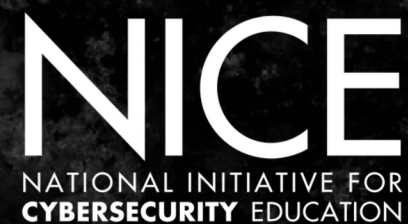


**SPONSORSHIP & PARTNERSHIP OPPORTUNITIES**

**SEASON III | US CYBER GAMES**

# MAKE AN *IMPACT*

**ON OUR GLOBAL CYBERSECURITY WORKFORCE**



***WWW.USCYBERGAMES.COM***



# SEASON I | US CYBER GAMES PROGRAM

## OPEN Capture the Flag (CTF)

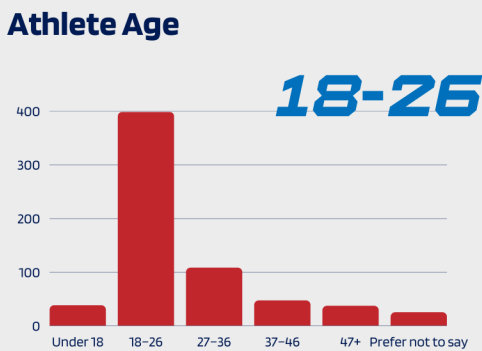
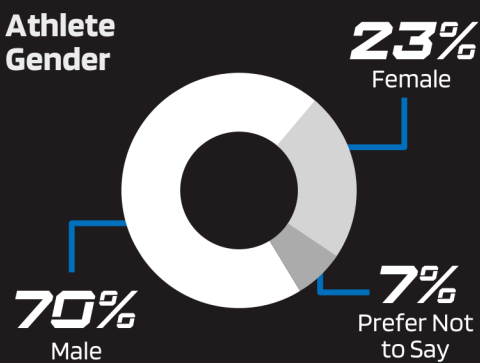
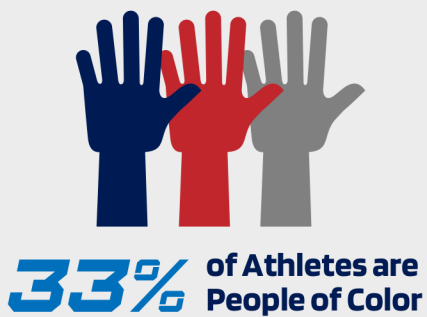
688

Athletes

FROM

43

States & DC



**13%**  
of Athletes are  
US Military Veterans



**16%**  
of Athletes are  
First Time CTF Players



## FIRST-EVER US CYBER TEAM

20

Athletes

PLUS

5

Wildcards

15 athletes were selected to travel to Athens, Greece to compete in the International Cybersecurity Challenge (ICC) that took place June 14-17, 2022. The US Cyber Team received 3rd Place.

## COMBINE Invitational

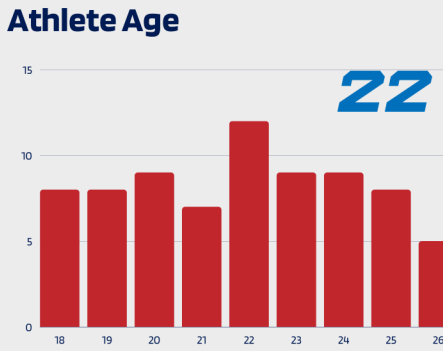
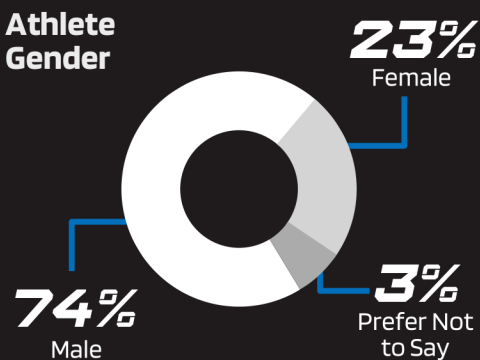
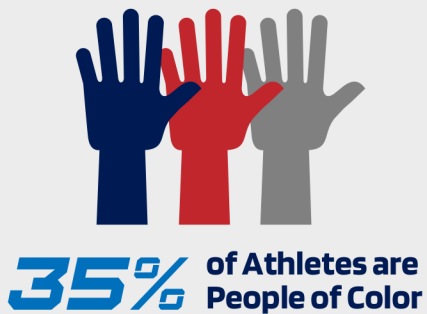
75

