

ISSA Central Maryland Chapter Sponsorship Program



ISSA

Information Systems Security Association



For more information, contact:

issa_centralmd_bod@issa-centralmd.org

Or visit

<https://issa-centralmd.org/chaptersponsors/>

Thank you for your interest in supporting the Central Maryland Chapter of the Information Systems Security Association (ISSA), recognized as the 2017 Mid-Size Chapter of the Year.

ISSA is a not-for-profit, international organization of information security professionals and practitioners. It provides educational forums, publications, and peer interaction opportunities that enhance the knowledge, skill, and professional growth of its members.

The ISSA Central Maryland Chapter continuously works to meet the educational and career needs of the Baltimore-Washington cybersecurity practitioners in both the public and private sectors.

Supporting the Central Maryland Chapter provides sponsors with the ability to develop a dialogue with regional information security experts while generating awareness for the sponsor's company, products, or solutions.

A. ISSA Central Maryland Chapter Highlights

1. **Leadership:** Our Board of Directors works closely with the ISSA International Board of Directors and attends the ISSA International Conferences each year to maintain and strengthen those ties. The Board of Directors also works with many local organizations to further advance cybersecurity as a career, facilitate inter-company networking or just in the pursuit of knowledge.
 - **Outreach and Collaboration:** The Central Maryland Chapter is based in Howard County Maryland and is a member of the Howard Tech Council. We partner with sister organizations, such as AFCEA, Infragard, ISACA and PMI in support of educational and networking activities for our members.
 - **Student Chapters:** Over the last few years, the Central Maryland Chapter has been very active in sponsoring student chapters at the University of Maryland Baltimore County and Carroll Community College. We are continually looking for opportunities to expand our student outreach as the students of today will soon be our colleagues. A portion of your sponsorship investment will be used to provide scholarship funding for promising cyber students. As a sponsor, your organization will be identified as a donor to this scholarship fund when student awards are made.
 - **Active STEM Presence:** The Chapter is very involved in a variety of **Science Technology Engineering and Mathematic (STEM)** Education events to encourage students to pursue a degree and career in Cybersecurity. The chapter is an active sponsor and participant of the annual "Night of Cyber" event, which is held as part of the statewide Maryland STEM festival.

2. **Membership**: We have over 250 current members and growing. Our membership is as diverse as the Baltimore-Washington corridor we work in. Our members represent a variety of industries and organizations such as defense, healthcare, telecommunications, security, education and software just to name a few.
3. **Monthly Chapter Meeting**: As a core offering, the Chapter holds monthly meetings every 4th Wednesday of the month. These meetings are a dynamic, interactive, educational networking opportunity attended by upwards of 50 members and guests. All that and an evening meal catered by a local restaurant.
4. **Annual Cybersecurity Regional Conference**: Every year, the Chapter co-sponsors a regional Cybersecurity conference in partnership with the Washington DC and Northern Virginia chapters of ISSA. This local Mid-Atlantic Information Security Conference (MAISC) has grown steadily in attendance and is a cost-effective addition to the security education available to our membership. This Conference is an all-day affair, well attended and considered by many a highlight of the year.
5. **CISSP Study Groups**: The CISSP is considered a premier certification to hold within the Infosec community. Twice a year, the Chapter hosts a 14-week CISSP study group. These study groups are a 'crown jewel' if you will, in the work that the Chapter does. Many of the current ISSA members who hold a CISSP certification can thank the efforts of the volunteers that provide leadership and guidance to the groups. Unlike many of the commercially available CISSP prep courses, we draw from our experienced, CISSP-certified membership to lead our sessions. Attendees benefit from a wide and varied cross section of experiences instead of just the perspective of a single leader/instructor. As a sponsor of the Chapter, your organization will be entitled to participate in not only these CISSP Study Groups, but any other educational programs that the Chapter sponsors as well. In addition, employees of sponsors receive a 25% discount off the base member / non-member price. The number of discounts per sponsor is determined by the sponsorship level.
6. **Social/Networking Events**: All work and no play makes for a dull organization, and this Chapter is no exception. The Chapter hosts a variety of events over the course of the year. Trips to the Spy Museum, National Electronics Museum and Networking Nights at Jailbreak Brewery in Laurel Maryland are just a few of the offerings.

