



# GEEK WEEK

## ISACA Atlanta

**August 8-10, 2022**



# Welcome Sponsors and Partners of ISACA Atlanta



Elizabeth Mavetz  
President,  
ISACA Atlanta

## This is our 2022 Sponsorship Offering Brochure.

*On behalf of ISACA Atlanta, I would like to welcome your partnership and thank you for your involvement with our chapter.*

ISACA Atlanta is a 100% volunteer-led and membership funded non-profit organization dedicated to providing our members with low-cost, high quality professional development and networking. While our membership does provide 80-90% of the funds needed to run this chapter; we need sponsors like you to help us keep the costs of membership and events down to a minimum. Our goal of 2022 is to provide FREE webinars weekly to our members and low-cost conferences, workshops and events throughout the year. We try to keep our costs to the members down to \$25 (or lower) per CPE when we do charge for events. To do this, we rely on your support and partnerships—not only to help us with the financial burden, but to provide opportunities to get your subject matter expertise seen and heard.

**Thank you for being a part of ISACA Atlanta!**

# About Geek Week Sponsorships & Key Dates

**Dates:** August 8-10, 2022

**Location:** Crowne Plaza Ravinia, Dunwoody

## About Geek Week:

- 14th annual for ISACA Atlanta
- 4 tracks for in person attendees,
  - Main Ballroom Track is all topics & live streamed for virtual attendees
  - GRC/Privacy/Audit Track
  - Cybersecurity/Emerging Tech/Leadership Track
  - Panels & Demo Track (Demo available to Gold & Silver Sponsors)
- Topics include: GRC, Privacy, Cyber, IT Audit, Emerging Tech, Leadership, etc.
- 100% volunteer run
- Registration & Virtual Platform via Cvent
- 23-24 CPEs for 3-Days
- Certification Review Classes on August 11 & 12th

## Key Dates For Sponsors:

- Signed Agreements & Payments by **July 25th**.
- Speaker Set Up By **July 29th**
- Promotions/Logos By **July 29th**
- Virtual Booth Set Up: By **August 5th**
- Booth Set Up: **August 7th after Noon**
- VIP Dinner: Monday, **August 8th** (For Gold Sponsors Only)
- HAPPY HOUR: Tuesday, **August 9th**
- Giveaways on **August 10th** before Closing Keynote
- Tear Down **August 10th** after Noon.

# Geek Week Sponsorship Opportunities

## Gold: \$6000

(3 Available)

- 1 Lunch Presentation in Ballroom & Live Streamed
- 1 Speaker Slot in General Sessions
- 1-2 Interactive Demonstration in General Sessions
- 1 Booth & 1 Virtual Booth
- Logo & Write Up on Conference Site, Conference Chapter Presentation and Chapter Website
- Logo & Spotlight Write Up in Conference Communications
- Authorized for Giveaways/Door prizes
- Badge Reader License for lead generation at booth
- Access to ISACA Atlanta **Event attendee list** (name and title only, no contact information and based on attendee registration preference)
- 2 Invites to VIP Dinner on Monday, Aug 15.

## Silver: \$3000

(7 Available)

- 1 Speaker Slot In General Sessions
- 1 Booth & 1 Virtual Booth
- 1 Interactive Demonstration in General Sessions
- Logo & Write Up on Conference Site, Conference Chapter Presentation and Chapter Website
- Logo & Spotlight Write Up in Conference Communications
- Authorized for Giveaways/Door prizes
- Badge Reader License for lead generation at booth
- Access to ISACA Atlanta **Event attendee list** (name and title only, no contact information and based on attendee registration preference)

## Bronze: \$1500

(15 Available)

- 1 Booth & 1 Virtual Booth
- Logo & Write Up on Conference Site, Conference Chapter Presentation and Chapter Website
- Logo & Spotlight Write Up in Conference Communications
- Authorized for Giveaways/Door prizes

### Other Opportunities:

- Tues. Night Happy Hour: \$1000
- Bag Sponsor: \$500
- Lanyard Sponsor: \$500
- T-Shirt Sponsor: \$1000

# Contact Us

[Sponsorship@isaca-atlanta.org](mailto:Sponsorship@isaca-atlanta.org)

Rajeev Menon: Director of Sponsorship

[Rajeev.menon@isaca-atlanta.org](mailto:Rajeev.menon@isaca-atlanta.org)

Elizabeth Mavetz: President

[President@isaca-atlanta.org](mailto:President@isaca-atlanta.org)

Joan Collins: Treasurer

[Treasurer@isaca-atlanta.org](mailto:Treasurer@isaca-atlanta.org)

# ISACA Atlanta

## 2022 Sponsorship Brochure



# Annual Sponsorship Opportunities



# Annual Chapter Sponsorships

About the Chapter—Sponsoring means you will have access to one of the largest ISACA Chapters in the world (we are in the top 10).

