

# SPONSORSHIP PACKAGES 2022



The White Hat Ball is an annual sell-out event for the Information and Cyber Security Industry. The event is attended by over 650 guests and has become regarded as an exciting, social and unmissable evening in the industry's calendar. Established in 2004.

## WHY SPONSOR THE WHITE HAT BALL?

Organised by a group of volunteers from the Cyber Security industry and established in 2004, to date the event has raised over two million pounds for the NSPCC's vital service, Childline.

As an official White Hat Ball sponsor you will be directly supporting Childline, the NSPCC's service providing a safe confidential place for children with no one else to turn to, whatever their worry. Children can contact Childline 365 days a year and on average, a child contacts Childline every 25 seconds. It costs £30,000 a day to run Childline and your support as a White Hat Ball sponsor will ensure that children's voices can continue to be heard.

Sponsoring this event provides a unique opportunity to promote your brand in a room full of security leaders and professionals, as well as some of the largest and best-known companies in the sector. By becoming a White Hat Ball sponsor your brand will be promoted not only at the event, but also on the White Hat Ball website and social media platforms.

There are many great benefits to collaborating with the NSPCC and Childline. As an official sponsor, you will be able to publicly display your support of our highly motivating cause. You will also be aligning your company with the NSPCC's brand, which has a 97% brand-recognition rate.

**It costs £30,000 a day to run Childline and your support as a White Hat Ball sponsor will ensure that children's voices can continue to be heard.**

**Sponsorship packages are sold on a first come first serve basis. Please contact [Sarah.Jeffery@NSPCC.org.uk](mailto:Sarah.Jeffery@NSPCC.org.uk) for further details.**

The White Hat Ball is attended by a high number of CISOs and representatives from the sectors leading companies, these include:

BAT	GSK
BUPA	Transferwise
MoD	Burberry
Santander	Publicis
Nationwide	National Grid
Prudential	BBC
HSBC	SC Magazine
BT	ISC2
Deloitte	KPMG
Metro Bank	ISACA
AXA	Barclays
Lloyds Banking Group	BP
Aviva	Canon
The PRA	EY
Garrison	Rela8 Group

## SILVER SPONSORSHIP PACKAGES - £2,650

### Pen Sponsor

Your branded pens, one per guest on all tables

A half-page in the event programme

Thank you on the sponsors page of the event programme

Promotion and thanks on website and social media channels reaching over 1300 cyber professionals

Right to promote as sponsor of the White Hat Ball

Logo on the White Hat Ball website viewed by an average of 800 cyber professionals per month



### Table Water Sponsor



Your company logo around all water bottles on all tables in the ballroom

A half-page in the event programme

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### Raffle Sponsor

Your branding displayed on the raffle selling trays

A half-page in the event programme

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### Cloakroom Sponsor

Your company pop-up banners displayed on and around the cloakroom



A half-page in the event programme

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**WHITE HAT  
BALL 2022**

## **FRIEND OF WHITE HAT SPONSORSHIP - £1,500**

Thank you on the sponsors page of the event programme

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## **ADVERTISING OPPORTUNITIES**

Full-Page Advert in the event programme - **£1,090**

Half-Page Advert in the event programme - **£545**

30-second on screen advert played on rotation during the event - **£500**