

HACK

RED

CON

Sponsorship Kit 2024

Oct 25 - Churchill Downs

700 Central Ave, Louisville, KY 40208

**Oct 26 - Jefferson Community and
Technical College - Health Science Hall**

110 W. Chestnut Street, Louisville, KY 40202



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Who we are~~X~~

Hack Red Con is a **cyber security conference** that focuses on bringing together the best and most interesting cyber security training, talks, technologies, vendors, and industry people. The conference's mission is to **educate, develop, build awareness, network, and make resources more available for the community.**

Our Mission

Hack Red Con's mission is to increase security awareness, workforce development, networking and information sharing between government, corporate, community and student organizations. In partnership with Build Cyber, we leverage resources, knowledge sharing and community development to impact the future growth of the industry.



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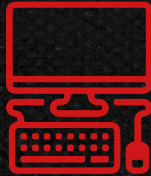
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Conference Summary

Training and Workshops:

- Technical Awareness
- Hands on Workshops



Events:

- Career Fair
- Recruiting Event



Villages:

- Drone Hacking Village
- Career Village
- Lockpicking Covert Village



Talks:

- Roundtable and Panel Talks
- Technical Talks and Research
- Cyber Awareness Talks
- Career-focused talks
- Resource talks



Competitions:

- Hack Red CTF
- OSINT CTF
- Talk tracks:
Day 1 CISO, Cyber Management, Technical
Day 2 Technical tracks, Hands on Workshops, Career Track



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Event and Features

1. Connect and share knowledge with cyber security executives, technical professionals, market influencers and students
2. Support community development and workforce initiatives for veterans, law enforcement, rural, neuro-diverse and at risk communities.
3. Join global network of leaders, experts and partners in the cyber and technology industries.

Audiences

- Executives and Management
- Technical Professionals
- Ethical hackers and engineers
- Media and Influencers
- Private and Public Enterprises
- Law Enforcement
- Military and Veterans
- Students



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The Venue - Churchill Downs, Louisville KY



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The Venue - Jefferson Community and Technical College



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Benefits of Sponsoring

Hack Red Con provides effective marketing opportunities that complement your organization's participation in our event and promote networking, including:

Social Media and **Media Exposure**

Supporting **Sustainability and Community** Development

Free **Cyber Education** and Training Workshops

Connecting and Building Personal Relationships with Industry Professionals, Executives, Influencers, and Investors

Focus on At-risk, Neurodiverse, Disabilities, Minorities, LGBTQ+, Women, and Veteran Communities

Paid Industry Certificates provided at zero-cost for Low-Income Students

Network of Security Podcast and Media Outlets



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Our Work – Hack Red Con 2022



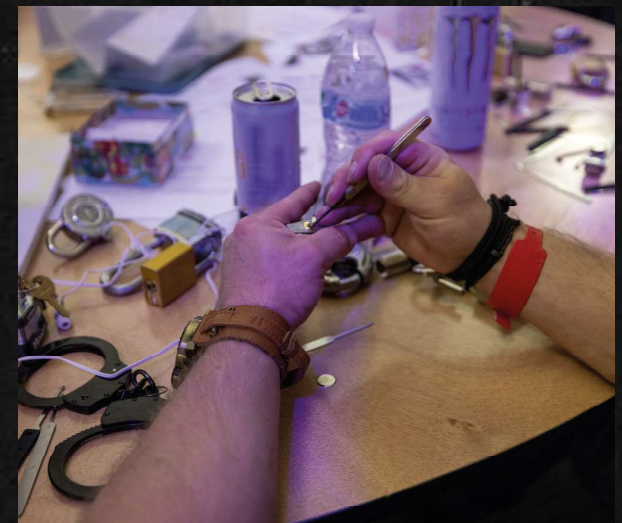
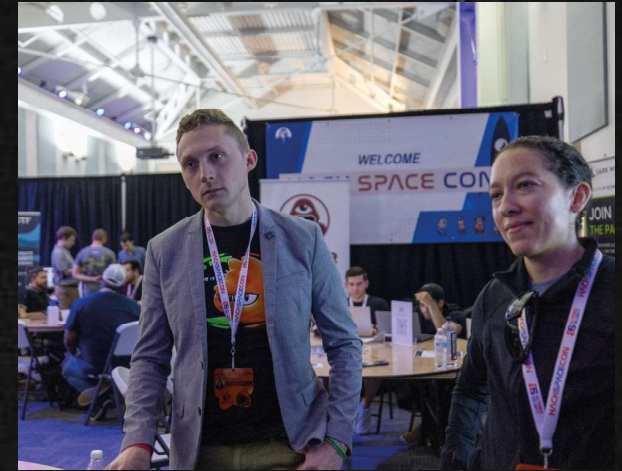
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Our Work – Hack Space Con 2023



