



## 2023 Chapter Sponsorship Program

### ISACA Background

A non-profit, independent membership association, ISACA, formerly the Information Systems Audit and Control Association, is a leading global provider of knowledge, certifications, community, advocacy and education on information systems assurance, control and security, enterprise governance of IT, and IT-related risk and compliance. Founded in 1969 as the EDP Auditors Association, ISACA helps its members and their employers ensure trust in and derive value from information systems.

ISACA has more than 124,000 constituents in more than 187 countries in Asia, Latin America, Europe, Africa, North America and Oceania. Its members include internal and external auditors, CEOs, CFOs, CIOs, educators, information security and control professionals, business managers, students, and IT consultants. ISACA offers eight (8) industry-leading certifications (see Appendix).

ISACA and its Chapters provides practical guidance, benchmarks and other effective tools for all enterprises that use information systems. Through its comprehensive guidance and services, ISACA defines the roles of information systems governance, security, audit and assurance professionals worldwide. Members rely on ISACA for resources that enhance their skills, expand their professional knowledge and connect them with a vibrant community of peers. ISACA membership and its certification programs are globally accepted and recognized. ISACA actively promotes research that results in the development of products both relevant and useful to IT governance, control, assurance and security professionals. Finally, ISACA developed and maintains the internationally recognized COBIT®, Val IT™ and Risk IT frameworks, helping IT professionals and enterprise leaders fulfill their IT governance responsibilities while delivering value to the business.

### ISACA New England Chapter

The New England Chapter of ISACA, is one of the largest ISACA chapters in North America, with over **2,100 members** from Massachusetts, Vermont, New Hampshire, and Maine. The Chapter continues to be a major supporter of and contributor to the association efforts.

In serving its local members, the following is a sample list of ISACA New England chapter activities:

- Educational seminars and workshops for continuing professional development
- Annual conferences in Massachusetts (1) and Maine (1)
- Periodic networking opportunities and events
- Affiliations and joint partnerships with additional professional training organizations
- Social media postings and e-mails of chapter news and upcoming events to chapter members
- Job postings for organizations seeking qualified candidates (free for ISACA members and sponsors)

The ISACA New England Chapter's members come from diverse backgrounds in a variety of public and private industries such as the Federal Government, Financial Services, Consulting, Public Accounting, Aerospace and Defense, Telecommunications, Higher Education, and many more. The members also cover a variety of IT-related positions that include IT auditors, consultants, educators, IT security professionals, regulators, chief information officers, and internal auditors, to name a few. Many Chapter members are either responsible or have significant influence for making purchasing decisions.

The ISACA New England Chapter's entire Board are volunteers committed to provide excellent service to our New England member constituency. Board meetings are reflected on our website and open to members and non-members alike. All members are welcome to participate in supporting chapter activities and board support functions.

## ISACA New England Sponsorship Opportunities

Organizations seeking to increase exposure within the IT audit, controls, cybersecurity, and governance fields can partner with the New England Chapter to help accomplish this objective. This can be achieved through our annual sponsorship program that provides sponsors with a variety of options. The benefits of being involved with this sponsorship program vary depending on the level of commitment; however, each level will provide a substantial exposure of your brand to ISACA New England Chapter members.

### Sponsorship Benefits

Key benefits sponsors will receive are networking opportunities at chapter events, complementary tickets, exhibit space, and speaking opportunities at the ISACA New England Annual General Meetings, as well as recognition of the partnership throughout the year via ISACA New England website, eBlasts communications, and social media channels.

<i>Benefits Summary Matrix</i>	Gold	Silver	Bronze
<b>Annual Benefits</b>			
Company logo on the Chapter's landing home page with a link to Sponsor's website and contact information	●		
Company logo on the Chapter's website Sponsor's tab (Large to Small, indicating level of sponsorship)	L	M	S
Opportunity to present Sponsor-specific content at the Chapter seminar training/networking events during the sponsorship year	●		
Opportunity to present non-Sponsor specific educational content at the Chapter seminar training/networking events throughout the sponsorship year	●	●	●
Job postings included in Chapter Jobs' page	●	●	●
Job postings promoted in eBlast communications and social media	●	●	
Sponsor event links included in Chapter Events' page and promoted in eBlast communications and social media	●		
Complimentary tickets for conference registration (# tickets indicated)	4	3	2
<b>Conference Benefits*</b>			
A guaranteed speaking opportunity	●		
"Sponsor Spotlight" social media posts featuring your company, conference speakers, etc. (LinkedIn, Twitter, Instagram)	●	●	
Company logo on pre-conference promotional e-blasts (email marketing) and social media promotional posts (LinkedIn, Twitter, Instagram). Large to Small, indicating level of sponsorship	L	M	S