- 2,600+ members; 7,000 in our distribution list
- 2,400+ members with active ISACA Certifications
- In 2021, we reached 9,000+ viewers in our weekly webinars

## What Annual Sponsorship Means to Us

- Partnership in our Event Planning and Format
- Helping us achieve our outreach and goals
- Helping us mature our chapter operations
- Being actively involved in ISACA Atlanta Programs Committee



# Annual Sponsorship Opportunities

## Diamond: \$10,000 (Limited to 3 annually)

- Includes:
  - **Four (4) 55 Minute Speaking Slots at Featured Events and Three (3) Webinars or Chapter Meetings**
    - Featured Events: Geek Week Speaking Slot, GRC Conference, Cybersecurity Conference, or special event.
    - 1 Breakfast Speaking Slot at Geek Week
  - Sponsor logo, name, and link on ISACA Atlanta chapter **website**
  - Sponsor logo, name, and link in ISACA Atlanta chapter monthly meeting **presentation**
  - Sponsor logo, name, and link in ISACA Atlanta chapter monthly newsletter **communications**
  - Sponsor **authorized to provide giveaways**/"door prizes" during ISACA Atlanta monthly meeting
  - Sponsor **Spotlight write-up** on ISACA Atlanta chapter website
  - Sponsor **Spotlight write-up** included in ISACA Atlanta chapter monthly newsletter communications
  - Access to ISACA Atlanta **Event attendee list** (name and title only, no contact information and based on attendee registration preference)
  - Sponsor **Spotlight write-up** included in ISACA Atlanta chapter monthly meeting presentation – dedicated page
  - ISACA Atlanta **special distribution** – e.g., speak with an expert offer for 1-on-1 session with Sponsor subject matter expert
  - Sponsor **authorized to provide introduction** (~5 mins) during ISACA Atlanta monthly meeting
  - Access to ISACA Atlanta's events and CPEs

# Annual Sponsorship Opportunities

## Platinum: \$8,000 (Limited to 5 annually)

- Includes:
  - **Two (2) 55 Minute Speaking Slots** at Featured Events and **Two (2) Webinars or Chapter Meetings**
    - Geek Week Speaking Slot, GRC Conference, Cybersecurity Conference, or special event.
    - 1 Breakfast Speaking Slot at Geek Week
  - Sponsor logo, name, and link on ISACA Atlanta chapter **website**
  - Sponsor logo, name, and link in ISACA Atlanta chapter monthly meeting **presentation**
  - Sponsor logo, name, and link in ISACA Atlanta chapter monthly newsletter **communications**
  - Sponsor **authorized to provide giveaways**/"door prizes" during ISACA Atlanta monthly meeting
  - Sponsor **Spotlight write-up** on ISACA Atlanta chapter website
  - Sponsor **Spotlight write-up** included in ISACA Atlanta chapter monthly newsletter communications
  - Access to ISACA Atlanta **Event attendee list** (name and title only, no contact information and based on attendee registration preference)
  - Sponsor **Spotlight write-up** included in ISACA Atlanta chapter monthly meeting presentation – dedicated page
  - Access to ISACA Atlanta's events and CPEs

# 1-Day Sponsored Events



# 1-Day Sponsored Events

## GRC Conference

- Virtual 1-Day, 4-Hours
- Date: November 2022
- About: Highlighting GRC trends and interactive panel discussion at the end.

# 1-Day Conference Sponsorship Opportunities

## Gold: \$3000

(1 Per Event)

- 1 Keynote Speaker Slot (55-85 mins)
- 1 Panel Discussion Participant
- 1 Virtual Booth; 1 Booth Hybrid
- 1 Special Offer to meet with attendees one on one
- Logo & Write Up on Event Site, Event Chapter Presentation and Chapter Website
- Logo & Spotlight Write Up in Event Communications
- Authorized for Giveaways/Door prizes
- Access to ISACA Atlanta Event attendee list (name and title only, no contact information and based on attendee registration preference)

## Silver: \$2000

(1 Per Event)

- 1 Speaker Slot (55 mins)
- 1 Panel Discussion Participant
- 1 Virtual Booth; 1 Booth Hybrid
- Logo & Write Up on Event Site, Event Chapter Presentation and Chapter Website
- Authorized for Giveaways/Door prizes
- Access to ISACA Atlanta Event attendee list (name and title only, no contact information and based on attendee registration preference)

## Bronze: \$1000

(Up to 4 Per Event)

- 1 Speaker Slot (55 mins)
- 1 Virtual Booth; 1 Booth Hybrid
- Logo & Write Up on Event Site, Event Chapter Presentation and Chapter Website
- Authorized for Giveaways/Door prizes

# FREE Sponsorship Opportunities



# Free Opportunities for You

1. Sign Up for a Weekly Webinar as a Speaker
2. Become a Certified ISACA Certification Instructor
3. Volunteer with Us by Joining an Event Committee
4. Listing Job Opportunities on ISACA Atlanta website



# Community Partners/Organizations

We welcome our fellow community partners and non-profit organizations in the following ways:

- Co-sponsoring events
- Complimentary Booths at all of our events
- Advertising your events to our membership via ISACA Atlanta website and communications



**ISACA®**

Atlanta Chapter