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Impact and Statistics

As organizers of both the first cybersecurity conference at the Kennedy Space Center and the largest cybersecurity conference in Kentucky, we successfully introduced hundreds of people to industry leading organizations & government agencies.

Global organic network of Public/Private sectors, non profits organizations, universities, high schools, hacker and cyber professionals

\$200,000

in free education vouchers for certificates and subscriptions via Build Cyber

Hack Space Con 24 - SOLD OUT ticket sales

Discord Server grows to **1000** active members

Introduced over **100** new candidates into cyber security focused on veterans, neurodiverse and low income communities



Raised \$10,000

for the Robert S Blanken Veterans in Cyber Scholarship

First Cybersecurity conference at **KSC -NASA**



Over 100 industry partnerships with leading security experts

Online mentoring network of certified/industry experts over **5000** participants

Social media and PR reach estimated over **1,000,000** interactions



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Packages and Pricing

	Rhodium	Palladium	Iridium SOLD
Price of packages	\$ 9,500	\$ 4,500	\$ 2,500
Exhibition Space, Premiere Talk and Training	✓	✓	✓
Conference Tickets	8	4	2
Logo on Hack Red Con Website	✓	✓	✓
Logo on Social Media Posts	✓		

Separate Pricing:	Pricing
Badge	\$ 7,500
Lanyard – Attendee	\$ 4,500
Lanyard – Staff/Speaker	\$ 4,500
Swag Bag with Logo	\$ 2,500
Food/Coffee Sponsor	\$ 2,500 per day
Bar Sponsor	\$ 4,500
After Party	\$ 9,500 (Can be split by 3)
CTF	\$ 4,500
Career / Recruiting	\$ 4,500 (Can be split by 2)
Student Tickets	10 x \$150 = \$1,500
Wifi Creds	\$1,500 per day

For additional Sponsorship Opportunities, please contact Operations@HackRedCon.com



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502-684-8400



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CONFERENCE SPONSORSHIP FORM

Name: _____ Contact Phone: _____
Contact Title: _____ Contact Email: _____

Sponsorship Package:

- Rhodium
- Palladium
- Iridium

Separate Pricing:

- Badge
- Lanyard – Attendee
- Lanyard – Staff/Speaker
- Swag Bag with Logo
- Food/Coffee Sponsor
- Bar Sponsor
- After Party
- CTF
- Career/Recruiting
- Student Tickets
- Wifi Creds

Preferred Payment method:

- Check
- Credit Card
- PO

This Sponsorship Agreement (the “Agreement”) is entered into between _____ (Company), a _____ (Company Type) (“Sponsor”) and Hack Red Inc., (DBA “Hack Red Con”), as of _____ (“Effective Date”).

SPONSORSHIP RIGHTS. Hack Red Inc. grants Sponsor a Sponsorship for Hack Red Con Conference 2024.

SPONSORSHIP BENEFITS. Hack Red Con Inc. agrees, subject to the provisions in this Agreement, to provide to the Sponsor the benefits described in Exhibit A attached hereto and made part thereof.

FEE. In the consideration of the grant by Hack Red Inc. to the Sponsor of the Sponsorship rights hereunder, the Sponsor agrees to pay the sponsorship fee no later than ten (10) days following the latter to occur of the mutual execution of this Agreement and the Sponsor’s receipt of an invoice.

TERM. This Agreement shall begin on the Effective Date and shall continue through the conclusion of the scheduled event.