<b>Benefits Summary Matrix</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
Sponsors will be able to directly request information from any attendee, and collect requested information from those who opt-in.  <i>Note: Sponsors will manage their own compliance with applicable data privacy laws and regulations around information collection and/or processing. ISACA NE will not facilitate information collection and/or processing for the sponsors.</i>	●	●	●
Opportunity to present educational content	●	●	●
Exhibit space (P=Premium, L-Preferred location, S=Standard)	<b>P</b>	<b>L</b>	<b>S</b>
Job recruiter may be present at the dedicated exhibit space (job postings must be provided)	●	●	●

\*Boston Conference is planned to be a half-day event in September 2023; Maine Conference is planned for October 2023, in/around Portland ME.

### ***Sponsorship Levels***

<b>Sponsorship Level</b>	<b>Annual Contribution</b>
<b>Gold</b> Level Sponsorship	\$ 7,000
<b>Silver</b> Level Sponsorship	\$ 5,000
<b>Bronze</b> Level Sponsorship	\$ 3,000

## ***ISACA New England Sponsorship Guidelines and Conditions***

The ISACA New England Board of Directors has approved the following guidelines and conditions for the Annual Chapter Sponsorship Program:

1. Due to compliance requirements with privacy laws, sponsors will NOT be provided chapter member names or attendees contact information unless chapter members or attendees opted in during Annual Expo and AGM registration.
2. Advertisements and promotions are a part of the sponsorship program and should be conducted in a professional manner.
3. The New England Chapter reserves the right to amend the program at any time. All existing sponsors will be notified of such changes when they occur. Abuse of the program could result in termination of the sponsorship.

### ***Sponsorship Term***

The 2023 sponsorship term begins on the date the contract is signed by the Authorized Representative of the Sponsor organization or the date the Sponsorship payment is made, whichever is later ("Effective Date"). The sponsorship term for the annual benefits outlined in the Benefits Summary Matrix above is twelve (12) months from the Effective Date.

### ***Sponsor Information***

**Company Name:** \_\_\_\_\_

### ***Level of sponsorship selected:***

<b>Sponsorship Level</b>	<b>Selection</b>
<b>Gold</b> Level Sponsorship	
<b>Silver</b> Level Sponsorship	
<b>Bronze</b> Level Sponsorship	

### ***Authorized Representative***

**Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

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### ***ISACA New England Information Authorized Representative***

**Name:** *Natasha Wheatley*

**Title:** *ISACA NE President*

## Appendix

### ISACA Eight (8) Industry-Leading Certifications

- Certified Information Systems Auditor (CISA), a globally respected designation for experienced IS audit, control and security professionals.
- Certified Information Security Manager (CISM), a groundbreaking designation for leaders who manage an organization's information security.
- Certified in Risk and Information Systems Control (CRISC), for IT professionals who have experience with risk identification, assessment and evaluation; risk response; risk monitoring; IS control design and implementation; and IS control monitoring and maintenance.
- Certified in the Governance of Enterprise IT (CGEIT), for professionals who manage, provide advisory and/or assurance services, and/or who otherwise support the governance of an enterprise's IT.
- CSX Cybersecurity Nexus™ (CSX) is a program designed for the most ambitious cyber security professionals, empowering them to elevate their work, take control of their career paths and earn their place amongst the best.
- Certified Data Privacy Solutions Engineer (CDPSE) - Modern privacy laws and regulations require organizations to implement privacy by design and by default into IT systems, networks, and applications. To do so, privacy professionals must partner with software developers, system and network engineers, application and database administrators, and project managers to build data privacy and protection measures into new and existing technology environments.
- Information Technology Certified Associate (ITCA) - The next best thing to real-world IT experience, this new certification provides a blend of knowledge and performance-based components that serve to validate that you're ready to go to work on day one of the job. Five knowledge and performance-based certificates stack up to one career-advancing certification that's ideal for beginners and those looking to demonstrate fundamental understanding of essential areas of IT.
- Certified in Emerging Technology Certification (CET) - CET affirms you have what it takes to apply in-demand emerging tech expertise to your current or future roles in IT audit, risk, security, cybersecurity, governance, privacy, business development and beyond. Offering more than just an understanding of theory and concepts, CET's four certificates stack up to a certification that validates ability to perform technical tasks and advise on, assess and implement emerging technologies.