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Analyst Program

A SANS 2020 Survey | Cyber Threat Intelligence Survey

Author: Robert M. Lee | Date: February 2020
Webcast Date: **February 11, 2020** | Panel Discussion Webcast Date: **February 13, 2020**

SANS has been tracking the evolution of CTI as a mechanism for prevention, detection and response through numerous CTI summits and surveys, and has seen a gradual maturation of the field and its applications in information security. The 2019 CTI survey saw an increase in usage and interest in CTI, along with a diversification in how the intelligence is being used by organizations. While the use of CTI continues to grow, it was evident that there is no one-size-fits-all approach. Organizations leverage different types of CTI to meet different needs.

The 2020 Cyber Threat Intelligence (CTI) Survey will build on previous surveys to provide guidance on how organizations of all types can get the most out of CTI. The intent of this survey is to gain insight into:

· How consumers and generators of CTI leverage, create and measure intelligence
· Improvements realized as a result of using CTI
· Progress on automation of intelligence collection and processing
· Best practices in use across respondents' organizations

Why Sponsor the SANS 2020 Cyber Threat Intelligence Survey

Lead Generation
300-lead guarantee with no cap.

Branding
Cobrand the survey results whitepaper and webcast with SANS, the global leader in cybersecurity training, certification and research.

Thought Leadership
Collaborate with our best SANS authors who are at the forefront of the ever-changing war on cybersecurity.

About the Author

Robert M. Lee, SANS Certified Instructor | **@RobertMLee**

Robert M. Lee is a SANS certified instructor and author of SANS ICS515: ICS Active Defense and Incident Response and SANS FOR578: Cyber Threat Intelligence courses. He is the founder/CEO of Dragos, a critical infrastructure cybersecurity company, where he focuses on control system traffic analysis, incident response and threat intelligence research.

Sponsorship Inclusions

	Gold	Platinum
Survey SANS will run a 20–25 questions survey for a minimum of 6 weeks. Sponsors will be informed of survey respondent counts. A SANS Analyst will develop a whitepaper based on the survey results. Sponsors will receive a draft of the paper and survey results for review and a final, branded survey results whitepaper for their use.	✓	✓
Survey Results Presentation Webcast The survey results will be presented by the survey author. The webcast will be branded with sponsor's logo. Sponsors will receive the webcast recording for their own promotions. Webcasts are archived for one year after the webcast date. Registrations may still be processed for archive viewing of the webcast. 300-lead guarantee with no cap. *Webcast Date: February 11th, 2020*	✓	✓
Associated Panel Discussion Webcast The survey author will host a panel discussion with up to three sponsors discussing the 2020 Cyber Threat Intelligence Survey results. The webcast will be promoted by SANS. Sponsors will receive the webcast recording for their own promotions. 100-lead guarantee with no cap. *Limited to three sponsors* *Webcast Date: February 13th, 2020*		✓

Additional Sponsorship Opportunities

Associated Single-Sponsored Webcast	Sponsor your own webcast that aligns with the 2020 Cyber Threat Intelligence Survey. The webcast will be promoted by SANS. 200-lead guarantee with no cap and continued lead generation as a SANS archive webcast.
Associated Paper or Product Review	Publish a custom paper based on a segment of the report that is of interest to you or a product review that calls on the report as an entry point to the review. This associated paper includes a webcast.
Associated Video	Have a SANS expert interview a representative of your company. The sponsor will receive a branded video(s) of the interview. The video will also be available on the SANS website for lead generation. SANS will organize all logistics.

Lead Submission & Promotions

Lead Submission
The initial installment of leads from the webcast will be provided within two business days of the live webcast. Additional leads will be provided on a regular basis for the first three months following the webcast. After three months, leads will be provided as requested.

Promotions
Survey: Promotion for taking the survey will be promoted for 5-6 weeks through a weekly email blast to SANS opt-in audience, SANS e-newsletters and social media.

Webcasts: Promotion of the survey results presentation webcast and the panel discussion webcast will begin one week after the survey closes. The webcast will be promoted via a weekly email blast to SANS opt-in audience, SANS e-newsletters and social media.

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