Athletes

FROM

23

States & DC



**23%**  
Currently Pursuing  
Higher Education



**56%**  
College Graduates



## PIPELINE PROGRAM

12

Athletes

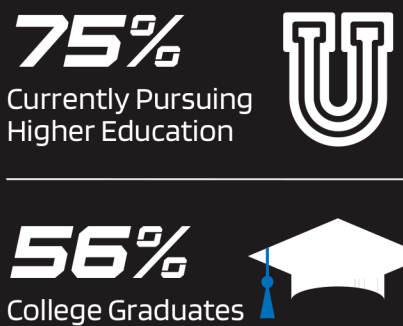
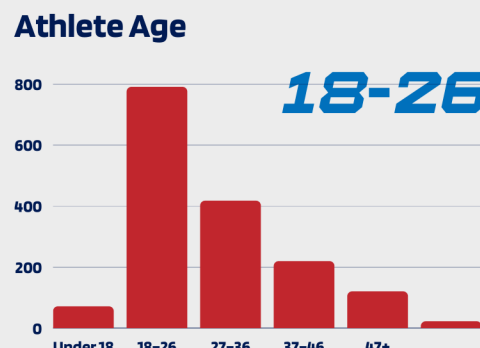
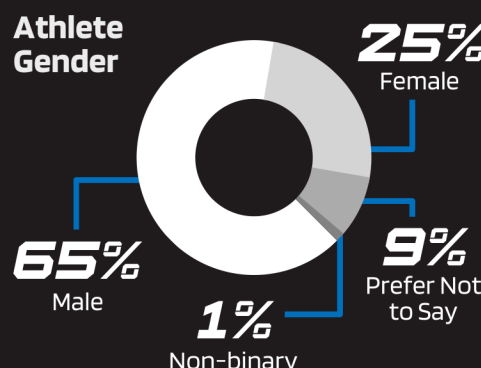
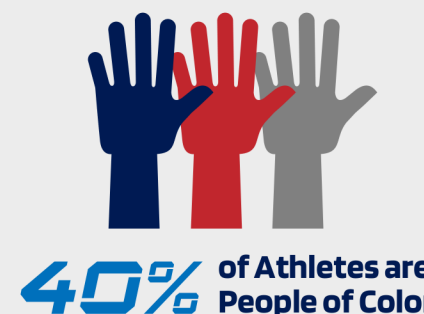
The Pipeline Program has been established to identify high-potential athletes who would benefit from special access to cybersecurity education, training, and mentoring.



SEASON II | US CYBER GAMES PROGRAM

OPEN  
Capture the  
Flag (CTF)

1470 FROM 50  
Athletes States & DC



US CYBER TEAM

30  
Athletes

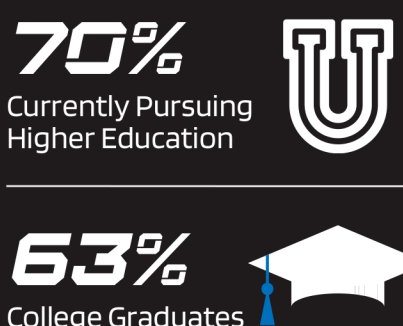
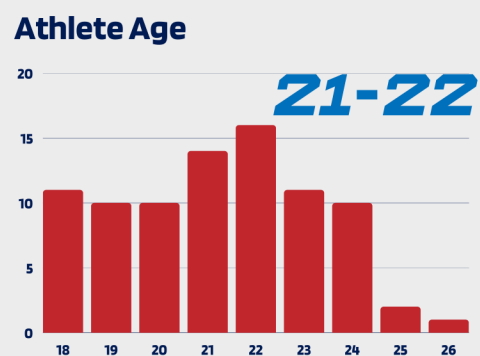
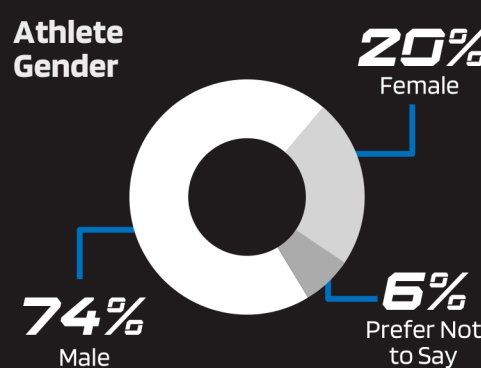
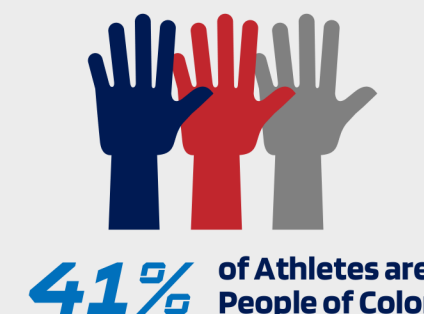
10  
Returning

