

Live!

CASINO • HOTEL

PHILADELPHIA

Friday December 5, 2025

900 Packer Ave.,
Philadelphia, PA 19148



Sponsor Kit



Hosted by and for the Information Security Community
<https://bsidesphilly.org>

BSIDES PHILLY SPONSORSHIP KIT

Thank you for your interest in sponsoring BSides Philly!

BSides Philly is an annual security conference that supports the Philadelphia region, drawing over 1,000 information security practitioners and leaders from Pennsylvania, New Jersey, Delaware, New York, and Maryland. Our goal is to provide an affordable, high-value conference open to everyone, fostering a space for security experts, IT professionals, and newcomers to share ideas, exchange concepts, and build relationships within the community.

The conference is made possible through the generous support of our sponsors and **Live! Hotel & Casino Philadelphia**, covering significant event costs like the venue, A/V, meals, and materials.

Managed by BSides Philly LLC, a 501(c)(3) non-profit organization, all proceeds go towards future local BSides events or technology-related charities such as Hackers for Charity. Our team is entirely volunteer-based, and we are committed to supporting and growing the information security community in our region.



www.bsidesphilly.org



info@bsidesphilly.org



900 Packer Ave., Philadelphia, PA 19148

SUMMARY — OF BSIDES PHILLY

What is BSides?

BSides is a community-driven platform designed to foster events by and for information security professionals. It aims to broaden the scope of discussions beyond traditional settings, creating an environment that encourages collaboration and innovation.

BSides events are dynamic, featuring interactive discussions, demos, and participation that drive forward-thinking conversations. The primary goal is to break down barriers, offering more opportunities for speakers, diverse topics, and engaging events within the information security community.

BSides was created in 2009 when quality speakers were turned away from a mainstream conference due to limited space and time. Recognizing the need for more opportunities, BSides aims to break these constraints by offering additional options for speakers, topics, and events.

BSIDES HISTORY



REASONS — TO SUPPORT

The goal of Security BSides is to offer events where all participants can engage each other to help develop connections, friendships, and network with different industry professionals. We recognize the value in engaging a smaller audience and providing the opportunity for sponsors to be a big fish in a small pond. We specifically design different options so that any sized organization can participate and support this event.

- **Brand placement & awareness:**

Depending on the type of sponsorship, you may receive brand placement at some or all of the following: website, t-shirts, booklets, communications, signs, lanyards/badges or even booths.

- **Stay in touch with the industry:**

BSides enables its supporters and participants to identify and connect with industry leaders. Participants represent the social networking of security. They are the people you want to engage.

- **Big fish, small pond:**

For some, sponsoring large events is not within their price range, leaving them with no ability to communicate their message. At BSides, we provide an opportunity for everyone. Sponsorship comes in all sizes and this community will be able to see your message and hear your voice.

- **Be a part of the next big thing:**

BSides enables its supporters and participants to identify and connect with industry leaders. Participants represent the social networking of security. They are the people you want to engage.

BSIDES Philly **STATS**

2023

2024



Netrality Data Center

- 14 Sponsors
- 430 Tickets sold
- 1 Keynote, 17 talks
- 7 Villages
- 10 Community Partners
- 40 Volunteers



Live!

- 28 Sponsors
- 581 Tickets sold
- 1 Keynote, 13 talks
- 3 Villages
- 11 Community Partners
- 31 Volunteers

Highlights

2023 – 1st post-pandemic in-person event received an overwhelmingly positive response, exceeding ticket sales by over 100 more sales

2024 – 1st event at **Live!** resulted in nearly 200 additional ticket sales and more than double the number of sponsors. By 9am, more than 350 attendees had made it through registration.

SPONSORSHIP PACKAGES

VIP – \$10,000

- Maximum visibility placement of company name & logo on the exterior venue marquee
- Premium table space at the event, for recruiting purposes (two 6ft tables)
- Top placement on wall banner in registration area
- Top placement on floor banner placements throughout the event
- Top placement of logo on event t-shirts
- Top placement in the online event program (BSides Zine)
- Top placement in sponsor section of event website
- Exclusive logo placement on BSides Philly swag
- Mentioned in the Opening Ceremonies
- Sponsor recognition during podcast and other media coverage
- Priority posting on BSides Social Media channels
- Verbal Recognition during announcements at the event, at the beginning of selected tracks
- List of attendees who opted in to receive sponsor information
- One Signature Suite hotel room (**receive an additional deluxe room with full payment by June 30, 2025**)
- 10 Badges (Sponsor/Participant combo – your choice)

Platinum – \$7,500

MOST POPULAR

- Premium table space at the event, for recruiting purposes (two 6ft tables)
- Priority wall banner placement in Registration area
- Priority floor banner placements throughout the event
- Priority placement of logo on event t-shirts
- Priority placement in the online event program (BSides Zine)
- Priority placement in sponsor section of event website
- Logo placement of BSides Philly swag
- Mentioned in the Opening Ceremonies
- Sponsor recognition during podcast and other media coverage
- Priority posting on BSides Social Media channels
- Verbal Recognition during announcements at the event, at the beginning of selected tracks
- List of attendees who opted in to receive sponsor information
- One deluxe hotel room (**receive an additional deluxe room with full payment by June 30, 2025**)
- 7 Badges (Sponsor/Participant combo – your choice)

