

Participation, Sponsorship & Branding Opportunities

2019



We've raised over **£400,000**
for Barnardo's childrens charity

**Believe in
children**
 **Barnardo's**



Our Purpose

White Hat Rally was established in 2009 with the objective of bringing together like-minded and socially responsible members of the Information Security industry to collaboratively participate in an annual car rally to raise funds to support the incredible children's charity, Barnardo's.

Organised by dedicated volunteers from the Information Security community, this highly enjoyable and exciting philanthropic driving event raises essential funds for Barnardo's to help educate children about digital dangers and counsel vulnerable young people in the UK affected by cyber-abuse and online grooming.

In 2019 our science fiction themed rally heads to North West France. We expect up to 30 teams of Information Security and Cyber Security professionals to enter and benefit from unique team building, lead generation, networking opportunities and some jolly good fun!

Why Sponsor the Rally?

By supporting White Hat Rally you will transform the life of a child and raise awareness of your company's brand, directly reaching your target audience in a very cost-effective manner.



“

...the end of year returns reveal that we actually did more business through relationships formed on the White Hat Rally, and we raised money for charity in the process...

– CFO, CND Ltd

Emma's Story

“ I don't like to remember, it hurts. But I do know that after that I started behaving badly at school, I didn't want to go and I didn't want to talk to anyone. I ended up running away when I was 14. I was sleeping rough and staying on friend's sofas. Everyone had let me down and I didn't want to get anymore. I met an older man who I believed loved me and all I wanted was to be loved by someone.

The man Emma met and believed to be her 'boyfriend' was in his early 30s. He showered her with attention, gifts, alcohol and drugs. "I really thought he loved me, I would have done anything for him." Emma managed to run away and was found by the police, but she was too distressed to give her story. However, the police put the young girl in touch with a Barnardo's worker, who managed to gain her trust and slowly Emma began to reveal her true story.

Child sexual exploitation is a major child protection issue across the UK. Hidden from view and going unnoticed, vulnerable young girls and boys are groomed via the Internet and are then abused, leaving them traumatised and scarred for life.

Barnardo's is there to help these children. With the continued support of the White Hat Rally Barnardo's can now directly help over 3,000 children every year who have suffered such terrible abuse'

Help us support

**Believe in
children**
 **Barnardo's**

What benefits sponsors will receive?

► Target Market Exposure

Many influential InfoSec professionals join the rally each year, supporting the event and using the opportunity to network with their peers and other senior decision making professionals

► Social Media Exposure

We brand all our marketing with our Sponsor's Logos. We have a quality contact list of over 2,500 InfoSec professionals and have a large presence on LinkedIn, Twitter and Facebook

► Presence at Industry Conferences

White Hat Rally attends the biggest InfoSec conferences throughout the year and we can place your logo on all our banners, flyers and marketing material

Which InfoSec conferences do we attend?

We aim to attend all the major events including: Infosecurity Europe, Cloud Security Expo, NCSC's CyberUK, World Cyber Security Congress, SC Congress, ESRM (Enterprise Security & Risk Management), GovSec, 44CON, BCS, CRESTcon & IISP Congress, Royal Holloway Alumni, CSP in York, BSides (London, Bristol, Manchester, Edinburgh) and various events organised by ISF, (ISC)², ISACA and OWASP. **For the past few years**, with our cars on display, we've had one of the most visited stands in the whole of the Infosecurity Europe conference.



Sponsorship Options

	<div>platinum £15k</div>	<div>gold £8k</div>	<div>silver £5k</div>	<div>bronze £1,750</div>	<div>branded £750</div>
Helping vulnerable children	●	●	●	●	●
Brand own team car	●	●	●	●	●
Three full days of business networking	●	●	●	●	●
Number of words for sponsor listing	250	150	100	50	
Logo displayed on marshal vehicle	XXL	XL	L	M	
Details in printed team route books	●	●	●	●	
Supply and present award	2	●	●	●	
Branding at conferences, including Infosec	●	●	●		
Branding on evening agenda	●	●	●		
Speaking slot during event	●	●			
Literature in participant packs	●	●			
Logo on participant tshirts	●				
Additional car entry (fee scale)	standard	standard	standard	corporate	corporate
Crew included*	4	3	2	0	2

*additional crew members can be added for an entry fee (maximum team size of 5)

Platinum Sponsorship

£15k

Platinum sponsorship ensures you receive the prime position at all the events we exhibit at. The company selecting Platinum sponsorship will be recognised as the most significant contributor throughout the event. We take pride in ensuring our Platinum Sponsor is branded pre-event, during the event and post-event. Complimentary team entry is provided so you can maximise your involvement.

