

# CYBER SECURITY

# CHALLENGE

BELGIUM



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## GAIN ACCESS TO HIGH POTENTIAL

### The Cyber Security Challenge Belgium is the leading student security event in Belgium!

In Belgium, just like in the rest of the world, cyber security has become a strategic priority for organizations across all sectors. In this context, training and hiring young potential in the area of information security has become even more crucial than in the past. Still, talents are short in the field, and hiring cyber security experts is a challenge to many organizations.

The Cyber Security Challenge Belgium is a response to that situation; since 2015, we've organized a country-wide security challenge that raises awareness and interest of students from some of the country's finest colleges and universities.

Our mission: demonstrate the potential of a career in cyber security, and make them more "cyber security aware" to help build a more cyber secure economy and society.

After 4 successful editions and each year growing keen interest from the industry, the Cyber Security Challenge Belgium became a not to miss event for students and industry professionals. We hope that you can be part of it.

The Challenge is organized by NVISO

NVISO was founded by a group of security professionals working in the Cyber Security industry. Each security professional has a specific field of expertise, ranging from security research and risk management to incident response and security testing. This unique "skill blend" allows them to analyze and respond to complex client challenges and help those companies prevent, detect and respond to security challenges with a positive business outcome.

## WHAT: A contest for Belgian students

Based on the principles of a Capture the Flag (CTF), this computer security competition is a challenge-based, question-based game played by teams of maximum 4 students. Over a limited timeframe, these teams must solve challenges covering a wide range of contemporary security issues – e.g. cryptography, reverse engineering, network security, web or mobile application security, wireless and forensics analysis. The complexity of challenges ranges from almost trivial (basic security quiz questions) up to very difficult, covering topics such as the reverse engineering of a malware sample.

A dedicated, attractive and secure website supports the event ([cybersecuritychallenge.be](http://cybersecuritychallenge.be)): it is used to convey information, enable team registration and lead to the interactive game platform. The game platform supports our scenario-based presentation of challenges, enables students to submit their responses, and provides a live leadership board to stimulate competition between teams.

The Challenge will be organized in three rounds:

- Qualifiers: registered teams are invited to solve challenges on an online platform, over a duration of two days. The 50 top teams are invited to the PRE-Final.
- Pre-Finals: qualified teams join the 1<sup>st</sup> day of the Cyber Security Challenge Finals in Brussels. During the first 4 hours of the day, up to 150 students compete for a spot in the finals. They also get a chance to meet our sponsors, as their future security solution provider or employer.
- Finals: qualified teams must solve new, more complex challenges over two days.
- A prize giving ceremony is held upon conclusion of the event, and prizes will be distributed to the best-performing teams.

The press is invited to the Finals, and a press release will be distributed shortly afterwards.

### **Example: the 2018 edition**

Check out our [after-movie](#) and [events pictures](#) to get a feel of the Finals's atmosphere.

## WHERE & WHEN: MARCH 2019

The Student Cyber Security Challenge Qualifiers will take place online, 13 & 14 March 2019.

The top 50 teams will be invited for the Cyber Security Challenge Belgium Final, which will proceed on Friday 29<sup>th</sup> March & Saturday 30<sup>th</sup> March 2019 in Brussels.

## WHO: STUDENTS FROM BELGIAN INSTITUTIONS

Audience targeted consists of students from Belgian academic institutions, studying either for a bachelor or a master degree with a focus on information technology (informatics, computer science, telecom engineering, ...). Detailed knowledge of IT Security is not required to join. Our communication will focus on students graduating in 2019, but other students will be free to join.

## PARTNERSHIP WITH ACADEMICS

In order to reach out to the student community, activate contact is maintained with every university and virtually every graduate school teaching IT; an up-to-date status of confirmed institutions for the 2019 edition is available upon request.

Our team visits most campuses to promote the Challenge and have built a solid relationship with academics, with certain institutions lifting other obligations from students to enable them to participate. Professors and their staff contribute to the Challenge through:

- Campus Tour: with the help of professors that typically give up some of their lecture time in our favor, we visit every university and all major IT graduate schools in December – February. We explain and promote the Cyber Security Challenge Belgium 2019, focusing on the benefits for students;
- Campus promotion & communication: schools publicize the event internally (posters and flyers, intranet or targeted newsletter, etc.);
- Promotion by professors: professors teaching security-related courses to graduate students encourage their students to join, as they realize the value in terms of content and opportunities for each participant;
- Promotion by student associations: relevant student associations contribute to spread promo material amongst their student members.

## WHY: WHAT WE OFFER YOUR ORGANIZATION

### ACCESS TO TALENT

Training and hiring young potential in the area of information security is crucial to your organization: this is where we can help. Through internships or actual job offerings, you have a chance to make direct contact with your future young recruits. You plant a seed for the future as well, through the association of your brand to an innovative, content-driven competition. And you optionally get access to the details of all participants.

### VISIBILITY AND BRAND AWARENESS

Making sure that the next generation of security and IT professionals familiarize themselves with your brand, your offering and what you can mean to them not only as a potential employer, but also a potential supplier.

### BE PART OF A COMMUNITY LEADING EVENT

- Be part of the biggest initiative of this kind on the Belgian market;
- Be associated with a publicized event, using it to your communication advantage;
- Strengthening your connections with the academic sector and event partners;
- Potentially benefit from press coverage.

## HOW: SPONSORING PACKAGES

The Cyber Security Challenge Belgium is a non-commercial, not-for-profit event. Sponsoring will support costs such as: funding of prizes for winning teams, design and set-up of the website and supporting infrastructure, rental and set up of an event room, publicity of the event, ...

