FrostCon 3 Sponsorship

By BSides Charlotte, Charlotte ISSA, & Phish Club



FrostCon 3
December 2nd, 2026

Booth Playhouse | Charlotte, NC

The FrostCon event is operated under BSides Charlotte, Inc., a registered 501(c)(3) charitable non-profit organization. Your donation is tax deductible and helps our community focused organization provide cybersecurity education activities in the Charlotte, NC area and surrounding region through activities such as workshops and our annual conferences.

Welcome

Thank you for your interest in sponsoring FrostCon, a cybersecurity event presented by BSides Charlotte in partnership with Charlotte ISSA and Phish Club.

FrostCon is a single-day, lightning talk-style cybersecurity conference held annually in December in Charlotte, NC — designed to bring the regional community together at the close of the year for knowledge sharing, networking, and professional development in a festive and welcoming atmosphere.

BSides Charlotte, Inc. is an IRS-designated 501(c)(3) charitable non-profit created to facilitate information sharing, cybersecurity learning, and security awareness through hosting events and low-cost training for the local community.

BSides security events stand out because they are organized and run locally by dedicated volunteers, distinguishing them from larger corporate conferences that charge hundreds to thousands of dollars for attendance. Historically, our tickets are less than $50 for general admission and even lower for students.

We are only able to accomplish this through donations and sponsorships such as the one you are considering today. Your sponsorship will go toward conference expenses including content, competition materials, affordable trainings, venue, refreshments, and overall event costs.

We graciously thank you for your consideration and hope to partner with you to make FrostCon 3 another outstanding event for our community.

Please contact us with any questions or requests at sponsors@bsidesclt.org.

About BSides Charlotte & Our Community Impact

Our Mission

BSides Charlotte, Inc. is an IRS-designated 501(c)(3) non-profit dedicated to making cybersecurity education and awareness accessible, affordable, and impactful across the greater Charlotte metro area and the broader region.

What Makes BSides Events Different

Traditional Conferences	FrostCon / BSides Charlotte
$500–$3,000+ attendance fees	Historically under $50 per ticket
Corporate-driven content	Community-focused content
High volume, lower quality leads	High-quality contacts and leads
Conference as a business	Conference as a community resource

1) *Content is focused on bringing value to the community, which drives higher quality attendance.*

2) *Contacts and leads are higher quality; attendees are typically taking personal time to attend and have genuine interest in valuable products and services.*

3) *Seen as a community resource to grow skills and share knowledge; presentations are designed with this in mind.*

Our Proven Track Record

REGIONAL REACH

Attendees from 10+ states: NC • SC • VA • GA • TN • KY • MD • NJ • DE • AL • FL, plus international speakers and attendees

CONSISTENT GROWTH SINCE 2019 (BSides Charlotte)

- 375+ in-person attendees at BSides Charlotte annually
- 500+ peak virtual session views
- Year-over-year expansion in programming and engagement

FROSTCON GROWTH

- Inaugural FrostCon (2024): 200+ attendees at first event
- FrostCon 2 (2025): Continued growth with earlier planning and expanded promotion
- FrostCon 3 (2026): Targeting up to 400 attendees at the Booth Playhouse

COMMUNITY INVESTMENT

- Training workshops and hands-on learning
- Cybersecurity competitions and challenges
- Professional networking and mentorship opportunities
- Career development for all experience levels

FrostCon Detailed Overview

About FrostCon

FrostCon was created in 2024 with the intent to provide a way for the Charlotte and regional cybersecurity community — in partnership with other local cybersecurity organizations — to come together during the holidays for a standout event that closes out the year in style.

FrostCon features a lightning talk format (presentations of 15 minutes or less), creating a high-energy, content-dense day of learning. The condensed format keeps attendees engaged throughout the day and maximizes the number of voices and perspectives heard. A social event follows the formal program, providing additional time for relaxed networking.

FrostCon 3 will be held on December 2nd, 2026 at the Booth Playhouse in Charlotte, NC, for up to 400 attendees.

Target Audience & Attendance

FrostCon draws a diverse audience, ranging from students to professionals across various IT fields, educators, executives, and industry thought leaders. Primarily, FrostCon is organized by cybersecurity enthusiasts for the local and regional cybersecurity community.

FrostCon's inaugural event exceeded 200 attendees, and subsequent events have continued to grow. For FrostCon 3, earlier planning, expanded promotion, and continued interest from sponsors and attendees alike give us confidence in continued attendance growth toward our 400-seat venue capacity.

