SANS
SPONSORSHIP PROGRAMS

Analyst Program

A SANS 2020 Survey | Cybersecurity Spending Survey

Author: Barbara Filkins | Advisor: John Pescatore
Webcast Date: **January 29, 2020** | Panel Discussion Webcast Date: **January 30, 2020**

CISOs and security operations managers need information on the areas of security in which their peers plan to increase or decrease their investment. SANS interviews of boards of directors have highlighted the lack of essential benchmarking data when CISOs present security status and strategic plans to them. To address this need, SANS is conducting a targeted security spending survey focused on specific areas where CISOs and security operations managers plan on changing their spending patterns.

This new survey will explore what organizational leaders are emphasizing as they budget for and procure security tools and services to support their business amid evolving technologies and threats. Results will provide analysis and insight into strategies that organizations (and individuals) can use to justify security spending, including:

- How has spending changed with the cloud-based adoption of cybersecurity tools and services?
- How does the use of open source impact security budgets?
- How are organizations purchasing tools and services to cover their IIoT/OT devices?
- What areas of overhyped security technologies are included in spending plans, and what low-visibility areas have been omitted?

Why Sponsor the SANS 2020 Cybersecurity Spending 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 Authors

Barbara FIlkins, a senior SANS analyst, holds several SANS certifications, including the GSEC, GCIH, GCPM, GLEG and GICSP, the CISSP, and an MS in information security management from the SANS Technology Institute. She has done extensive work in system procurement, vendor selection and vendor negotiations as a systems engineering and infrastructure design consultant.

Barbara Filkins
SANS Senior Analyst

John Pescatore is the SANS Director of Emerging Security Trends and has over 35 years of experience in computer, network and information security. He was Gartner's lead security analyst for 13 years, working with global 5000 corporations and major technology and service providers. John began his career at the National Security Agency, where he designed secure voice systems, and the United States Secret Service, where he developed secure communications and surveillance systems.

John Pescatore
SANS Director of Emerging Security Trends

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 authors. 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: January 29th, 2020*	✓	✓
Associated Panel Discussion Webcast The survey authors will host a panel discussion with up to three sponsors discussing the SANS 2020 Cybersecurity Spending 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: January 30th, 2020*		✓

Additional Sponsorship Opportunities

Associated Single-Sponsored Webcast	Sponsor your own webcast that aligns with the SANS 2020 Cybersecurity Spending 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.

To see additional SANS Surveys and Analyst Papers, **click here**.