Pre-event

- ▶ Recognition as lead sponsor on event web pages
- ▶ Website banner (provided to our specifications)
- ▶ Logo and 250 word description on dedicated page
- ▶ Link from dedicated sponsor page to your website
- ▶ Logo on our email communications
- ▶ Mentions in articles, press releases and social media
- ▶ Your logo on our Infosecurity Europe exhibition stand

During the rally

- ▶ Your logo on event agendas, route books, clue sheets and maps
- ▶ Opportunity to provide branded give aways to participants of the rally
- ▶ Your logo and 250 words about your company in printed day books
- ▶ Option to participate in the rally, directly network with other participants and build enduring relationships
- ▶ No entry fees for up to 4 team members (maximum 5 members)
- ▶ Your logo on the front and back of team T-shirts
- ▶ 2 large logos on our Marshal's cars

Post-event

- ▶ Sponsors and attendee list
- ▶ Supply and present awards to winners
- ▶ Logo at the award ceremony
- ▶ Feel good factor at having helped and supported a fantastic charity
- ▶ Continued branding on post event media and press releases

Gold Sponsorship

£8k

Gold sponsorship ensures you receive highly visible branding at all the events that we exhibit at. The companies selecting Gold sponsorship will be recognised as significant contributors throughout the event. We take pride in ensuring our Gold Sponsors are branded pre-event, during the event and post-event.

Pre-event

- ▶ Recognition as a Gold sponsor on event web pages
- ▶ Website banner (provided to our specifications)
- ▶ Logo and 150 word description on dedicated page
- ▶ Link from dedicated sponsor page to your website
- ▶ Logo on our email communications
- ▶ Mentions in articles, press releases and social media
- ▶ Your logo on our Infosecurity Europe exhibition stand

During the rally

- ▶ Your logo on event agendas, route books, clue sheets and maps
- ▶ Opportunity to provide branded give aways to participants of the rally
- ▶ Your logo and 150 words about your company in printed day books
- ▶ Option to participate in the rally, directly network with other participants and build enduring relationships
- ▶ No entry fees for up to 3 team members (maximum 5 members)
- ▶ 2 large logos on our Marshal's cars

Post-event

- ▶ Sponsors and attendee list
- ▶ Supply and present awards to winners
- ▶ Logo at the award ceremony
- ▶ Feel good factor at having helped and supported a fantastic charity
- ▶ Continued branding on post event media and press releases

Silver Sponsorship

£5k

As a silver sponsor you will receive high profile recognition and branding. The silver sponsor has been a popular option for organisations wanting to network with InfoSec professionals during the event and be promoted on our social media and website.

Pre-event

- ▶ Recognition as a sponsor on event website
- ▶ Logo and 100 word description on dedicated sponsor page
- ▶ Link from sponsor page to your website
- ▶ Mentions on social media

During the rally

- ▶ Your logo on event agendas
- ▶ Opportunity to provide branded give aways to attendees of the rally
- ▶ Your logo and 100 words about your company in printed day books
- ▶ Option to participate in the rally, directly network with other participants and build enduring relationships
- ▶ No entry fees for up to 2 team members (maximum 5 members)
- ▶ 2 medium logos on our Marshal's cars

Post-event

- ▶ Sponsorship and attendee list
- ▶ Supply and present awards to winners
- ▶ Logo at the award ceremony
- ▶ Feel good factor at having helped and supported a fantastic charity!



Driving fun

Bronze Sponsorship

£1,750

Being a bronze sponsor will allow your company to be part of the build up to our White Hat Rally event. We will place your brand on event communications and ensure social media coverage. You can enter a team of up to 5 members at a discounted rate

Pre-event

- ▶ Recognition as a sponsor on website
- ▶ Logo on dedicated sponsor page
- ▶ Link from sponsor page to your website
- ▶ Mentions on social media

During the rally

- ▶ Opportunity to provide branded give aways to attendees of the rally
- ▶ Your logo and 50 words about your company in printed day books
- ▶ Option to participate in the rally, directly network with other participants and build enduring relationships
- ▶ 2 small logos on our Marshal's cars

Post-event

- ▶ Sponsorship and attendee list
- ▶ Supply and present award to winners
- ▶ Logo at the award ceremony
- ▶ Feel good factor at having helped and supported a fantastic charity!

in fundraising



Team Car Sponsorship

£500

If you would like to sponsor a team car and support the participants then for £500 we can place your logo which will provide visibility throughout the entire Rally

White Hat Rally Marshal Car Sponsorship

£250

There is also an opportunity to sponsor our marshal cars which we use to run the event. This donation will support an activity during the event and we will ensure you receive full recognition for this with an entry in the event day book.



Add more exclusive exposure for your company

£Neg.

You can also add any the following options to your sponsor package:

- ▶ Sponsor catering; branded lunches, dinners and coffee available
- ▶ Staff exhibition stand in main networking area during registration
- ▶ Distribute branded products during the event
- ▶ Deliver a 5 minute address at the start of an evening meal
- ▶ Sponsor a pre/post rally drinks evening
- ▶ Host the official pre or post rally reception (participants from previous events also receive an invitation)
- ▶ Exclusive branding of an event drinks reception with invites prior to the event
- ▶ Deliver a 5 minute opening address at event registration

Participant Bag - 1 Available

£Neg.

