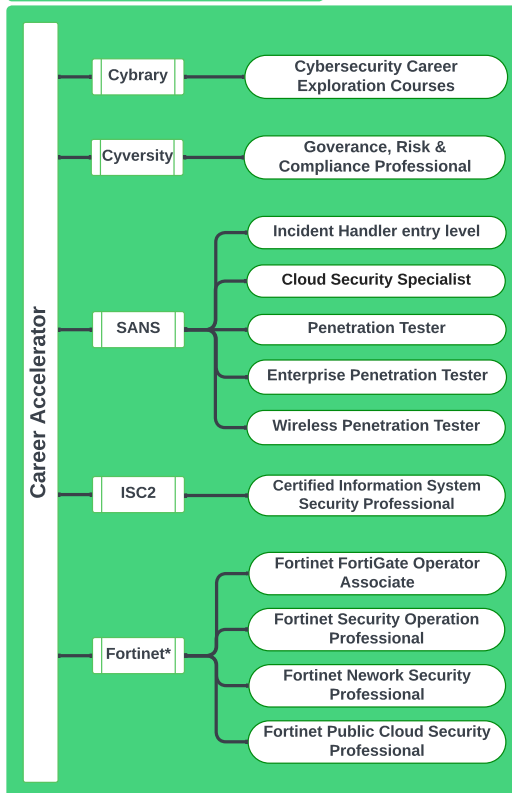
Cyversity aims to provide members with necessary Cyber training to further their careers. Sponsors are crucial in funding this training. The training opportunities are available to Champion level sponsors and above. Cyversity will work with you to determine which training would be most beneficial for your goals and target demographic. The level of sponsorship will determine how many individuals you can send through the training given the cost of each training offered. As a sponsor of the training, you will be able to assist in the application process and have the right of first refusal for the cohort once the training is completed.

## EDUCATIONAL COURSE PATHWAYS

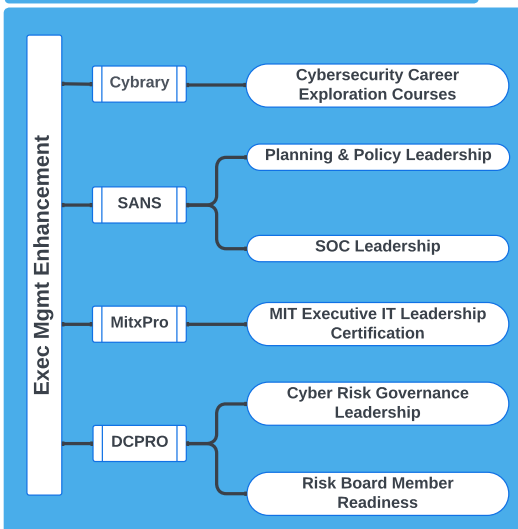
### Foundational - Entry Level



### Career Accelerator - Mid-level



### Exec Mgmt Enhancements - Leadership-level



## TERMS AND CONDITIONS

Sponsorships are granted on a first-come, first-served basis. The Cyversity Professionals or their designated representatives ("ORGANIZER") reserves the right to reject any prospective sponsor company ("SPONSOR") that it deems inappropriate. 'SPONSOR' includes any person, firm, or company, corporation, institution, association or committee to whom the sponsorship is allocated. 'VENUE' refers to the location where the event is being held.

1. Sponsorships are granted on a first-come, first-served basis. Organizer reserves the right to reject any Sponsor that it deems inappropriate for any reason.
2. Payment is due within 30-days of invoice unless otherwise agreed in writing by Organizer. If payment has not been made by the relevant deadline according to the production schedule provided by the Organizer, the Organizer reserves the right to decline to convey the relevant benefit or pass on costs incurred because of the delay.
3. Travel and accommodation expenses are not included in the sponsorship fee. Sponsors and Event attendees are responsible for making their own arrangements.
4. All sponsorship materials must be submitted within the production schedule provided by the Organizer.
5. Sponsors may not sublet, assign or apportion any part of the item(s) sponsored nor represent, advertise or distribute literature or materials for the products or services of any other firm or organization except as approved in writing by Organizer.
6. The organizer will not be liable for damage or loss to a Sponsor's properties through fire, theft, accident or any other cause, whether the result of negligence or otherwise.
7. Sponsors can offer pledges for single or multiple items/events.
8. The sponsorship fees do not include event registration unless specifically stated in the sponsorship opportunity details.
9. Accommodation costs are not included in the event registration fee. Attendees are responsible for making their own lodging arrangements.
10. Organizer reserves the right to select and finalize the design of all branded event giveaways.
11. Organizer reserves the right to limit the number of colors used to print sponsor logos and all other event materials.
12. Additional shipping and customs fees may be incurred by the sponsor.
13. Sponsorship may be canceled by sponsor by written notification to the Organizer 30 days before event. Sponsorships cannot be canceled after that date because the Organizer incurs the cost of printing and other sponsorship recognition and loss of sponsorship. If notification of cancellation is received after 30 days prior to the event, the Organizer will attempt to revise sponsor recognition items as feasible and Organizer shall be entitled to retain 100% of the sponsorship fee as damages.

# SPONSORSHIP AGREEMENT

Sponsor, \_\_\_\_\_, hereby agrees to the sponsorship indicated below and agrees to all Terms and Conditions. This Agreement is effective when accepted by the Organizer and signed by its authorized representative.

By signing this agreement, I \_\_\_\_\_ pledge to create a more diverse and inclusive Cybersecurity environment within my workplace.

## Contact Information

Company name \_\_\_\_\_

Contact e-mail \_\_\_\_\_

Mailing/billing address \_\_\_\_\_

Billing city \_\_\_\_\_ Billing state / province \_\_\_\_\_

Billing ZIP / postal code \_\_\_\_\_ Billing country \_\_\_\_\_

Billing phone, include country code \_\_\_\_\_

Website URL \_\_\_\_\_

**National Cyversity Sponsorship**       Builder Level: \$150,000       Champion Level: \$50,000       Empower Level: \$10,000  
 Visionary Level: \$100,000       Advocate Level: \$25,000

**Chapter Sponsorship Allocation (optional)**       \$ \_\_\_\_\_ Chapter Location: \_\_\_\_\_

**Cyversity Event Sponsorships**       \$ \_\_\_\_\_

**Cyversity RSA Reception**       \$ \_\_\_\_\_

**Total Amount**      \$ \_\_\_\_\_

**Please select your payment method:**       Corporate Check       Corporate Wire Transfer

**For Authorized Sponsor Representative:**

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**For Authorized Organizer Representative:**

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



## **ADDENDUM**

Please add any custom sponsorship/program details here; otherwise leave entire page blank.