The Bronze STAR Partner Bundle

www.cs2ai.org

05 Br BRONZE LEVEL STRATEGIC ALLIANCE PARTNER

OBJECTIVES

The objectives of this special Strategic Alliance Partnership (SAP) offer are to give companies serving the ICS/OT cyber security community a quick way to access our community platform, demonstrate commitment to improving the challenges facing everyone in this ecosystem, and offer a solid return on investment in real, tangible, and meaningful ways.

COMPREHENSIVE BRAND PLACEMENT

1. Global Organizational Website (1 Year Duration)

Your brand will be prominent in at least FIVE places on the CS2AI.org website: the homepage slider, the "Our Strategic Alliance Partners" page, as Job Board page sponsor, a P3 page sponsor, and your own custom company landing page which we host for you.

2. All Slide Presentations (1 Year Duration)

Your company will show up at least twice throughout ALL (CS)²AI Online™ Events (10,000+ attendees last 24 months). Your company will be recognized as a specific sponsor of at least one of our special events. In addition, our chairman delivers weekly presentations to ecosystem stake holders and will include your company logo in each presentation.

3. Community Communications (1 Year Duration)

Your company will show up in several direct communications we send out to over 29,000 community members around the world, as well as press releases. Your own submitted content for your company spotlight will be featured 2x in our global weekly newsletter.

4. 2023 Annual Report (In perpetuity)

Your company will be recognized as a core supporter of our premiere Annual Report. This includes report branding, related press releases, webpages, etc. This report is a requested feature at many public and private events (last year's report was/is the focus of our founders' keynotes and talks at GE GRC, ABB Summit, Honeywell Users Group, FIC in France and Canada, Security Week Magazine, other conferences and private client dinners held by (CS)²AI partners and co-hosted by our chairman. The report is distributed electronically and in print by not only (CS)²AI, but also by its Title and Supporting Sponsors.

THIS BUNDLE INCLUDES:

- 200 minimum guaranteed leads
- 4% discount on all purchases during partnership year
- 1 (CS)²AI Online™ Event
- (CS)²AI Podcast Show Guest Slot (Bio)
- 1 Year of (CS)²AI SAP Brand Placement
- (CS)²AI Job Board Sponsor slot + 10 Job Posts
- 10 Annual Individual Memberships
- 1 SAP Spotlights in Thursday Thoughts™ Newsletter
- 1 Annual Report Supporter level (inclusion in report, press releases, website)
- 1 Special Event Brand Sponsor

BUNDLE SAVINGS

$ 21,776	These elements purchased individually
$(6,776)	Bundle bonus savings (31% off of standing order form)
$15,000	Cost of this partnership bundle

GLOBAL THOUGHT LEADER POSITIONING

1. (CS)²AI Online™ Events

Your company will be invited to add a subject matter expert of your choosing to one of our (CS)²AI Online™ events during your engagement year. We will do our best to accommodate specific requests including obtaining any purchased leads from that same event and other sources.

2. Podcast Appearance

The (CS)²AI Podcast Show is among the top 2 most popular OT podcast shows because of our unique, personal, and conversational style. Your subject matter expert may be our guest and focus on an interesting industry biography, an incident, a recent discovery, or an analysis of a big challenge, and will serve as a great way for our listeners to build trust with your company. (These are not sales pitches in this format, but a "Solution Spotlight" episode, in which you are permitted to sell, can be purchased for a small upgrade fee and is included in the Quick STARt Bundle Bonus.)

DEREK HARP

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The (CS)²AI STAR Bundle Comparison Chart

www.cs2ai.org

Bronze
$15,000

- 200 minimum guaranteed leads
- 4% discount on all purchases during partnership year
- 1 (CS)²AI Online™ Event Speaker Slot
- (CS)²AI Podcast Show: +1 Edu Guest
- 1 Year of (CS)²AI SAP Comprehensive Brand Placement Program
- (CS)²AI Job Board Sponsor slot + 10 Job Posts
- 10 Annual Individual Memberships
- 1 SAP Spotlights in Thursday Thoughts™ Newsletter
- 1 Annual Report **Supporter** level (inclusion in report, press releases, website)
- 1 Additional Branded Element

