

## **The Cambridge2Cambridge (C2C) Cyber-Challenge**

C2C is an international cyber security competition, jointly organized by and the Massachusetts Institute of Technology's Computer Science and Artificial Intelligence Laboratory - CSAIL (US) and the University of Cambridge (UK). Now in its third year, over 100 brilliant students from the most prestigious cybersecurity universities across the two countries will receive dedicated training and practice in cybersecurity throughout the academic year and will compete in intense hacking challenges on a dedicated cyber-range, initially online and then face-to-face in mixed teams. The three-day program of live challenges and social activities will be hosted at MIT CSAIL in the summer of 2018.

### **C2C SPONSORSHIP PACKAGES**

#### **Snack/Lunch Break– \$2,500 + catering costs**

- Two invites to the competition
- Opportunity to host either an official snack or lunch break
- Sponsor to cover the cost of the drinks and food – you can choose the menu!
- Place branded pop-up banners and marketing materials in the drinks/dining area during the break
- Your company logo would be placed next to the event in the program section of the website and delegate brochure

#### **Networking Sponsor - \$5,000 + cost of networking event**

- Two invites to the competition
- Opportunity to host a networking activity to encourage bonding among the participants
- Sponsor to cover the cost of the activity
- Place branded pop-up banners and marketing materials in the drinks/dining area during the break
- Your company logo would be placed next to the event in the program section of the website and delegate brochure
- Opportunity to send up to 5 company representatives to participate in the activity and mentor the students through completion

#### **Recruiter Package - \$10k**

- Two invites to the kick-off event
- A 6 ft exhibition space at CSAIL on the networking day of the event– where you can display promotional materials/videos etc and meet with students
- Your company name, logo, contact details and 50-word profile listed on the exhibitor section of the website and brochure

- A sponsored tweet from the C2C twitter account
- Opportunity to run a side competition from your stand, with points won contributing to the 'Individual Award' score
- Opportunity to offer your own cash award branded with your company name
- Insert small flyer/brochure and goodies for participant bags

### **Gold Package - \$25k**

The 'Recruiter Package' plus:

- Opportunity to place a pre-show cyber-challenge on the C2C Facebook group
- Name and logo displayed on banners at the event
- Name and logo displayed on all marketing materials e.g. informational brochure
- A full-page advert within the C2C brochure
- Upgrade to a larger exhibition space
- Opportunity to have a fifteen-minute C2C Instagram takeover during the live event with your team and some of the C2C participants or staff
- Opportunity to provide C2C and your company branded swag for all participants (+ the cost of the giveaway item)
- Inclusion in the official event press release
- Two invitations to the Awards Ceremony

### **Platinum Package - \$50k (two available)**

The 'Gold Package' plus:

- Opportunity to host a skill building lecture for the participants
- Pre-, during- and post-show C2C twitter campaign
- Opportunity to provide a mentor to teams and offer perks such as office visits
- One of the two major awards ('Team' or 'Individual') with your company branding
- Name and logo displayed on banners at event
- Name and logo displayed on all marketing materials
- Full-page advert within the C2C brochure – upgraded to inside front cover or back cover (allocated on a first-come first served basis)
- Animated banner or button on the homepage of the website – rotating/shared
- Opportunity to create a custom snapchat filter for the duration of the event
- An additional two invites to the competition and Awards Ceremony (making 5 in total per event) and opportunity to present your named prize to the winners



### **UK Delegation Platinum Sponsor - \$55k**

The 'Gold Package' plus:

- Official travel sponsor of the UK Delegation
- Opportunity to provide UK students with a custom apparel/travel item to wear during travel to the US.
- Pre-, during- and post-show C2C twitter campaign- to include photos of the UK participants
- Name and logo displayed on banners at event
- Name and logo displayed on all marketing materials
- Full page within the C2C brochure
- Animated banner or button on the homepage of the website – rotating/shared
- Opportunity to create a custom snapchat filter for the duration of the event
- An additional two invites to the competition and Awards Ceremony (making 5 in total per event)

### **Sponsorship Inquiries**

For more information, contact Lori Glover, Managing Director of MIT CSAIL Alliances, [lglover@mit.edu](mailto:lglover@mit.edu)