

## 2024 Sponsorship Outline



# CYBERSECURITY CARES

**About Cybersecurity Cares:** Cybersecurity Cares is a grassroots volunteer organization formed by cybersecurity professionals aiming to give back to the community.

Modeled after the successful Startups Care initiative, our mission is to leverage the collective power of the cybersecurity industry to support charitable causes and amplify the impact of those on the front lines of addressing social issues.

**Our Chosen Charity:** For this year's campaign, we have partnered with Becky's Fund, a non-profit organization dedicated to ending domestic violence through education, advocacy, and service.

Becky's Fund empowers survivors to achieve permanent safety and healing, educates young people on building healthy relationships, and works to shift cultural attitudes around victim-blaming.

## The Problem

1 in 3 women and 1 in 4 men are affected by domestic violence.

### How It Works

Becky's Fund helps survivors through comprehensive support and educational programs.

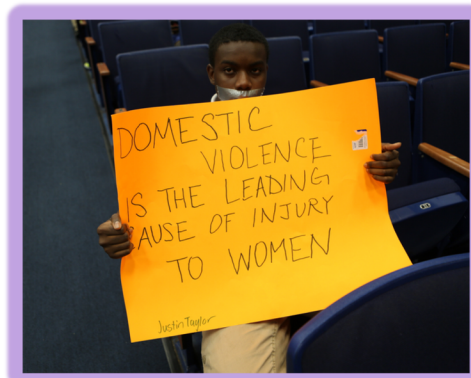
Your support will directly contribute to the safety and well-being of countless individuals in need.

**Community Involvement:** Cybersecurity practitioners and their companies unite to raise funds and awareness.

Donations are made directly to Becky's Fund, ensuring transparency and proper handling of tax receipts.

### Campaign Timeline:

- **November:** Awareness and company support declaration.
- **December 3 (#givingTuesday):** Donation portal opens, launching the fundraising drive.
- **December 19:** Campaign concludes with live-stream telethon featuring various guests from across the industry and fun activities.



Sponsorship Opportunities

Sponsoring Cybersecurity Cares offers a unique opportunity to align your brand with a meaningful cause, showcasing your company's commitment to social responsibility and community engagement. Your sponsorship will help us reach our fundraising goals and create a significant impact on the lives of domestic violence survivors.

Sponsorship Levels:

Platinum Sponsor (\$10,000+)

- Prominent logo placement on our website and telethon materials.
- Featured mention in press releases and social media posts.
- Dedicated segment during the live-stream telethon.

Gold Sponsor (\$5,000 – \$9,999)

- Logo placement on our website and telethon materials.
- Mention in press releases and social media posts.
- Recognition during the live-stream telethon.

Silver Sponsor (\$1,000 – \$4,999)

- Logo placement on our website.
- Mention in social media posts.
- Recognition during the live-stream telethon.

Bronze Sponsor (\$500 – \$999)

- Logo placement on our website.
- Mention in social media posts.



**Custom Sponsorship Packages:** We also offer customized sponsorship packages to fit your needs. Please contact us to discuss how we can tailor a package that aligns with your objectives.

Funding summary

2022	2023	2024
\$25,570	\$28,602	???

Get Involved

Contact us for sponsorship opportunities or custom packages:  
[defenders@limacharlie.io](mailto:defenders@limacharlie.io)  
[cybersecurity-cares.com](https://cybersecurity-cares.com)

Join us in making a difference and supporting a cause that truly matters. Together, we can help end domestic violence and bring hope to those in need.