Monthly Webinar Series

NCSA hosts SMB-focused webinars the second Tuesday of every month, facilitated by leading public and private-sector experts. First priority for presenters is given to sponsors and NCSA partners. In 2019 we reached 5,700 registrants and in 2020 to-date (Jan-Sept) have reached 9,300 registrants.

Monthly Newsletter

Showcase your brand and resources in NCSA's monthly CyberSecure My Business newsletter, reaching over 15,500 subscribers.

Average list growth in 2019 was +600 subscribers/month

Special Events

NCSA hosts both in-person and virtual events for the small business community, and sponsor subject matter experts and branding are front and center.

Resource Library

NCSA maintains a robust library of digital resources, including: blog posts, tip sheets, infographics and videos.

NCSA works with sponsors to create new and promote existing educational resources.
### SUPPORT SMALL BUSINESS: BECOME A 2021 SPONSOR

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<th><strong>SIGNATURE SPONSOR</strong></th>
<th><strong>CONTRIBUTING SPONSOR</strong></th>
<th><strong>AFFILIATE SPONSOR</strong></th>
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- Opportunity for company subject matter expert to speak on 8 webinars
- Provide up to 6 thought leadership guest blogs on staysafeonline.org (1.46 million page views on SSO.org) and 4 resources to SMB page
- Top logo placement on all 12 webinars in addition to NCSA’s SMB-related events and marketing materials in 2021
- Sponsor recognition on all 12 monthly newsletters, with up to 4 free educational resources featured monthly
- Collaboration and sponsor recognition on 4 SMB-relevant educational tip sheets
- Prominent sponsor recognition on NCSA's CyberSecure My Business webpage
- Secured speaking role on Cybersecurity Awareness Month SMB webinar
- Secured speaking role on 4 NCSA-led SMB special events
- Sponsor recognition in NCSA's Cyber Security Awareness Month press release
- Leadership to provide quote in NCSA’s annual cybersecurity media toolkit sent to more than 2,000 reporters
- First right of refusal for SMB-related speaker referrals
- Provide strategic advice for NCSA’s national SMB programming efforts

- Opportunity for company subject matter expert to speak on 4 webinars
- Provide up to 4 thought leadership guest blogs on staysafeonline.org and 2 resources on SMB page
- Top logo placement on 6 webinars in addition to NCSA’s SMB-related events and all marketing materials in 2021
- Sponsor recognition on 6 monthly newsletters, with 1 free educational resource featured monthly
- Collaboration and sponsor recognition with NCSA on 2 SMB-relevant educational tip sheets
- Prominent sponsor recognition on NCSA's CyberSecure My Business webpage
- Secured speaking role on Cybersecurity Awareness Month SMB webinar
- Secured speaking role on 2 NCSA-led SMB special events

- Opportunity for company subject matter expert to speak on 2 webinars
- Provide up to 2 thought leadership guest blogs on staysafeonline.org
- Logo placement on 3 of NCSA’s SMB-related webinars in 2021
- Sponsor recognition on 3 monthly newsletters
- Collaboration and sponsor recognition with NCSA on 1 SMB-relevant tip sheet
- Sponsor recognition on NCSA’s CyberSecure My Business webpage
- Secured speaking role on 4 NCSA-led SMB special events

- Opportunity for company subject matter expert to speak on 1 webinar
- Provide 1 thought leadership guest blog on staysafeonline.org related to webinar topic

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**Interested in becoming a sponsor? Contact:**

Daniel Eliot,  
Director of Education & Strategic Initiatives  
National Cyber Security Alliance  
daniel@staysafeonline.org

All associated sponsor benefits are subject to NCSA’s requirement of prohibiting sponsor product or service promotions.
SINGLE WEBINAR: $2,500

Webinars are an effective way to grab the attention of NCSA’s audience. Webinars are promoted to the entire NCSA audience via:

- **NCSA’s email newsletter**: Over 86,000 subscribers
- **NCSA’s website promotion**: 1.7 Million+ pageviews in 2019
- **NCSA’s social media channels**: 327,000+ followers across Facebook, Twitter and LinkedIn

**Pre-Webinar Activities**

- NCSA and sponsoring organization to hold 1-2 planning calls
- NCSA to create the event in the webinar platform and post to NCSA’s events page
- NCSA to create co-branded social media banner and sample posts to promote the event
- Sponsor prominently represented on the webinar registration page.
- Sponsor prominently represented in post-registration confirmation email, with link to sponsor’s main homepage.
- Sponsor prominently represented in (2) reminder emails a few days and hours before the event.
- NCSA will create an option on the registration page for registrants to "opt-in" to sharing their contact information with the sponsor.

**During the Webinar**

- Sponsor’s logo included in the webinar slide template
- NCSA, serving as moderator, mentions the sponsor in the introduction
- Subject matter expert from sponsoring company provide core educational content*
  
*NCWA does not engage in sales-oriented webinars

**Post-Webinar Activities**

- NCSA to post recording of event on NCSA’s YouTube page and promote the recording on social media.
- NCSA to send (1) follow-up email to all registrants to include:
  - Recording of the webinar
  - Any additional links/collateral the sponsor wants to include for follow-on engagement or education.

Multi-webinar sponsorships available at 10% discount for 3 or more webinars
ABOUT THE NATIONAL CYBER SECURITY ALLIANCE

The National Cyber Security Alliance (NCSA) builds strong public/private partnerships to create and implement broad-reaching education and awareness efforts to empower users at home, work and school with the information they need to keep themselves, their organizations, their systems and their sensitive information safe and secure online and encourage a culture of cybersecurity.

The National Cyber Security Alliance is the proven public/private partner that focuses industry efforts to create behavior change by: 1) Convening partners who recognize strength in the security collective; 2) Educating individuals on cybersecurity best practices; and 3) Amplifying collective efforts to increase cybersecurity awareness.

NCSA’S KEY EDUCATIONAL PROGRAMS AND ACTIVITIES INCLUDE

- Cybersecurity Awareness Month
- NCSA and Nasdaq Cybersecurity Summit
- CyberSecure My Business™
- Data Privacy Day

NCSA’S IMPACT

- 327,000 SOCIAL MEDIA FOLLOWERS
- 1.7 MILLION PAGEVIEWS IN 2019
- 5 BILLION GLOBAL MEDIA REACH IN 2019
- REACHED MORE THAN 25,000 ORGANIZATIONS WITH OUR WEBINAR SERIES TO-DATE

NCSA’S BOARD MEMBER COMPANIES

- ADP
- AIG
- American Express
- Bank of America
- Cofense
- Eli Lilly and Company
- ESET North America
- Facebook
- Intel Corporation
- KnowBe4
- Lenovo
- LogMeIn
- Marriott International
- Mastercard
- MediaPRO
- Microsoft Corporation
- Mimecast
- Norton LifeLock
- Proofpoint
- Raytheon
- Trend Micro
- Uber
- US Bank
- Visa, Inc.
- Wells Fargo

PUT YOUR BRAND IN FRONT OF SMALL BUSINESSES ACROSS THE COUNTRY

Join NCSA and enhance your brand recognition among small to medium-sized businesses (SMB) across the nation. CyberSecure My Business™ is a national collaboration between the National Cyber Security Alliance (NCSA), industry and federal partners to educate the SMB community through targeted webinars, in-person workshops, and custom resources.

- Reach our 15,500 newsletter subscribers (and growing each year)
- Elevate your brand awareness in the SMB space
- Position your security executives as thought leaders in the SMB space
- Reach more than 10,000 event registrants per year

STAYSAFEONLINE.ORG/CYBERSECURE-BUSINESS