

GLOBAL CYBER GAMES™

CHARITY BATTLE
2022

Where Cybersecurity Meets
Esports **for a Cause**™



Sponsorship & Partnership
OPPORTUNITIES

playcyber.com/global-cyber-games-charity-battle

Charity + Cyber Games = *Unique Business Event*

Hosted at the state-of-the-art HyperX Esports Arena in the Luxor Hotel in Las Vegas, Nevada, the inaugural Global Cyber Games Charity Battle will take place on August 11, 2022. The event will also be live streamed—offering an exciting in-person experience AND a global branding opportunity.

GLOBAL CYBER GAMES

CHARITY BATTLE
2022

Featuring:

- Online streaming and shout casters
- Theater seating and SWAG
- VIP access and lounge
- Opportunity to purchase drinks for charity fundraising
- 10-minute walk, indoors, from Black Hat Conference
- Great networking & recruiting opportunities
- All-day business suites available for sponsorship
- 9 Teams of Cyber PROs
 - Each Team Chooses 5 Players
 - Each Team Plays for 1 Charity
 - All Teams Must Have Different Charities
- Game Format:
 - "King of the Hill"—A Flat Attack Network for Teams to "Take" and "Retake"
 - Virtual Qualification Round/Practice
 - 2 Hours of Play Time
 - 3 First Round: 3 Teams, Head to Head
 - 3 Teams Advance to Finals
- Prizes:
 - Top 3 Teams Win CASH for Their Charity

TEAM Sign Ups

Registration and Rules

Charity Selection

- Charity must be a US-based 501c3 or 501c6 Nonprofit.
- Charity point of contact who belongs to the organization must be provided and approve team to represent them (email approval fine).
- Charity must provide logo (high resolution) for promotion and jersey.
- Charity may provide video commercial, less than 60 seconds.
- Charity Name will be the official "Team Name."
- Charity can only be entered by one team.

Team Formation

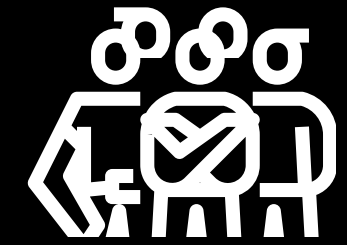
- Up to 5 players, including a team captain, + 1 alternate (6 total).
- Must be a diverse team (a mix of genders and/or races) with at least 1 student (high school or Higher Ed).
- None of the players are required to be employed by the Charity.
- All players must agree to be on video and photographed (for public communications, handles can be used instead of names); this includes screen sharing during competition.

Team Financial Sponsorships

- Teams can recruit up to 2 promoted sponsors (logos must be provided).
- Team Sponsors will be listed on jerseys along with Charity Name and Logo (8 jerseys will be provided to each team).

Team Commitment

- Teams agree to be present to play on August 11, 2022, in Las Vegas from 12 PM to 10 PM PST.
- Team agrees to commit 1 hour for virtual practice and qualification round on August 2 at 10 AM PST.
- Team agrees to demonstrate positive sportsmanship and follow the rules set by Game Master.



\$5,000

Perks for Charities

- Make an impact on the community with this event designed to be fun, educational, and help charity awareness and funding.
- Recruit top talent interested in cyber games and skills.
- Gain brand awareness through promotion and speaking opportunities.
- Take part in an IN-PERSON and ONLINE event the same week as Black Hat and DEFCON.

**GLOBAL
CYBER GAMES**
CHARITY BATTLE
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MAKE AN IMPACT

SPONSORSHIPS / PARTNERSHIPS

WHO should become a sponsor/partner?

- Organizations and businesses wanting to have a presence in Las Vegas for meetings and demos
- Organizations and businesses supporting the cybersecurity community
- Esports companies looking to expand into cybersecurity games
- Higher Ed institutions wanting to attract students to their cybersecurity programs
- Training and recruiting firms looking to market their brand and platform

WHY you should become a sponsor/partner:

Message & Recruit

- Provide a speaker or guest interview for shout casters.
- Recruit security professionals from event.
- Achieve brand awareness at an online and in-person event (2 for 1).

Branding & Visibility

- Increase your organization's visibility as a cybersecurity champion.
- Showcase your company via video commercials on stage and online.

Engagement & Good Will

- Leverage a sponsored event with demo suite for meetings and networking.
- Provide branded prizes for audience and players.
- Sponsor a charity team.

