

Cambridge2Cambridge Cyber-Challenge 2017

BACKGROUND

Our Purpose

This year the University of Cambridge is organising and hosting two high-profile cyber-security competitions – Cambridge2Cambridge 2017 and Inter-ACE 2017 - to identify, gather together and up-skill the next generation of cyber-defenders studying at the best universities across the UK and US.

A Year-round Community

In addition to these two annual events, the University of Cambridge also offers practical hands-on cyber-defence training seminars – the last one in November was attended by 250 students from the Inter-ACE universities. These in-person gatherings, together with multiple online competitions and our Facebook discussion groups, enable year-round engagement with this community of up-and-coming cyber stars.

Benefits of Sponsorship

These events will provide a unique opportunity for industry partners to:

- Gain exposure amongst the wider cyber-community via our PR and social media campaigns, which will glean extensive national and international media coverage.
- Engage with some of the brightest students on the planet who are considering taking up challenging job roles in cyber
- Align your brand with events organised by the University of Cambridge and MIT, and backed by the National Cyber Security Centre and Cabinet Office
- Showcase your brand's corporate social responsibility projects in cyber-defence.



THE EVENTS

The Cambridge2Cambridge (C2C) Cyber-Challenge

The C2C is an international cyber security competition, jointly organized by the University of Cambridge (UK) and the Massachusetts Institute of Technology (US). Now in its second year, over 100 keen students from the most prestigious cyber security universities across the two countries will receive dedicated training and practice in cyber security throughout the academic year and will compete in intense hacking challenges on a dedicated cyber-range, initially online and then face-to-face in mixed teams. The three-day programme of live challenges and social activities will be hosted at the University of Cambridge's Computer Laboratory and Trinity College (respectively) between 24th - 26th July.

The Inter-ACE Cyber-Challenge

The Inter-ACE Cyber Challenge is an annual cyber security competition for students from any UK university which is currently an Academic Centre of Excellence in Cyber Security Research (ACE-CSR):

- Imperial College
- Lancaster University
- Newcastle University
- Queens University Belfast
- Royal Holloway, University of London
- University College London
- University of Birmingham
- University of Bristol
- University of Cambridge
- University of Kent
- University of Oxford
- University of Southampton
- University of Surrey

The second edition of the Inter-ACE Cyber-Challenge took place in March, and was again hosted by the Computer Laboratory and Trinity College at The University of Cambridge. It was supported by National Cyber Security Centre and the Cabinet Office and the winners of this event, Imperial College London and two teams from the University of Southampton, are guaranteed a place in the C2C 2017 final being held later in the summer.

SPONSORSHIP PACKAGES

Coffee Lounge or Lunch - £3k

- Two invites to the competition
- Place branded pop-up banners and marketing materials in either the Coffee Lounge (full day) or Lunch area
- Your company logo would be placed next to the event in the programme section of the website and delegate brochure

Dinner Sponsor - £5k

- Host 130 competition delegates and industry guests to a dinner in Cambridge on the Tuesday night (we are currently looking at the Varsity, which has an amazing roof terrace and views of Cambridge).
- Receive full promotional support from the C2C marketing and PR team, including coverage on the official website and Twitter & Instagram accounts.

Recruiter Networking Package - £10k (up to £5k benefit in kind contribution)

- Two invites to the competition and Gala Dinner
- A 9m exhibition stand (space only) in the main boulevard at the Computer Lab throughout the competition – where you can display promotional materials/videos etc and meet with students
- Your company name, logo, contact details and 50 word profile listed on the exhibitor section of the website and brochure
- A sponsored tweet from the C2C twitter account
- Opportunity to run a side competition from your stand, with points won contributing to the 'Individual Award' score
- Opportunity to offer your own cash award branded with your company name
- Opportunity to nominate a speaker to take part in our Seminar Programme.
- Insert small flyer/brochure and goodies for participant bags



Gold Package - £25k (two available)

The 'Recruiter Package' plus:

- Opportunity to place a pre-show cyber-challenge on the C2C Facebook group
- Name and logo displayed on banners at the event
- Name and logo displayed on all marketing materials e.g. delegate brochure
- A full page advert within the C2C delegate brochure
- Upgrade to a 20m exhibition stand (space only)
- An additional invite to the competition and Gala Dinner (making 3 in total per event)
- An upgrade of one invite to a place at the high-table during the Gala Dinner

Platinum Package - £50k (SOLD)



The 'Gold Package' plus:

- Speaker slot at the C2C Opening Ceremony
- Pre-, during- and post-show C2C twitter campaign
- Opportunity to provide a mentor to teams and offer perks such as office visits
- One of the two major awards ('Team' or 'Individual') branded with your company name
- Name and logo displayed on banners at event – upgraded to 'Premier Position'
- Name and logo displayed on all marketing materials – upgraded to 'Premier Position'
- Full page advert within the C2C delegate brochure – upgraded to inside front cover or back cover
- Animated banner or button on the homepage of the website (from March to August) – rotating/shared
- An additional two invites to the competition and Gala Dinner (making 5 in total per event)
- An additional upgrade of one invite to a place at the high-table during the Gala Dinner (making 2 in total)

Interested?

For more information contact Michelle Houghton, Event Manager, 01223 331858 or michelle.houghton@cl.cam.ac.uk