Strategic Benefits of FrostCon Sponsorship

Business Development Opportunities

- Access Decision Makers: FrostCon draws executives, IT directors, CISOs, and procurement decision-makers from organizations across the Southeast. Your sponsorship puts your brand directly in front of key buyers and influencers.
- Recruit Top Talent: Connect with motivated cybersecurity professionals actively engaged in continuous learning. Your visible sponsorship signals that your organization values professional development and community engagement.
- Build Regional Market Presence: Establish meaningful relationships within Charlotte's rapidly growing technology sector. FrostCon attendees represent hundreds of regional organizations — from Fortune 500 companies to innovative startups.

Marketing & Brand Impact

Multi-channel exposure across:

- Live & Digital Events: In-person lightning talk presentations and post-event content accessibility via our web presence (where applicable)
- Social Media Amplification: Active promotion across LinkedIn, BlueSky, X (Twitter), Mastodon, Discord, and more — frequently shared by BSides events nationwide and industry professionals
- Traditional Media Coverage: Periodic coverage by local media outlets (where applicable)

- Ongoing Recognition: Website presence during and after the event, including community archive association
- Annual Partnership Opportunities: We are interested in establishing sustaining partnerships. Please contact us directly for customized arrangements.

Community Investment Returns

- Affordable professional development for up to 400 cybersecurity professionals
- Knowledge sharing that strengthens regional cybersecurity capabilities
- Career advancement opportunities for students and early-career professionals
- Network building that fosters innovation and collaboration
- Promoting awareness of tools, technologies, and resources for cybersecurity

Tax Optimization: As a 501(c)(3) certified organization, your sponsorship provides full tax deductibility while delivering strategic business value.

Your Sponsorship Investment

Partnership Philosophy

Our sponsorship packages are designed as strategic partnerships that deliver measurable value to your organization while advancing cybersecurity education. We focus on creating compelling opportunities that blend practical business benefits with meaningful community impact — ensuring every sponsorship dollar generates both immediate marketing returns and long-term relationship building.

Event Format & Audience Engagement

FrostCon's unique lightning talk format (15-minute presentations) creates an intensive, high-energy learning environment that keeps attendees fully engaged throughout the day. This concentrated format maximizes sponsor visibility and creates natural networking opportunities during breaks and transitions.

Sponsorship tables are located within the activities area of the event, driving attendees toward sponsor tables and maximizing visibility. The post-event social provides additional networking time in a relaxed atmosphere, extending sponsor interaction opportunities beyond the formal program.

Sponsorship Package Selection

Benefit	Platinum	Gold	Silver	Bronze
Cost	$5,000	$2,500	$1,000	$500
Available Slots	3	5	8	No Limit
6' Table / Booth Space	✓	✓	First Come[1]	—
Swag Option	✓	✓	✓	—
Verbal Recognition	✓	✓	✓	✓
Logo on Event Website	✓	✓	✓	✓
Logo on Venue Signage	✓	✓	✓	✓
Logo on Social Media Announcements	✓	✓	✓	✓
Sponsor Badges Provided	4	4	2	2
Attendee Ticket Discount	50%	25%	10%	0%
Holiday Social Access	✓	✓	✓	✓

[1] Table/booth space provided to Silver tier on a first-come, first-served basis; not guaranteed.

Remember: BSides Charlotte, Inc. is a registered 501(c)(3) non-profit organization. Your donation is tax deductible and helps our community-focused organization provide cybersecurity education activities in the Charlotte, NC area through activities such as workshops and our annual events.

Logos and Branding

Your logo is a key part of your sponsorship package at any level, and we strive to ensure it is displayed with the best quality possible.

- Logo must be provided in vector format (AI, EPS, SVG); high-resolution raster accepted only if no vector exists
- Logo must be provided in both color and black & white formats:
  - Color logo will be used on the website, social media, digital displays, and printed materials whenever applicable
  - Black & white logo will be used on any other material where color is not practical or possible, as determined by BSides Charlotte
- Logo placement cannot be guaranteed beyond specific agreement based on selected sponsorship tier; logos will be displayed largest to smallest based on tier
- Once received, logos will be added to the BSides Charlotte / FrostCon website within 7 business days
- Logos must be submitted no later than 5 days prior to the event for inclusion in printed and digital materials; logos received after this date will be featured in digital content but cannot be guaranteed to appear in printed materials
- Your logo will be displayed in at least: the digital program, the sponsorship section of the FrostCon event page, and sponsorship slides during breaks between presentations

Announcements and Recognition

Your sponsorship will be included in announcements by name during the event (at a minimum during opening and closing remarks) and at the social for recognition and thanks.