B. Sponsor Requirements

Sponsors of the Central Maryland Chapter of ISSA must agree and comply with the following conditions. All sponsorships are subject to the approval of the Central Maryland Chapter of ISSA Board of Directors and are to be renewed annually. This sponsorship program only applies to the Central Maryland Chapter of ISSA and provides no benefits, direct or indirect, to ISSA International or any other regional ISSA chapters.

1. All sponsorships must comply with the ISSA mission to promote continuing education and the enhancement of management and business practices in the Information Security field.
2. The Central Maryland Chapter of ISSA promotes and enforces a policy of non-aggressive marketing. That is, the membership of the Central Maryland Chapter strongly resists obvious sales-pitches and marketing tactics. A more benign and non-aggressive approach to marketing will ultimately benefit the sponsor and the membership.
3. This is a professional organization and as such, “negative campaigning” against competitors is neither welcome nor permitted. As a sponsor of the Central Maryland Chapter of ISSA, your aim is to help us foster a professional atmosphere among the membership and all interested parties where open exchange of knowledge and information can take place.
4. Sponsors will be required to complete a Sponsorship Informational Form (Appendix A). This form will contain the details of the sponsorship including Points of Contact within the sponsors organization, contact information, relevant email and phone numbers. This information should be updated at least annually, or whenever a change to POCs information or sponsorship details change.

C. Sponsorship Levels and Details

1. Platinum Level Sponsorship benefits;

- a) 20% of your sponsorship fee will be allocated to the Central Maryland Chapter of ISSA Scholarship Fund.
- b) As a Platinum sponsor, you will receive a framed certificate of sponsorship, suitable for display in your corporate office to express our sincere thanks and appreciation for the support of our chapter and the InfoSec community at large.
- c) As it is sometimes necessary to limit sponsorship opportunities, you will have the first opportunity to sponsor other Chapter Events. During the year, ISSA holds other functions aside from monthly chapter meetings.

- d) You will be guaranteed a speaking slot at a future monthly Central Maryland Chapter of ISSA meeting. Since scheduling of speakers is done well in advance of the meeting night, you will need to work with the Board of Directors to find a slot that will accommodate your needs.
- e) You will be introduced as a Platinum level sponsor at the beginning of every Monthly Chapter meeting.
- f) As a Platinum sponsor, you will have the opportunity to 'Host' a Monthly Chapter Meeting and be provided time to provide a short overview of your Company, Product line, or service.
- g) As a Platinum sponsor, you will have the opportunity to staff a 'demo/information' table at every regularly scheduled Chapter meeting. You may use this 'demo' table to demonstrate your products, highlight advantages of your organization or provide marketing information. Please keep in mind, advance planning is required to allow for adequate time and proper setup of the meeting facility.
- h) Your Company Name and Logo will appear on the Chapters social media. As a Platinum sponsor, you will be listed first and above all other sponsorship levels.
- i) Your Company Name and Logo will appear on the Chapter website. Platinum sponsors will be listed first and above all other sponsors. Multiple Platinum sponsors will be listed in alphabetic order.
- j) Platinum sponsors will be given a link to their Company website on the Chapters Sponsor webpage. You may use this link to reference white papers, events, marketing or sales literature, or even open positions within your organization.
- k) Platinum sponsors will be given access to the Chapter membership mailing list for up to five (5) mailings over the course of the sponsorship period. Your organization will not be provided the membership list per se, but rather, the Central Maryland Chapter of ISSA Board of Directors will take your mailing package and send the actual email on your behalf. The contents of the membership list are private and protected information.
- l) Platinum sponsors will be allowed to place signs or banners at any Central Maryland Chapter of ISSA sponsored event, excluding the annual MAISC Conference. The Central Maryland Chapter of ISSA will not assume responsibility for removing or storing signs or banners post event.
- m) As a Platinum sponsor, your organization will be given eight (8) discount codes for 25% off the member or non-member rate for Chapter sponsored study groups. Attendance is restricted to valid members of the Central Maryland Chapter of ISSA.
- n) All Platinum sponsors will be recognized on all Chapter event invitations and materials.