20  
New

Includes 2 from  
S1 Pipeline  
Program

COMBINE  
Invitational

85 FROM 31  
Athletes States & DC



PIPELINE PROGRAM

20  
Athletes

60%

Currently Pursuing  
Higher Education



# SEASON III | US CYBER GAMES TIMELINE



**US CYBER OPEN<sup>®</sup>**  
JUNE 5 - 12, 2023

**Kick-Off Event**  
JUNE 1, 2023



**US CYBER  
COMBINE<sup>®</sup>**  
JULY 7 - SEPTEMBER 1, 2023



**US CYBER GAMES<sup>®</sup>**  
**DRAFT DAY**  
OCTOBER 16, 2023



**INTERNATIONAL  
CYBERSECURITY  
COMPETITION**  
DATE & LOCATION  
TBD







# MAKE AN *IMPACT*

**SPONSORSHIPS / PARTNERSHIPS**

## ***WHO SHOULD BECOME A SPONSOR/PARTNER?***

- **Organizations and Businesses** wanting to attract top talent and support the community.
- **Esports companies** looking to expand into cybersecurity games.
- **Higher Education** 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:***

- **Help build** a better and more **diverse cybersecurity workforce globally.**
- **Be a cybersecurity workforce champion** with access to TOP TALENT.
- **Support the US Cyber Games and US Cyber Team community engagement** to inspire generations to come.
- **Get your brand in front of our fans** during virtual and streamed events.
- **Help us build a scalable program** across the nation that leverages games for fun, education, and career growth.



# SPONSORSHIPS

## RECOGNITION

- Official "thank you" plaque for display
- Logo and recognition in promotional emails, social media, and at events
- Customized sponsor image for your promotional use
- Logo and description on USCG website with link to your website

## VISIBILITY

- Logo and promotional opportunities at US Cyber Open Kick-Off Event, US Cyber Combine Kick-Off Event, and US Cyber Team Draft Day
- Opportunity to include items in athlete swag bag
- Logo included on Official US Cyber Team jersey
- Jersey(s) for your organization
- Listing on Careers in Cybersecurity web page with link to co-branded landing page

## COMMITMENT

- Opportunity to renew sponsorship for subsequent season
- Dedicated email sent (Opt-ins ONLY) with link to your website
- Official press release announcing your sponsorship
- Seat on the USCG Advisory Board
- Opportunity to contribute to Annual Report



DIAMOND  
\$50,000



PLATINUM  
\$25,000



GOLD  
\$15,000



SILVER  
\$10,000



BRONZE  
\$5,000

*	*	*	*	*
*	*	*	*	*
*	*	*	*	*
*	*	*	*	*

ALL	ALL	ALL	Open
4	2	1	1
*	*	*	*
3	2	1	1
*	*	*	

*	*	*	*
*	*	*	*
*			
*			
*			





# PARTNERSHIPS

## Recognition

- Official "thank you" plaque for display
- Logo and recognition in promotional emails, social media, and at events
- Customized sponsor image for your promotional use
- Logo and description on USCG website with link to your website

## Visibility

- Logo and promotional opportunities at US Cyber Open Kick-Off Event
- Opportunity to include item in athlete swag bag
- Logo included on Official US Cyber Team jersey
- Jersey for your organization

## Commitment

- Opportunity to renew sponsorship for subsequent season
- Dedicated email sent (Opt-ins ONLY) with link to your website