a $6,776 savings

Silver
$25,000

- 400 minimum guaranteed leads
- 8% discount on all purchases during partnership year
- 2 (CS)²AI Online™ Event Speaker Slots
- (CS)²AI Podcast Show: Annual Sponsor (Tier 5) +1 Edu Guest
- 1 Year of (CS)²AI SAP Comprehensive Brand Placement Program
- (CS)²AI Job Board Sponsor slot + 15 Job Posts
- 15 Annual Individual Memberships
- 2 SAP Spotlights in Thursday Thoughts™ Newsletter
- 1 Annual Report **Advocate** level (inclusion in report, press releases, website, +1 quote)
- 8 Additional Branded Elements
- People Patching Program Sponsor (Tier 4)
- (CS)²AI Sales Opportunities –
  - Online Event Sponsor Spotlight™

a $14,776 savings

Gold
$50,000

- 600 minimum guaranteed leads
- 12% discount on all purchases during partnership year
- 3 (CS)²AI Online™ Event Speaker Slots
- (CS)²AI Podcast Show: Annual Sponsor (Tier 4) +2 Edu Guests
- 1 Year of (CS)²AI SAP Comprehensive Brand Placement Program
- (CS)²AI Job Board Sponsor slot + 25 Job Posts
- 20 Annual Individual Memberships
- 6 SAP Spotlights in Thursday Thoughts™ Newsletter
- Annual Report **Contributor** level (inclusion in report, press releases, website, 1/4 page co. focused content & 1 quote)
- 12 Additional Branded Elements
- People Patching Program Sponsor (Tier 3)
- (CS)²AI Sales Opportunities –
  - 1 Solutions Showcase™ (Demo Event)
  - Solutions Spotlight™ Podcast
  - Online Event Sponsor Spotlight™
- 1 Dedicated Social Media Post

a $24,950 savings

Platinum
$75,000

- 800 minimum guaranteed leads
- 16% discount on all purchases during partnership year
- 4 (CS)²AI Online™ Events Speaker Slots
- (CS)²AI Podcast Show: Annual Sponsor (Tier 3) +3 Edu Guests
- 1 Year of (CS)²AI SAP Comprehensive Brand Placement Program
- (CS)²AI Job Board Sponsor slot + 50 Job Posts
- 30 Annual Individual Memberships
- 12 SAP Spotlights in Thursday Thoughts™ Newsletter
- Annual Report **Editor** level (inclusion in report, press releases, website, 1/2 page co. focused content & 2 quotes)
- 16 Additional Branded Elements
- People Patching Program Sponsor (Tier 2)
- (CS)²AI Sales Opportunities –
  - 1 Solutions Showcase™ (Demo Event)
  - Solutions Spotlight™ Podcast
  - Online Event Sponsor Spotlight™
- 1 Dedicated Social Media Posts
- 1 Dedicated email campaign
- SAP Recognition on 110+ chapter MeetUp.com web sites

a $44,500 savings

OBJECTIVES

(CS)²AI is pleased to offer a Quick STARt Bonus designed to give our new partners more value in exchange for more efficiency in the new partner process. This offer represents our deepest set of total discounts offered at any time.

> Please note, in order to obtain the Quick STARt Signing Bonus, partner must execute the (CS)²AI MOU within 14 days of receiving this proposal and subject to MOU payment terms.

THE QUICK STARt BONUS VALUE

$11,750

ADDITIONAL CONSIDERATIONS GAINED BY THE QUICK STARt BONUS

In addition to everything conveyed to partners as part of the STAR bundles, this also includes:

- **+100 Additional Unique Leads:** These leads will be in addition **and** unique from the leads you received via your star bundle.

- **+1 Additional SALES Focused Speaking Engagements:**
  - **Solutions Showcase™**, aka "Demo Day" is a dedicated opportunity for you to SELL SELL SELL your product! Share how it works and garner direct interest and leads from your demonstration!

- **+6 Additional Brand Placement Opportunities:**
  - **+1 SAP Spotlight in Thursday Thoughts™ Newsletter (your content):** Prior to featuring your company in our newsletter, we will offer you an chance to submit content that would be most meaningful to you (ie: an upcoming event, a new product promo etc).
  - **+1 Online Event Sponsor Spotlight™:** During one of our (CS)²AI Online™ events, we will play a promotional video of your choice to introduce our attendees to your company and solutions.
  - **+1 Special Event Brand Exposure:** Occasionally, we offer our paid members a special non-cyber learning program. We will list you as a sponsor for one of our special events.
  - **+3 Digital Advertising Panels:** During events, your logo will appear in a single logo digital rotation on our Chairman's "On Screen" SAP Panel (100-200 Advertising Instances Annually).