Annual Platinum Sponsorship Fee: \$5,000

2. Gold Sponsorship benefits;

- a) 20% of your sponsorship fee will be allocated to the Central Maryland Chapter of ISSA Scholarship Fund.
- b) As a Gold sponsor, you will receive a framed certificate of sponsorship, suitable for display in your corporate office to express our sincere thanks and appreciation for the support of our chapter and the InfoSec community at large.
- c) You will be introduced as a Gold level sponsor at the beginning of every Monthly Chapter meeting.
- d) As a Gold sponsor, you will have the opportunity to staff a 'demo/information' table at four (4) regularly scheduled Chapter meetings. You may use this 'demo' table to demonstrate your products, highlight advantages of your organization, provide marketing information. Please keep in mind, advance planning is required to allow for adequate time and proper setup of the meeting facility.
- e) Your Company Name and Logo will appear on the Chapters social media. As a Gold sponsor, you will be listed below the Platinum sponsors but above all other sponsorship levels.
- f) Your Company Name and Logo will appear on the Chapter website. Gold sponsors will be listed after Platinum sponsors and above all other sponsors. Multiple Gold sponsors will be listed in alphabetic order.
- g) Gold sponsors will be given a link to their Company website on the Chapters Sponsor webpage. You may use this link to reference white papers, events, marketing or sales literature, or even open positions within your organization.
- h) Gold sponsors will be given access to the Chapter membership mailing list for up to two (2) mailings over the course of the sponsorship period. Your organization will not be provided the membership list per se, but rather, the ISSA Board of Directors will take your mailing package and send the actual email on your behalf. The contents of the membership list are private and protected information.
- i) Gold sponsors will be allowed to place signage or banners at any Central Maryland Chapter of ISSA sponsored event, excluding the annual MAISC conference. The Central Maryland Chapter of ISSA will not assume responsibility for removing or storing signs or banners post event.
- j) As a Gold sponsor, your organization will be given four (4) discount codes for 25% off the member or non-member rate for Chapter sponsored study groups. Attendance is restricted to valid members of the Central Maryland Chapter of ISSA.
- k) All Gold sponsors will be recognized on all Chapter event invitations and materials.

Annual Gold Sponsorship Fee: \$2,500

3. Single Event Sponsorship benefits;

- a) You will be recognized as an Event sponsor at the beginning of the Event.
- b) Event sponsors will be allowed to place signage or banners the sponsored event. The Central Maryland Chapter of ISSA will not assume responsibility for removing or storing signs or banners post event.
- c) All Event sponsors will be recognized on all Chapter invitations and materials promoting the sponsored event.
- d) All Event sponsors will have the opportunity to provide a short overview about their company, products and/or services at the sponsored event.

4. All Sponsors;

If at any time, your organization wishes to contribute or donate door / raffle prizes for any Chapter Meeting or any other Central Maryland Chapter sponsored event, the Board of Directors will be more than happy to recognize your contribution/donation. A letter of donation will be provided upon request.

D. Policy Review

This Sponsorship Policy will be reviewed annually by the Board of Directors and may be revised accordingly. The policy will be available for review on the Central Maryland Chapter of ISSA website (<https://www.centralmd-issa.org/>).

Central Maryland Chapter of ISSA reserves the right to review and change this Sponsorship Program upon the recommendation and approval of the Board of Directors.

For more information regarding sponsorship or how to become a sponsor, contact any Board of Directors member or:

Vice President of Outreach

V_P_Outreach@centralMD-ISSA.org

Or

Central Maryland Chapter of ISSA

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