- A posting will be made to BSides Charlotte social media accounts within 7 days of receiving your logo, thanking you for your sponsorship

Table and Booth Space

Sponsors desiring a table or booth space (contingent on ability to support sizing) must indicate this in the sponsorship agreement. Failure to indicate this may result in forfeiture of this benefit.

- Sponsorships intending to have a table or booth must be declared on the sponsorship form
- Sponsorship tables and booths may include your provided banner and any marketing materials or swag
- Table and booth space is available as an add-on and will be assigned based on contract signature date on a first-come, first-served basis until all slots are taken
- All available tables will be assigned no later than 15 days prior to the event
- Materials, swag, or other items that need to be shipped for the event can be arranged with sponsorship staff; please indicate this need on your sponsorship form
- Sponsorships made within the 15-day window prior to the event will be accommodated as possible, as determined by the Board of Directors or the event sponsorship representative

Event Tickets

Event ticket management at the Booth Playhouse is managed by Blumenthal Arts. Due to this arrangement, our flexibility with managing tickets or special requests for this event is limited and subject to their requirements.

- Sponsors will receive event tickets in the quantity specified by their sponsorship tier, plus a discount code to market the event to their network
- Details on how to register for sponsorship event tickets will be provided once available through Blumenthal Arts
- Sponsorship-granted event tickets must be registered no later than 5 days prior to the event to ensure any unused tickets can be released to waitlisted registrants
- Sponsorship tickets will be registered through BSides Charlotte's coordination with Blumenthal Arts and available for pickup at will call on the day of the event

Additional Sponsorship Opportunities

If you are interested in providing specific sponsorship of any of the following, please contact us to coordinate at sponsors@bsidesclt.org.

Lanyards & Speaker Badges

FrostCon features custom speaker badges that double as a keepsake — in the spirit of the season, speaker badges have been designed to also serve as holiday ornaments or other festive items. If you are interested in sponsoring speaker badges and/or lanyards, please reach out. Depending on your sponsorship level, we may be able to extend badge sponsorship to general attendee badges as well.

After FrostCon Social

This sponsorship opportunity covers the social event held after FrostCon concludes for all attendees. The social venue is to be determined and may be at a location separate from the Booth Playhouse; your sponsorship would be recognized at both the main event and the social.

Parking Offset

Parking in the city center area of Charlotte, NC can be challenging and, in some cases, a barrier to attendance. Sponsoring a parking offset can be a significant help that drives attendance and earns considerable thanks from the community.

Coffee, Drinks, & Pastries

Sponsorship of, in trade for cost coverage, of providing morning refreshments to attendees.

Lunch

Sponsorship of, in trade for cost coverage, of providing lunch to attendees. We will work with you to address specific criteria around what is required for this sponsorship.

Annual Sustaining Partner

This is a custom sponsorship package that includes an agreement to sponsor BSides Charlotte, FrostCon, and any other activities that BSides Charlotte conducts for the calendar year. This sponsorship runs from January 1st of the given year through the end of the calendar year. If choosing this opportunity, we will reach out to discuss and plan the best way to achieve your goals in alignment with our mission.

Custom Sponsorship

If you have something specific in mind, we want to hear it. If choosing this option, we will reach out and coordinate a sponsorship arrangement that works for your organization.

Terms and Conditions

1. Sponsorship Agreement

This agreement between BSides Charlotte, Inc., a registered 501(c)(3) non-profit organization ("Organization"), operating FrostCon as an event under its umbrella, and "Sponsor" is valid from the date of full execution through the end of the Sponsored Event or a period specified by an addendum to this agreement.

2. Sponsor Marketing Use Agreement

Sponsor may use the tagline "Official Sponsor of FrostCon" or "Official Sponsor of BSides Charlotte" on its marketing materials during the term of this Sponsorship Agreement.

