



**ISACA**®

Greater Washington, D.C. Chapter

# Sponsorship Prospectus

March 2022



# ISACA®

## Greater Washington, D.C. Chapter

The Greater Washington, D.C. Chapter serves the Washington D.C. metropolitan area by providing education, membership, and other services to its professional membership. GWDC members come from diverse backgrounds in a variety of public and private industries such as the Federal Government, Cybersecurity, 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. The GWDC has over 10,000 individuals on its mailing list, which is used to routinely communicate chapter news and events.

### **Why Sponsor?**

Connect with IT leaders and professionals to showcase your latest products and services while increasing industry awareness and visibility. Additionally:

- Place your organization in front of established decision makers and practitioners
- Present training sessions to ISACA GWDC Monthly Conference attendees
- Build relationships with industry professionals
- Develop a network of customers outside of your organization's existing database
- Affiliate with an internationally respected organization, ISACA.

Contact [sponsorship@isaca-gwdc.org](mailto:sponsorship@isaca-gwdc.org) to sign up



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The ISACA GWDC Chapter has almost 6,000 members that come from a diverse background of professions focused in the IT audit, risk, governance, and security fields. While a majority of GWDC members are practitioners, almost half are in either a managing or decision-making position with budget authority

## Executives

- Founder
- CxO
- President
- Managing Director
- Principal/Partner

## Directors

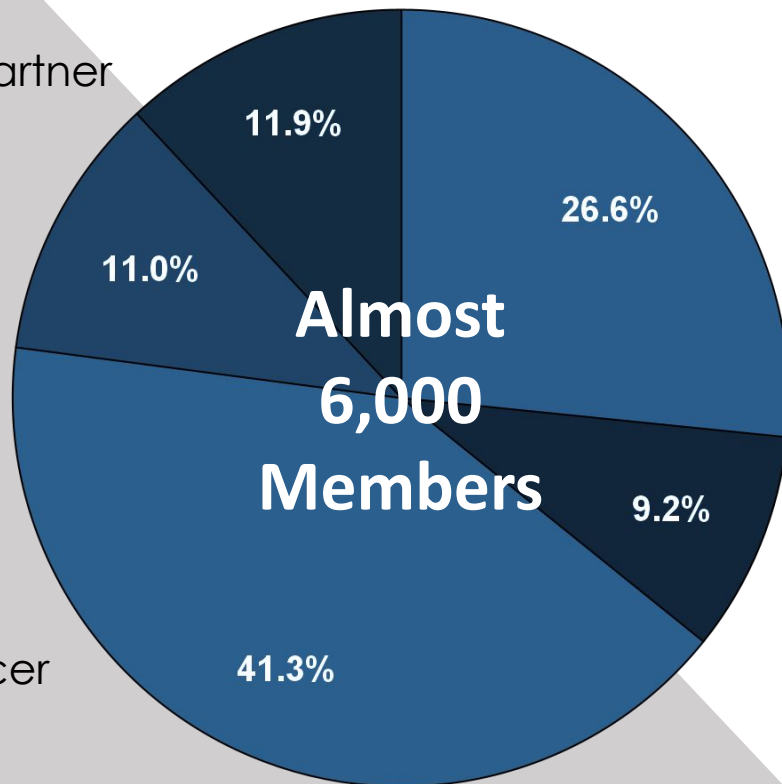
- Audit Director
- Branch Chief
- Security Director
- Division Chief

## Managers

- Consulting
- Audit
- Security
- Risk

## Specialists

- Engineer
- Lawyer
- Auditor
- Cyber Officer
- Consultant



## Students

● Managers ● Students ● Specialists ● Executives ● Directors



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### Annual Sponsor Benefits

Sponsorship Benefits during Sponsorship Period	Silver \$4,000/year	Gold \$5,500/year	Platinum \$7,500/year
Company Logo/Link on GWDC Sponsor Page	X	X	X
Company Logo/Link on GWDC Home Page		X	X
Company Logo/Link in GWDC Event Communication	X	X	X
Brief Message in GWDC Newsletter			x2
Retweet at Conference	X	X	X
Testimonial on Experience in Sponsorship Program	X	X	X
Post White Paper on GWDC Website	X	X	X
Display Table at Chapter Annual Meeting	X	X	X
Company Logo on Annual Meeting and Conference Presentation	X	X	X
Advertising Slide in Conference and Annual Meeting Presentation		X	X
Advertising Material Displayed at Conference	X	X	X
Display Table at # of Conferences	2	3	5
Complementary Conference Registrations (\$150 value)	2	2	3
Priority Table Placement with # of Reps at Table			X (3)
Conference Attendee List (Name, Email, and Title)			X
Opportunity to sponsor breaks, lunch, and demo or speak during sponsor segment		X	X
Complimentary Registrations to GWDC Certification Review Courses (\$300 - \$800 value)	2	4	6
BrightTalk Speaking Slot	1	2	3



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## Event Sponsor Benefits

The ISACA GWDC hosts one annual meeting and up to five conferences each year. Participation ranges from 150 – 300 attendees.

Sponsorship Benefits for Specific Events	Exhibitor \$750/ event	Bronze \$1500/ event	Silver \$2500/ev ent	Gold \$3000/ event	Platinum \$3500/ event
Company Logo/Link on GWDC Sponsor Page as an event sponsor				X	X
Company Logo/Link on GWDC Event Page as an event sponsor		X	X	X	X
Company Logo/Link in GWDC Event Communication			X	X	X
Brief Message in two GWDC Newsletter Leading up to Event					2
Company Logo on Conference Presentation		X	X	X	X
Advertising Slide in Conference Presentation		X	X	X	X
Advertising Material Displayed at Conference					X
Conference Attendee List (Name, Email, and Title)					X
Display Table at Event	X	X	X	X	X
Complementary Event Registrations (\$150 value)	1	2	2	3	4
Priority Table Placement with # of Reps at Table					X (3)
Opportunity to sponsor breaks, lunch, and demo or speak during sponsor segment				X	X

### Example Events from Previous Years:

- Trends and Standards in Federal IT
- Preventing the Breach
- Women in Tech
- DoD Training Event
- Cloud Computing
- IoT Security
- Trends in Cybersecurity
- Big Data and Mobile
- SecDevOps



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