SPONSORSHIP PACKAGES

Gold – \$5,000

- Table space at the event, for recruiting purposes (one 6ft table)
- Logo on website, signage, banners, and materials
- Inclusion in posts on BSides Social Media channels
- Logo on t-shirts
- Verbal recognition during main room announcements
- Optional 5 minutes to address attendees
- Listing in sponsor section of event website
- Company profile inclusion in online event program (BSides Zine)
- Sponsor provided banner placement at venue
- 4 badges (Sponsor/Participant combo – your choice)

Silver – \$2,500

- Table space at the event (one 6ft table)
- Logo on website, signage, and banners
- Inclusion in posts on BSides Social Media channels
- Logo on t-shirts
- Verbal recognition
- Company profile included in online event program
- 3 badges (Sponsor/Participant combo – your choice)

Bronze – \$1,250

- Table space at the event (one 6ft table)
- Logo on event website
- Inclusion in posts on BSides Social Media channels
- Logo on t-shirts
- Verbal recognition
- Company profile in online event program
- 2 badges (Sponsor/Participant combo – your choice)

SPONSORSHIP PACKAGES

Friends of Ben – \$500

- Exclusive BSides Philly swag
- 2025 BSides Philly Challenge Coin
- Logo on event website
- Inclusion in posts on BSides Social Media channels
- Verbal recognition

What's in Your Pocket – \$100

- 2025 BSides Philly Challenge Coin
- Logo on event website
- Inclusion in posts on BSides Social Media channels
- Verbal recognition

Sustainer – \$25 or more per month

- 1 event entry badge
- 2025 BSides Philly Challenge Coin
- Logo on event website
- Inclusion in posts on BSides Social Media channels
- Verbal recognition

Ben's Bash Exclusive Sponsor – \$6,000

- Exclusive Sponsor Banner at Centre Bar after-party
- Premium table space at the event, for recruiting purposes (two 6ft tables)
- Priority placement of logo on all signs & website sponsor page as exclusive after-party sponsor
- Priority placement of logo as exclusive after-party sponsor on tee shirts
- Sponsor recognition during podcast and other media coverage
- Company profile inclusion in online event program (BSides Zine)
- Priority inclusion in posts on BSides Social Media channels
- Verbal recognition during all event announcement (opening, lunch, closing, after-party)
- One deluxe hotel room (receive an additional deluxe room with full payment by June 30, 2025)
- 5 badges (Sponsor/Participant combo – your choice)

SPONSORSHIP PAYMENT

How to make payment? Head to our
sponsor website:

<https://bsidesphilly.org/sponsor>

VIP

Maximum visibility and premium
benefits

\$10,000 USD

Early Bird Bonus: Get an
additional deluxe room with
full payment by June 30,
2025

- ✓ Maximum visibility placement on venue marquee
- ✓ Premium table space (two 6ft tables)
- ✓ Top placement on all banners and materials
- ✓ Exclusive logo placement on BSides Philly swag
- ✓ Mentioned in Opening Ceremonies
- ✓ 10 Sponsor/Participant combo badges
- ✓ One Signature Suite hotel room

Sponsor package

Most Popular

Platinum

Most Popular Package

\$7,500 USD

Early Bird Bonus: Get an
additional deluxe room with
full payment by June 30,
2025

- ✓ Premium table space (two 6ft tables)
- ✓ Priority banner placement
- ✓ Logo placement on BSides Philly swag
- ✓ Mentioned in Opening Ceremonies
- ✓ 7 Sponsor/Participant combo badges
- ✓ One deluxe hotel room

Sponsor package

Gold

Premium visibility and benefits

\$5,000 USD

- ✓ Table space (one 6ft table)
- ✓ Logo on website, signage, and materials
- ✓ Optional 5 minutes to address attendees
- ✓ Company profile in BSides Zine
- ✓ 4 Sponsor/Participant combo badges

Sponsor package

Silver

Enhanced visibility package

\$2,500 USD

- ✓ Table space (one 6ft table)
- ✓ Logo on website, signage, and banners
- ✓ Company profile in online program
- ✓ 3 Sponsor/Participant combo badges