3. Production Timeline

To ensure the Organization fulfills all promotional benefits for the Sponsor, the Sponsor agrees to meet all submission deadlines:

- Trademark/Logo, Sponsor URL, Ad (if applicable), and Banner display (if applicable) will be sent by the requirements specified in the sponsorship details section
- Use of any items submitted after the specified deadline cannot be ensured

4. Sponsor Trademark Usage Agreement

Sponsor agrees to allow the Organization to use the Sponsor's trademark/logo/tagline solely to perform and fulfill its obligations under the Sponsorship Tier and this Sponsorship Agreement. Usage may include, but is not limited to:

- The web banner ad to be posted on the event and BSides Charlotte web pages and social media accounts
- Sponsor benefit items detailed in the Sponsorship Tier section

5. Web Reference

Sponsor may publish an internet hyperlink from Sponsor's website to the event-specific and Organization websites, maintaining the hyperlink as active, functional, and correct through the event's duration and thereafter, unless removal is requested by the Organization.

6. Payment

Full payment must be received by the Organization or their designated representative, and the Sponsorship Agreement must be fully executed to secure and engage the Sponsorship Agreement. Payment can be sent electronically via the method provided by the Organization's invoicing, or non-electronically by check. Failure to pay the full balance will result in sponsorship and Sponsorship Agreement cancellation.

7. Code of Conduct ("CoC")

All sponsors are required to adhere to the Organizer's CoC, which can be found at https://www.bsidesclt.org/code-of-conduct/. The Organizer reserves the right to update the CoC as needed.

8. Non-exclusivity

The Organization does not award exclusive sponsorship or establish exclusive relationships. Sponsor shall not imply that such a preferential relationship exists between Sponsor and the Organization.

9. Non-endorsement

The use of Sponsor's name within the Organization or event-specific websites or mailing lists does not constitute endorsement by the Organization, its affiliates, or staff of the Sponsor's services,

products, or programs. The Sponsor is not permitted to represent in any manner that such products, services, or programs have been endorsed by the Organization, its affiliates, or staff.

10. Indemnification

The Sponsor agrees to indemnify, defend, and hold harmless the Organization, staff, and volunteers from all claims, damages, losses, or liabilities arising from Sponsor's breach of this Sponsorship Agreement or any activities at the Sponsored Event.

11. Limited Liability

In circumstances beyond the Organization's control that interfere with, or prevent, the fulfillment of the Sponsor's promotional benefits, the Sponsor holds the Organization, its Board of Directors, and staff harmless from all legal and financial liability beyond the fee paid for this sponsorship. Such circumstances include but are not limited to: failure of third parties to fulfill obligations required to fulfill Sponsor's promotional benefits, health and safety concerns including COVID-related event changes or cancellations, and force majeure as detailed below.

11.1 Event Cancellation Refunds: Notwithstanding the limited liability provisions above, in the event of Organization-initiated event cancellation as described in Section 12, Sponsor's refund rights shall remain in full effect.

12. Event Cancellation

In the event the Organization must cancel the Sponsored Event for any reason, including but not limited to force majeure, insufficient participation, venue unavailability, or health and safety concerns, the Organization will provide written notice to Sponsor within seven (7) business days of the cancellation decision.

12.1 Sponsor Options: Upon event cancellation, Sponsor may elect one of the following options:

a. Full Refund: Receive a complete refund of all sponsorship fees paid; or
b. Future Event Credit: Apply the full sponsorship amount to the next equivalent FrostCon event at the same sponsorship tier selected under this Agreement, with value protections as detailed in Section 12.4.

12.2 Election Deadline: Sponsor must notify the Organization in writing of their election within thirty (30) days of receiving cancellation notice. Failure to respond within this timeframe will result in an automatic full refund.

12.3 Refund Processing: Refunds, if elected, will be processed within thirty (30) days of Sponsor's election or the election deadline, whichever occurs first, using the original payment method when possible.

12.4 Future Event Credit Terms: If Sponsor elects to apply sponsorship to a future event, the credit will remain valid for the next scheduled equivalent FrostCon event, with no expiration date. The Organization will honor the sponsorship tier and benefits as outlined in this Agreement, even if the tier structure or pricing changes for the future event. Under this election, the value of the sponsorship tier provided by the Organization shall not be less than the original value paid by the Sponsor in the original agreement.

13. Sponsor Cancellation

Should Sponsor need to cancel their sponsorship commitment, the following terms apply:

13.1 Cancellation More Than Sixty (60) Days Before Event: Full refund minus a 10% administrative fee.

13.2 Cancellation Thirty to Sixty (30–60) Days Before Event: 50% refund of sponsorship fees paid.

13.3 Cancellation Less Than Thirty (30) Days Before Event: No refund available, as the Organization will have already committed resources and made promotional commitments based on the sponsorship.

