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
- Data Privacy Day
- CyberSecure My Business™
- STOP. THINK. CONNECT.™

THE NEED
Businesses and consumers must understand key cybersecurity issues and how to protect themselves against bad actors in a fast-moving technological environment.

NCSA’S IMPACT
- 327,000+ SOCIAL MEDIA FOLLOWERS
- 1.7 MILLION+ PAGEVIEWS IN 2019

NCSA’S BOARD MEMBER COMPANIES
- ADP
- AIG
- American Express
- Bank of America
- Cofense
- Comcast Corporation
- 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

2020/2021 SPONSORSHIP OPPORTUNITIES
- CyberSecure My Business (Deadline: December 2020)
- NCSA and Nasdaq Cybersecurity Summit (Deadline: August 2020)
- Data Privacy Day (Deadline: October 2020)
- NCSA’s Annual Luncheon at RSA Conference (Deadline: April 2021)
- Research (Deadline: July 2020 for Oct. 2020 release)
- Webinar Sponsorships (rolling deadline)
WEBINAR SPONSORSHIPS

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*
  *NCSA 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