Sponsor package

Bronze

Basic sponsorship package

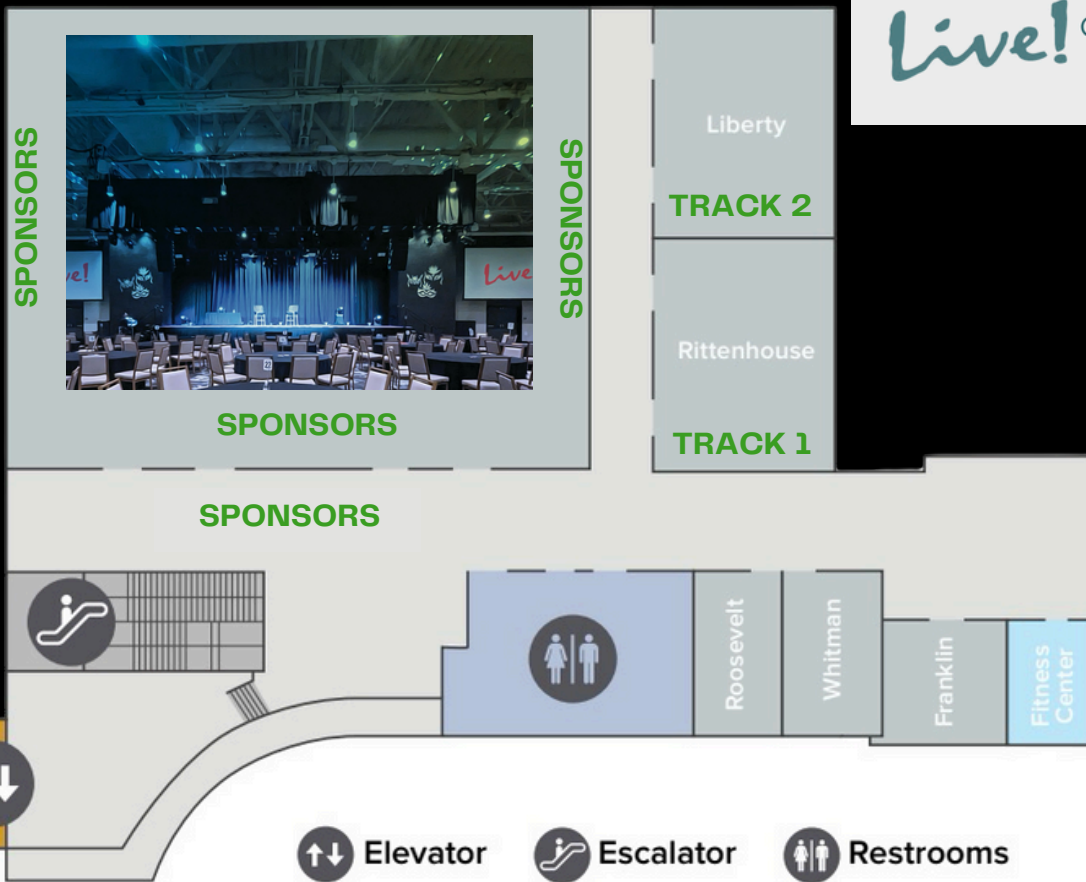
\$1,250 USD

- ✓ Table space (one 6ft table)
- ✓ Logo on event website
- ✓ Company profile in online program
- ✓ 2 Sponsor/Participant combo badges

Sponsor package

ABOUT THE VENUE

Live! CASINO • HOTEL
PHILADELPHIA



SPECIFICATIONS & CAPACITIES

Room	Dimensions	Ceiling Height	sq. ft	Theatre	Classroom	U-shape	Conference / Square	Rounds of 10	Reception
EVENT CENTER									
Market	113' X 92'	18'	10,473	1,000	440	250	250	800	1,000
MEETING ROOMS									
Liberty	46' X 36'	12'	1,682	140	60	34	34	100	140
Rittenhouse	46' X 36'	12'	1,682	140	60	34	34	100	140
BOARD ROOMS									
Roosevelt	17' X 31'	11'	560	*	*	*	12	*	*
Whitman	17' X 30'	11'	541	*	*	*	12	*	*
Franklin	23' X 24'	11'	615	*	*	*	12	*	*

ABOUT THE VENUE

Overview

- Minutes from Center City and Philadelphia International Airport
- Easy access to major highways, I-76 and I-95
- Nearby access to public transportation from NRG Station to/from City
- Regional rail access at Suburban Station in Center City
- Amtrak access at William H. Gray 30th Street Station
- Free parking in structured lot adjacent to facility
- Prime location within South Philadelphia's Stadium Entertainment District with exciting entertainment and dining experiences
- Within walking distance of Flyers hockey, 76ers basketball, & Super Bowl Champion Eagles football games.

The superior quality event and hospitality services at **Live! Casino & Hotel** ensure our sponsors, speakers, guests, and attendees enjoy a comfortable, relaxing experience. And, we can focus on bringing your quality content and, of course, fun!

Event Center

- Over 15,000 s.f. event space
- 1,000 guest capacity
- State of the Art AV & lighting
- Professional quality stage
- Multiple breakout rooms
- On-site food & beverage service
- High-quality, professional hospitality staff

Hotel Amenities

- 12 floors of luxury, well-appointed rooms
- In-room dining
- Spacious marble bathrooms
- Luxury linens & amenities
- Ultra HD 55" TV with Satellite TV
- In-room safe
- Plush pillow-top mattresses
- Mini-fridge & Nespresso coffee maker
- Plush robes

THANK
YOU,
AND WE
HOPE TO
COLLAB
ORATE
WITH
YOU IN
THE
FUTURE.



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