13.4 Cancellation Notification: All cancellations must be submitted in writing to: sponsors@bsidesclt.org

14. Resolution of Disputes

Any dispute, claim, or controversy arising out of or relating to this Agreement, including the breach, termination, enforcement, interpretation, or validity thereof, shall be first subject to good faith negotiation between the parties for thirty (30) days from the date of written notification from one party to the other. If unresolved, either party may pursue resolution through the courts of Mecklenburg County, North Carolina, including small claims court where appropriate. Each party shall bear its own costs and attorney fees unless a court awards such fees to the prevailing party.

15. Governing Law and Venue

This Sponsorship Agreement shall be governed by and construed under the laws of the State of North Carolina without regard to conflict of law principles. Any disputes arising under this Sponsorship Agreement shall be brought exclusively in the courts located in Mecklenburg County, North Carolina.

16. Force Majeure

Neither the Organization nor the Sponsor shall be deemed in default of this Sponsorship Agreement to the extent that performance of its obligations or attempts to cure any breach are delayed or prevented by reason of any act of God, fire, natural disaster, accident, act of government, or any other causes beyond its commercially reasonable control.

17. Rejection

The Organization reserves the right to reject a potential sponsor for any reason without the obligation to disclose the reason for such a decision.

18. Entire Agreement

This, and all attachments hereto, constitutes the entire Sponsorship Agreement. If one portion of this agreement is deemed not in effect, all other portions will remain in effect.

FROSTCON 3 SPONSORSHIP AGREEMENT

Event Date: December 2, 2026
Venue: Booth Playhouse, Charlotte, NC
BSides Charlotte, Inc. — 501(c)(3) Non-Profit | EIN: 46-1846154

SPONSOR INFORMATION

Organization Name: _____

Contact Person: _____

Title: _____

Email Address: _____

Phone Number: _____

Mailing Address: _____

Website & Social Media (for promotion and recognition):

Website: _____

LinkedIn: _____

X (Twitter): _____

BlueSky: _____

Mastodon: _____

SPONSORSHIP TIER SELECTION

Select one:

- ☐ **Platinum Sponsor — $5,000**
- ☐ **Gold Sponsor — $2,500**
- ☐ **Silver Sponsor — $1,000**
- ☐ **Bronze Sponsor — $500**

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Select any additional sponsorship opportunities (contact us for pricing and details):

- ☐ Lanyards & Speaker Badges
- ☐ After FrostCon Social
- ☐ Parking Offset
- ☐ Coffee, Drinks, & Pastries
- ☐ Lunch
- ☐ Annual Sustaining Sponsorship
- ☐ Custom Sponsorship

Details for custom or additional opportunities:

_____

_____

_____

BOOTH / TABLE REQUIREMENTS

- ☐ We require booth/table space (if applicable to tier)
- ☐ We will ship materials to the venue (coordinate with staff)

Number of sponsor badges needed:

_____

Special requirements or notes: _____

PAYMENT INFORMATION

Preferred Payment Method:

- ☐ Electronic (invoice will be provided)
- ☐ Check (payable to BSides Charlotte, Inc.)

Purchase Order Number (if applicable):

_____

AGREEMENT AND ACKNOWLEDGMENT

By signing below, the Sponsor acknowledges and agrees to:

- All Terms and Conditions outlined in this sponsorship kit
- The BSides Charlotte Code of Conduct (bsidesclt.org/code-of-conduct/)
- Submission deadlines for logos and materials
- Full payment is required to secure sponsorship benefits
- BSides Charlotte, Inc. is a 501(c)(3) non-profit organization (EIN: 46-1846154)

Authorized Signature: _____

Printed Name: _____

Title: _____

Date: _____

FOR OFFICE USE ONLY

Date Received: _____

Payment Received: _____

Approved By: _____

BSides Charlotte Counter-Signature

Signature: _____

Printed Name: _____

Title: _____

Date: _____

Submit completed form to:
Email: sponsors@bsidesclt.org

Important Logo Requirements:

- Submit logo in vector format (AI, EPS, SVG) or high-resolution if vector unavailable
- Provide both color and black & white versions
- Email logos to: sponsors@bsidesclt.org
- Deadline: No later than 5 days prior to event for inclusion in all materials

Questions? Contact us at sponsors@bsidesclt.org