



Cyber
Outstanding Security
Performance Awards

Sponsorship
Brochure 2021

Global awards for cyber security

The Cyber OSPAs, based on the international Outstanding Security Performance Awards scheme, recognises and rewards companies, teams, individuals, products and initiatives across the cyber security sector. The Cyber OSPAs are designed to be both independent and inclusive, providing an opportunity for outstanding performers, whether buyers or suppliers, to be recognised and their success to be celebrated.

What makes the Cyber OSPAs unique?

- The principles of the Cyber OSPAs are that they are **independent, credible, respectable** and **transparent**
- The Cyber OSPAs bring together all the leading cyber security associations and groups around the world to acknowledge and celebrate the many success stories that often operate under the radar
- Judges are nominated by the supporting associations and they all agree to sign up to an ethics policy
- One of the standout features of the Cyber OSPAs is that the categories and criteria for the awards have been created following an extensive research project

To find out more visit: www.thecyberospas.com

The 2021 Awards Event

The original OSPAs (for the physical and corporate security sector) have been running for 7 years. And this year, the first ever Cyber OSPAs will take place in December 2021; providing an opportunity for the global cyber security sector to be acknowledged and rewarded for the amazing contribution that companies, innovation and people are making to the cyber world.

Due to the uncertainty of the Coronavirus situation, this year, the Cyber OSPAs will take place as an online virtual event.

Going 'virtual' means that many more people can join in the celebrations from around the world when we announce the winners of the awards live.

Sponsorship and promotional opportunities

Sponsors will be profiled extensively and given the opportunity to provide a short video promoting their company and aligning their brand with excellence and best practice.

Read on for more information



Cyber
Outstanding Security
Performance **Awards**

Headline sponsor

As headline sponsor you will benefit from :

Pre & Post Event Publicity:

Exclusivity

You will be the **exclusive** headline sponsor

Website/media promotion

- Your company's logo and link to your website will be placed on every page of the Cyber OSPAs website
- Your company's logo with a description and link to your website on the Cyber OSPAs website sponsors' page
- Company name and logo in a pre-event and post-event review article on the Cyber OSPAs website
- Your company highlighted as headline sponsor in media announcements about the awards

Email & social media marketing

Your sponsorship will be advertised in marketing communications, World Excellence Digest (e-newsletter) and across the OSPAs social media platforms

Virtual awards ceremony:

Speaking opportunity

Opportunity to provide a short video aligning your brand with the awards

Trophy presentation

Opportunity to announce and present one of the awards

Branding

- Logo on presentation slides
- Acknowledgement in awards speech
- Company logo in the event programme

Positive association

Chance to get involved in a project that is looking to expand in future years and be associated with outstanding performance and professionalism

Trophy & certificate sponsor

As global trophy & certificate sponsor you will benefit from :

Pre & Post Event Publicity:

Exclusivity

You will be the **exclusive** global trophy & certificate sponsor

Website/media promotion

- Your company's logo and link to your website will be placed on the home page of the Cyber OSPAs website
- Your company's logo with a description and link to your website on the Cyber OSPAs website sponsors' page
- Company name and logo in a pre-event and post-event review article on the Cyber OSPAs website
- Your company highlighted as trophy sponsor in media announcements about the awards

Email & social media marketing

Your sponsorship will be advertised in World Excellence Digest (e-newsletter) and across the OSPAs social media platforms

Virtual awards ceremony:

Speaking opportunity

Opportunity to provide a short video aligning your brand with the awards

Trophy presentation

Opportunity to announce and present one of the awards

Branding

- Logo on all global trophies and certificates
- Logo on sponsors slide at awards presentation
- Acknowledgement in awards speech
- Company logo in the event programme

Positive association

Chance to get involved in a project that is looking to expand in future years and be associated with outstanding performance and professionalism

Category sponsor - £2750

As category sponsor you will benefit from:

Pre & Post Event Publicity:

Website/media promotion

- Your company's logo by the category you sponsor on the Cyber OSPAs enter page
- Your company's logo with a description and link to your website on the Cyber OSPAs website (sponsors page)
- Company listed on website as the sponsor for a specific category
- Company name and logo in a pre-event and post-event review article on the Cyber OSPAs website
- Your company highlighted as a category sponsor in media announcements about the awards

Email & social media marketing

Your sponsorship will be advertised in World Excellence Digest (e-newsletter) and across the OSPAs social media platforms

Virtual awards ceremony:

Speaking opportunity

Opportunity to provide a short video aligning your brand with the awards

Trophy presentation

Opportunity to announce and present the category award you sponsor

Branding

- Logo on presentation slides
- Acknowledgement in awards speech
- Company logo in the event programme

Positive association

Chance to get involved in a project that is looking to expand in future years and be associated with outstanding performance and professionalism

Categories available to sponsor:

Outstanding Chief Information Security Officer • Outstanding Cyber Security Professional • Outstanding Cyber Security Team • Outstanding Cyber Security Consultant • Outstanding Customer Service Initiative • Outstanding Cyber Security Training/Awareness Initiative • Outstanding Cyber Security Partnership • Outstanding Police/Law Enforcement Initiative • Outstanding Young Cyber Security Professional • Outstanding New Cyber Security Product • Outstanding Cyber Security Equipment Manufacturer • Lifetime Achievement Award



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SUPPORTED BY



techUK
FOR WHAT COMES NEXT



To take advantage of the opportunities available or to discuss further contact **Christine Brooks**

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