EDUCATION  
\$12,000



TRAINING  
\$12,000

\*  
\*  
\*  
\*

\*  
\*  
\*  
\*

\*  
1  
\*  
1

\*  
1  
\*  
1

\*  
\*

\*  
\*







**BRANDING  
& VISIBILITY**

**GLOBAL  
RECOGNITION**

**MAKE A  
DIFFERENCE**

**ADDITIONAL  
OPPORTUNITIES**

---



# TEAM SCRIMMAGES & CAMPS

GLOBAL | VIRTUAL | IN-PERSON

\$15,000–\$45,000

COMBINE CLASH VIRTUAL CAMP

September 2023

Athletes invited to US Cyber Combine

HOLIDAY MAYHEM GLOBAL SCRIMMAGE

December 2023

Athletes/Teams from nine (9) ICC regions invited

NO LOVE BRAWL IN-PERSON CAMP

February 2024

Members of US Cyber Team

SUMMER SEND-OFF VIRTUAL CAMP

May 2024

Members of US Cyber Team

## SPONSORSHIP BENEFITS:

- Provide speaker to kick off the scrimmage - **Platinum**
- Presentation of awards to winners - **Platinum**
- Option to hold a "meet and greet" with athletes or send an email with job opportunities following the event - **Platinum**
- Contribute to identifying challenge topics/ domains - **Platinum and Gold**
- 30-second commercial during live event - **Platinum and Gold**
- Sponsor recognition and logo on livestream event - **All levels**
- Sponsor recognition and logo on social media posts - **All levels**
- Sponsor recognition and logo on event website - **All levels**

Nine (9) International Cybersecurity Challenge (ICC) regions will take part in this global scrimmage (Canada, United States, Latin America, Brazil, South East Asia, Southern Africa, Northern Africa, Europe, and Oceania).

**January 2023 streamed game had 6.7K unique live views and has reached over 12K views since.**



RECENT EVENTS:

GLOBAL  
CYBER GAMES  
NEW YEAR'S BLITZ  
2023

view on



GLOBAL  
CYBER GAMES  
ATTACK & DEFEND  
2023

view on



HOLIDAY  
MAYHEM

view on





# SPONSORSHIP

## TRAVELING CYBER EXHIBIT

**\$10,000–\$20,000**

**Limit 3 Sponsors per event**

### Traveling Cyber Exhibit Sponsor

Sponsor a cyber exhibit traveling to a university or sporting event. You'll help make a difference by introducing competitive youth to cyber sports, and you can build your brand among young athletes and be part of something very special.

### SPONSORSHIP INCLUDES:

- Plaque thanking you for your sponsorship
- Mentions in promotions and publicity
- Logo on the event website, social media promotions, and any/all event-related advertising
- Include one item in the athlete swag bag
- Mentioned in the email to go out to applicants and athletes with blurb and link to your website
- Marketing material included in athlete packet (marketing collateral must be provided)

### Sponsor Levels:

Platinum – \$20,000 Exclusive

Gold – \$10,000 (Limit 2)



### RECENT EVENT:



**MVP Vibe Fest: February 19–20, 2022**

**MVP Vibe Fest: February 17–18, 2023**

view on **vimeo**



# ***SPONSORSHIP***

## **PIPELINE TRAINING PROGRAM**

**\$10,000–\$20,000**

### **High-Potential Cybersecurity Athletes**

The US Cyber Games Pipeline Program is a limited seat, by coach invitation only, program for US Cyber Combine athletes who demonstrate drive and potential but may benefit from additional cybersecurity training and mentoring. The program aims to better train and mentor individuals interested in cybersecurity professions.

### ***SPONSORSHIP INCLUDES:***

- Plaque thanking you for your sponsorship
- Mentions in promotions and publicity
- Logo on the event website, social media promotions, and any/all event-related advertising
- Include one item in the athlete swag bag
- Mentioned in the email to go out to applicants and athletes with blurb and link to your website
- Marketing material included in athlete packet (marketing collateral must be provided)





# STAND OUT FROM THE CROWD

## CUSTOM SPONSORSHIPS

Let our team help you create a customized campaign that meets your goals and keeps with the mission of the US Cyber Games. **We'll work with you to build a program just for you.**

INDUSTRY  
COMMITMENT

BRANDING  
& VISIBILITY

RECOGNITION &  
MESSAGE AMPLIFICATION

CONTACT US AT  
[INFO@USCYBERGAMES.COM](mailto:info@uscybergames.com)

VISIT [USCYBERGAMES.COM](https://uscybergames.com)