CANCELLATION BY SPONSOR. The Sponsor may cancel at any time up to 120 days prior to the scheduled conference. Any cancellation done or attempted after that time frame will be rejected and there will be no refunds of any kind in consideration for expenses incurred by Hack Red Inc. and Hack Red’s lost or deferred opportunity to provide sponsorship opportunities to others. Cancellation notices must be in writing.

In the event that the conference is canceled or postponed due to any event outside the control of Hack Red Inc., (ie COVID; Act of God, etc.,) then each sponsor will be notified of the rescheduled date, if any, and said sponsor will automatically be included in the rescheduled event. If the event is canceled by Hack Red Inc. for any other reason, the sponsor shall be entitled to a refund.

OBSERVANCE OF LAWS AND RULES: The sponsor agrees to observe and abide by all laws, rules, regulations, and ordinances in connection with this Agreement and the rules of any event in which the sponsor may be invited to participate from time to time as a result of being a Sponsor.

LICENSE. Sponsor grants to Hack Red Inc. the non-exclusive, non-transferable right to use trademarks, trade names, service marks, or logos owned by it ("Sponsor Marks") in connection with the Event(s) and any activities or promotions reasonably incidental thereto. Hack Red Con hereby renounces ownership of and assigns to Sponsor any goodwill that accrues as the result of the use of Sponsor Marks.

REPRESENTATIONS AND WARRANTIES. Sponsor represents and warrants to Hack Red Inc. that: (i) Sponsor has the full right, power, and authority to enter into this Agreement; and (ii) the distribution or use of any products or materials provided by Sponsor will not violate the rights of any third party including, without limitation, copyrights, trademarks, patents, and other intellectual property rights of any third party. Hack Red Inc. represents and warrants to Sponsor that: (i) Hack Red Inc. has the full right, power, and authority to enter into this Agreement; and (ii) the use of any materials prepared by Hack Red Inc. (other than by way of incorporation of any Sponsor provided materials) will not violate the rights of any third party including, without limitation, copyrights, trademarks, patents, and other intellectual property rights of any third party.

INDEMNIFICATION. Neither Hack Red Inc., any co-sponsor, venue provider nor any of their respective officers, agents, employees, contractors, facilities, representatives, or assigns shall be liable for, and Sponsor hereby releases them from, any claims for damage, loss, expense, harm, or injury or death to the person, property or business of the Sponsor and/ or any of its visitors, officers, agents, employees, contractors, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the facility, uncontrollable events, third parties, accidents or any other reason in connection with any Event. The Sponsor hereby indemnifies and shall defend, and protect Hack Red Inc. and hold Hack Red Inc., any co-sponsor and venue provider harmless from any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees, and expenses which might result or arise from Sponsor's participation at an Event or any actions of Sponsor's officers, agents, employees, contractors, or other representatives.

LIMITATION OF LIABILITY. IN NO EVENT SHALL EITHER PARTY OR ITS RESPECTIVE AFFILIATES BE LIABLE FOR CONSEQUENTIAL, PUNITIVE, INDIRECT, INCIDENTAL, RELIANCE, OR SPECIAL DAMAGES, WHETHER OR NOT SUCH PARTY HAS BEEN ADVISED OF THE POSSIBILITY THEREOF. IN NO EVENT SHALL HACK RED INC.'S LIABILITY, UNDER ANY CIRCUMSTANCE, EXCEED THE AMOUNT ACTUALLY PAID TO IT BY THE SPONSOR. HACK RED INC. MAKES NO REPRESENTATION OR WARRANTY REGARDING THE NUMBER OR IDENTITY OF PERSONS WHO WILL ATTEND ANY EVENT.

Hack Red Inc. does not promise or represent in any manner the success of the conference or that of any particular sponsor and the sponsor has thoroughly reviewed the material and sponsorship package and is entering this agreement as a business decision and acknowledges that there is no promise by Hack Red Inc. of this event being successful for the sponsor

MODIFICATIONS. Any waiver, discharge, amendment, or other modification of any provision of this Agreement will be valid and effective only if it is evidenced by a written signed by both parties to this Agreement.

We cannot include branded items containing liquid in the swag bag (e.g., hand sanitizer).

Company Name: _____

Signature: _____

Name and Title: _____

Date: _____

Hack Red, Inc.

Signature: _____

Date: _____