Sponsor the participant bags and you will be providing every attendee with a reminder of your company every time they put something in it. At the same time your support will help stop child abuse, online bullying, grooming and sexual exploitation. White Hat Rally's charity car rally provides a great way to team build, network and for you to support a leading information security event. Together we can help vulnerable children and teenagers across the UK by raising funds to support the work of Barnardo's.



email enquiries@whitehatrally.org

phone 0700 596 4779

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Participating Companies

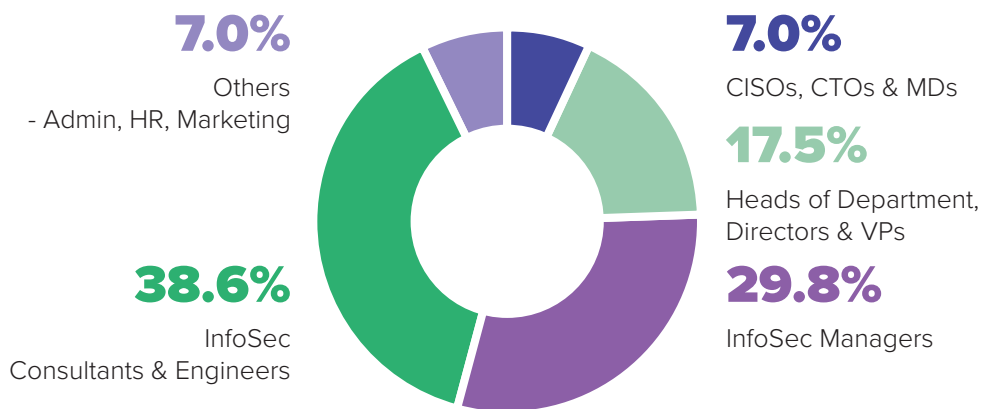
Staff from the companies below have previously participated in White Hat Rally events. They are shown to give an indication of the industry wide demographics of our participants

Abatis HDF, Acumin, Adversor, Agility IS, Alderbridge, Allianz Insurance, Amazon, Auriga, Avertis Group, BAML (Bank of America / Merrill Lynch), Blacks Solicitors, BP, BPC, BT, Barclays, Barnardo's, Brewin Dolphin Ltd, Barracuda Networks, CFS (Co-Op Financial Services), Callcredit Group, Camelot Group, CBRE, Company85, Compliance Tutorial, Computer Network Defence Ltd, ContextIS, Cybore, Cyberis, Digital Shadows, DVV Solutions, Deloitte, Environment Agency, Erasearch, Ernst and Young, ISS, Esure, Euroclear, Folwell, Fujitsu, Gazprom Marketing and Trading, GMDL, GlaxoSmithKline, Garmin, Glasgow Computer Recycling, Haymarket, HP, Huntsman, IBM, ICEX Ltd, IEEE, International Nuclear Services, ISSP, (ISC)², ISSA, Inforisca, Integralis, Investec Bank, JP Morgan, KKWT, KPMG, Lloyds Banking Group, Lloyds of London, Logidata, Lucidia, MoD, NCCgroup, NFU Mutual, SmartLink Events, Actias, UKCloud, Compass Group, Hedgehog Security, 4Secure, Progress Distribution

NGSSecure, National Grid, Nationwide BS, Network Security Counsel, Nomura, NUKSG, O2 Telefonica, Openreach, Outpost24, OWASP, Oxford University Press, PWC, Pentest Ltd, Pentura, Pearson, Platinum Squared, Police, Portcullis, Post Office, Praesideon, Preventia, ProCheckup, Prudential, Quantainia, RBS, RHUL, Reedexpo, Richmond Events, Royal Mail Group, Securion, Security Risk Consulting, SecuRing, Siemens Enterprise Communications Selex-ES, Simplyhealth, Stonesoft, Symantec, TSL Education, Tautology, Tabernus, T-Systems Limited, Thales Group, Tier3, Thales eSecurity, The Security Company, Titania, Trowers Solicitors, UBS, UK Gov, Verizon Business, Vocalink, Vital Energi, Vodafone, White Hat Security, WT Investments, Xchanging, DigitalXRaid Digital Quadrant, Waitrose, ISF, Parliament, Hampshire County Council, Royal Mail Group, Brookland, Computer Services, Freeman Clarke



Participant's Job Titles in 2018



Previous Sponsors



Driving fun in fundraising

White Hat Rally is a weekend long navigation driving challenge that really does put the fun back into fundraising! - it's a fun, action packed, laughter filled, clue deciphering, head scratching treasure hunt that raises money, unites the industry and allows business connections to be made and corporate brands to be seen. Whether you are a corporate contributor, vendor sponsor, or team/individual rally participant, the White Hat Rally is fun, purposeful and proactive fundraising at its best.





Join White Hat Rally for our 2019 event:

- ▶ Be part of an amazing infosec industry charity event
- ▶ Your brand visible across all on and off line marketing to over 2500 professionals
- ▶ Extensive industry event branding and social media promotion
- ▶ Superb networking and lead generation opportunities
- ▶ Participate in the exciting three day laughter-filled rally
- ▶ Support a wonderful charity dedicated to educating, protecting and safeguarding vulnerable children in the UK



Join our driving challenge and help our industry make a real difference.

E: enquiries@whitehatrally.org | **T:** 0700 596 4779 | **W:** www.whitehatrally.org

