

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.

In 2019 alone, the Challenge has attracted over 600 students – a number that has increased at each edition – and has become one the essential cyber events for the industry and the academic world.

The Challenge has been founded by Belgian cyber security firm NVISO and is co-organized with cyber security firm TOREON: it is now a separate not-for-profit organization (VZW/ASBL). The goal of our organization is to raise awareness on challenges and job opportunities in the cyber arena.

WHAT: A contest for Belgian students

Based on the principles of a Capture the Flag (CTF), this cyber 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): 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 1st 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 the remaining 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 2019 edition

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

WHERE & WHEN: MARCH 2020

The Student Cyber Security Challenge Qualifiers will take place online, 10 & 11 March 2020.

The top 50 teams will be invited for the Cyber Security Challenge Belgium Final, which will proceed on Friday 27th March & Saturday 28th March 2020 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 2020, 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 2020 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 2020, 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, student accommodation cost, location set up, 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
- Official Sponsor: recruitment package
- Official sponsor: visibility package
- Supporting Sponsor

These packages are presented in the following pages.

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 website of the cyber security challenge** with link to your website.
- Placement of company logo on official communication such as **flyers, posters, press releases, slides, etc. ...**
- Your name mentioned during **on-site campus presentations** as a main sponsor
- Placement of company logo in the signature of direct **e-mails with link to CSCBE website**.

During the event

- Visibility
 - o **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.
 - o Placement of company logo & banners on the **premises** of the Finals, in dedicated areas.
 - o Placement of company logo on **t-shirts** handed out to each participant to the Finals (40 - 60 students).
 - o Company logo positioned for pictures of the winners and **prize ceremony** on event backdrop
- Interaction with students
 - o The opportunity to staff **your sponsor zone** on both days of the Challenge with up to 4 representatives of your company;
 - o The opportunity to **take part in the pre-finals challenge**, where students will visit your sponsor zone to obtain information as part of the Challenges they must solve;
 - o The opportunity to **take part in our Incident Investigation game**, where students must interact with you in order to obtain clues and win;
 - o The opportunity to **organize a ‘live challenge’** to which every team in the Finals **must** participate.
 - o Invitation to Friday and Saturday dinners with students as well as following social events.
- **Sponsoring of one of the prizes**, remitted by a representative of your company. Choice of the prize is submitted to the approval of the Cyber Security Challenge, 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 – RECRUITMENT 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. ...**

During the event

- Visibility
 - **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.
 - Placement of company logo on **t-shirts** handed out to each participant to the Finals (40 - 60 students).
- Interaction with students
 - The opportunity to staff **your sponsor zone** on both days of the Challenge with up to 4 representatives of your company;
 - The opportunity to **take part in the pre-finals challenge**, where students will visit your sponsor zone to obtain information as part of the Challenges they must solve;
 - The opportunity to **take part in our Incident Investigation game**, where students must interact with you in order to obtain clues and win;
 - The opportunity to **organize a ‘live challenge’** to which every team in the Finals **must** participate.
 - Invitation to Friday and Saturday dinners with students as well as following social events.
- **Sponsoring of one of the prizes**, remitted by a representative of your company. Choice of the prize is submitted to the approval of the Cyber Security Challenge, and funding of the sponsored prize is not included in the sponsoring package.

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**.
- Your name mentioned during **on-site campus presentations** as a main sponsor
- 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)

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 20 **official pictures of the event** (material provided by the organization team only) in your internal and external communication.
- Invitation to the **sponsor dinner** held before or after the event.

COMMUNITY SPONSOR

The “official sponsor recruitment package” amounts to an annual sponsoring fee of 2.500 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.**

During the event

- **An all-access badge for 2 representatives** of your organization;

After the event

- Right to use your selection of **5 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		COMMUNITY SPONSOR
	<i>Recruitment & Marketing</i>	<i>Recruitment</i>	<i>Marketing</i>	
Logo on all official communication	✓	✓	✓	-
Logo 50% bigger / 50% more represented	✓	-	-	-
Logo on flyer & poster (if produced)	✓	✓	✓	✓
Logo on all presentations, e.g. to universities	✓	✓	✓	✓
Logo on Press Release	✓	✓	✓	-
Logo on CSCBC website (linked to sponsor website)	✓	✓	✓	✓
All-access badges for finals	4	2	2	2
Your branded banners in the event location (dedicated areas)	✓	-	✓	-
Logo on merchandising (e.g. T-shirts)	✓	✓	✓	-
Sponsoring and branding of a Prize (cost of prize excluded)	✓	-	✓	-
Possibility to distribute goodies and flyers to participants	✓	-	✓	-
Official pictures to be used for sponsor communication	20	10	20	5
Dedicated area in the event location (dedicated areas) - including: 42" screen, backdrop (1m/2m), high table	✓	✓	Optional	-
Participation to pre-final challenge	✓	✓	Optional	-
Participation to Incident Response Game	✓	✓	Optional	-
Live Challenge opportunity during finals	✓	✓	-	-
Access to the Database of all students (after the event)	✓	✓	-	-
	10.000 €	7.500 €	6.000 €	2.500 €

SPONSOR CONTACT

The person that shared this brochure can help you.

You may also contact Mr. Vincent Defrenne or Mrs. Annika Ten Velden:

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