We believe in building the success of the Cyber Security Challenge together, and offer to join our team for a structural period of 3-years. Sponsoring is structured around the following three packages:

### MAIN SPONSOR

The “main sponsor” package amounts to an annual sponsoring fee of 10.000 EUR.

This package gives access to the following exclusive benefits:

Before the event

- Company logo present on the sponsor page of the cyber security challenge **website with link to sponsor website.**
- Placement of company logo in the signature of direct **e-mails with link to CSCBE website.**
- Placement of company logo on official communication such as **flyers, posters, press releases, slides, etc. ...**
- Sponsorship mentioned on **social media** (Twitter, Facebook, LinkedIn). 4 posts between JAN-MAR

During the event

- **Dedicated area in the sponsor zone of the CSCBE (pre)finals. Including 6sqm area, including 42” screen, 1m/2m backdrop (files provided by sponsor), high table.**
- The opportunity to organize a “PRE-Final challenge” in your sponsor area to which all the PRE-Finalists must participate.
- **The opportunity to organize a ‘live challenge’ to which every team in the Finals must participate.**
- **Four all access badges** for representatives of your company to attend the event.
- Placement of company logo & banners on the **premises** of the Finals, in dedicated areas.
- Placement of company logo on **t-shirts** handed out to each participant to the Finals (40 - 60 students).
- Company logo positioned for pictures of the winners and **prize ceremony** on event backdrop
- **Sponsoring of one of the prizes**, remitted by a representative of your company. Choice of the prize is submitted to the approval of NVISO, and funding of the sponsored prize is not included in the sponsoring package.

After the event

- Right to use your selection of 20 **official pictures of the event** (material provided by the organization team only) in your internal and external communication.
- A copy of the **contact details of all students** participating both to the qualifiers and the Finals, supporting you in e.g. communication and recruitment.

As a general rule and wherever the logos of the platinum sponsors and the official sponsors will be presented together, the size of your company’s logo will be 50% larger than the logo of the “official sponsors”.

### OFFICIAL SPONSOR (RECRUTEMENT PACKAGE)

The “official sponsor recruitment package” amounts to an annual sponsoring fee of 7.500 EUR.

This ‘official sponsor recruitment package’ gives access to the following exclusive benefits:

Before the event

- Company logo present on the sponsor page of the cyber security challenge **website with link to sponsor website.**
- Placement of company logo in the signature of direct **e-mails with link to CSCBE website.**
- Placement of company logo on official communication such as **flyers, posters, press releases, slides, etc. ...**
- Sponsorship mentioned on **social media** (Twitter, Facebook, LinkedIn). 2 posts between JAN-MAR

During the event

- **Dedicated area in the sponsor zone of the CSCBE (pre)finals. Including 6sqm area, including 42" screen, 1m/2m backdrop (files provided by sponsor), high table.**
- The opportunity to organize a "PRE-Final challenge" in your sponsor area to which all the PRE-Finalists must participate.
- **The opportunity to organize a 'live challenge' to which every team in the Finals must participate.**
- **Two all access badges** for representatives of your company to attend the event.
- Placement of company logo on **t-shirts** handed out to each participant to the Finals (40 - 60 students).

After the event

- Right to use your selection of 10 **official pictures of the event** (material provided by the organization team only) in your internal and external communication.
- A copy of the **contact details of all students** participating both to the qualifiers and the Finals, supporting you in e.g. communication and recruitment.

## OFFICIAL SPONSOR (MARKETING PACKAGE)

The "official sponsor marketing package" amounts to an annual sponsoring fee of 6.000 EUR.

This "official sponsor marketing package" gives access to the following exclusive benefits:

Before the event

- Company logo present on the sponsor page of the cyber security challenge **website with link to sponsor website.**
- Placement of company logo in the signature of direct **e-mails with link to CSCBE website.**
- Placement of company logo on official communication such as **flyers, posters, press releases, slides, etc. ...**
- Placement of company logo & banners on the **premises** of the Finals, in dedicated areas.
- Sponsorship mentioned on **social media** (Twitter, Facebook, LinkedIn). 1 post between JAN-MAR

During the event

- **Two all access badges** for representatives of your company to attend the event.

After the event

- Right to use your selection of 10 **official pictures of the event** (material provided by the organization team only) in your internal and external communication.

## SPONSORSHIP PACKAGE OVERVIEW

	MAIN SPONSOR	OFFICIAL SPONSOR	OFFICIAL SPONSOR
	RECRUITEMENT & MARKETING	RECRUITMENT	MARKETING
Logo on all official communication	V	V	V
Logo 50% bigger or 50% more represented	V	-	-
Logo on Mail signature (linked to CSCBE website)	V	V	V
Logo on flyer & Poster (if produced)	V	V	V
Logo on footer of powerpoint presentation for external communication	V	V	V
Logo on Press Release	V	V	V
Logo on CSCBE website (linked to sponsor website)	V	V	V
Sponsor post on CSCBE social media	4 posts between JAN-MAR	2 posts between JAN-MAR	1 post between JAN-MAR
Live Challenge opportunity during finals	V	V	-
All Acces badges for finals	4	2	2
Logoed banners (only in dedicated area)	V	-	V
Logo on merchandising (ex. T-shirts)	V	V	-
Sponsoring and branding of a Prize (prize not included)	V	-	V
Access to the Database of all students (after the event)	V	V	-
Official pictures to be used for sponsor communication	20	10	10
Dedicated area in sponsor zone	V	V	Optional
Including: 42" screen, Backdrop(1m/2m), high table			
Pre-Final Challenge in sponsor zone	V	V	Optional
	€ 10.000,00	€ 7.500,00	€ 6.000,00

## SPONSOR CONTACT

Please contact Mr. Giovanni Salvo:

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