DIAMOND

SPONSORSHIP

Message Placement

- Provide speaker for online streaming event
- ★ 15-minute talk onstage
- Product and service 30-second video commercial for onstage and online
- ★ Receive all video footage
- Logo placement onstage and online

Brand Visibility

- Featured logo on website, t-shirt, jersey, and social media recognition
- Press release with quote and link
- Choose and brand a featured charity cash bar drink
- ★ Photo Op: Hand over large check and trophy to winning charity with Katzcy

Audience Engagement

- Dedicated VIP suite with 10 guest passes (complete with t-shirts)
- VIP Sky Lounge access for 2 executives and 3 VIP guests
- ★ Featured email with CTA sent by Katzcy to all registered attendees (in person and online) [tip: include a gated link for lead gen]
- 4 jerseys with personalization

Recruiting

- Post your key cyber jobs to website
- ★ Flash top 3 job openings on stage screens
- Hiring table at event

Good Will

- ★ Sponsor a charity team
- Prize giveaways to the audience (x2 at ~\$100 each—1 online and 1 in person)
- 1 item in team swag bags



\$35,000

PLATINUM

SPONSORSHIP

Message Placement

- Provide speaker for online streaming event
- ★ Product and service 30-second video commercial for onstage and online

Brand Visibility

- Featured logo on website, t-shirt, jersey, and social media recognition
- Press release with quote and link
- Logo placement onstage and online
- ★ Brand a featured charity cash bar drink
- Photo Op: Hand over large check and trophy to 2nd place charity

Audience Engagement

- Dedicated VIP suite with 5 guest passes (complete with t-shirts)
- VIP Sky Lounge access for 2 executives and 3 VIP guests
- ★ Featured email with CTA sent by Katzcy to all registered attendees (in person and online) [tip: include a gated link for lead gen]
- 2 jerseys with personalization

Recruiting

- Post your key cyber jobs to website
- ★ Flash top 3 job openings on stage screens
- Hiring table at event

Good Will

- ★ Sponsor a charity team
- Prize giveaways to the audience (x2 at ~\$100 each—1 online and 1 in person)
- 1 item in team swag bags



\$25,000

GOLD

SPONSORSHIP

Message Placement

- Provide speaker for online streaming event
- ★ Product and service 30-second video commercial for onstage and online

Brand Visibility

- Featured Logo on website, t-shirt, jersey, + social media recognition
- ★ Logo placement onstage and online
- Brand a featured charity cash bar drink

Audience Engagement

- ★ Dedicated VIP suite with 5 guest passes (complete with t-shirts)
- Featured email with CTA sent by Katzcy to all registered attendees (in person and online)
[tip: include a gated link for lead gen]
- 5 t-shirts for your team
- 2 general event jerseys

★ ★ ★
\$10,000



SILVER

SPONSORSHIP

Message Placement

- ★ Provide speaker for online streaming event
 - Product and service 30-second video commercial for onstage and online

Brand Visibility

- ★ Featured logo on website, t-shirt, jersey, and social media recognition
 - Brand a featured charity cash bar drink

Audience Engagement

- 3 VIP guest passes (complete with t-shirts)
- ★ Featured email with CTA sent by Katzcy to all registered attendees (in person and online)
[tip: include a gated link for lead gen]
- 2 t-shirts for your team
- 1 general event jersey



\$5,000

CHAMPION

SPONSORSHIP

Message Placement

- ★ Product and service 30-second video commercial for onstage and online

Audience Engagement

- 1 VIP guest pass (complete with t-shirt)
- ★ 1 general event jersey

This Sponsorship Level is intended for individuals or charities who want to be part of this special event but choose not to play in the tournament.



\$1,000



About Katzcy PlayCyber & the Global Cyber Games

Katzcy is a social impact company committed to helping build a diverse and high-performing tech and cybersecurity community through impactful marketing strategies for tech firms and skill-oriented tech competitions for the workforce. As a certified Woman-Owned Small Business (WOSB), Katzcy is dedicated to growth, innovation, and progress. Through our PlayCyber line of business, Katzcy hosts epic life-changing games such as US Cyber Games, Wicked6, the Global Cyber Games, and more.

Katzcy PlayCyber holds a number of Global Games throughout the year to engage cybersecurity professionals with epic experiences that are entertaining to watch and fun to play. These games offer our community a fun way to come together and talk about the cybersecurity community challenges and innovations. Our community's culture values sharing and helping those in need. This year's charity edition seeks to celebrate the many nonprofits that our community cherishes.

Learn more at playcyber.com.

PAST PERFORMANCE:

In 2019, Katzcy teamed with Women's Society of Cyberjutsu to hold Wicked6 at the Esport Arena in Las Vegas where +350 people attended with an additional 2.5K viewers online. This event was held once more in March 2022 with 1,000 women registered from across the globe. Also in 2022, Katzcy teamed with Cyber Insecurity and SimSpace to hold a virtual Global Cyber Games with over 8.7K viewers to date.