



## Sponsorship Prospectus: 2026 National Defense & Cybersecurity in Canada Report

### About the Report

The Canadian Cybersecurity Network (CCN) Report will be releasing the **2026 National Defense & Cybersecurity in Canada Report** in Fall 2026. This report will:

- Focus on the Canadian national defense and cybersecurity ecosystem
- Be written by Canadian national defense and cybersecurity experts
- Be available digitally for free to individuals and businesses
- Be released at an event, with media, press releases and national media.

CCN is seeking sponsors and advertisers for the report.

### Sponsorship Benefits

- **Brand Visibility:** Exposure to key industry decision-makers
- **Thought Leadership:** Position as a leader in AI and cybersecurity
- **Lead Generation:** Access to contact info of report downloaders
- **Marketing Exposure:** Inclusion in promotional materials and digital presence
- **Networking Opportunities:** Access to exclusive events

### Sponsorship Benefits Matrix for the 2026 National Defense & Cybersecurity in Canada

Benefits	Platinum (15,000 CAD)	Gold (10,000 CAD)	Silver (7, 000 CAD)	Bronze (4,000 CAD)
Platinum Recognition	✓			
Exclusive Content and Foreword	✓			
Co-branded Marketing Campaign	✓	✓		
Lead Generation	✓			
Enhanced Digital Presence	✓	✓	✓	
Thought Leadership Opportunity		✓	✓	
Marketing and Promotion	✓	✓	✓	✓
CCN Conversations Podcast Interview	✓	✓		
Featured Content		✓		
Gold Sponsor Recognition		✓		
Silver Sponsor Recognition			✓	
Bronze Sponsor Recognition				✓
Full page ad	close to front	Front- middle	Middle	Back

**Platinum Sponsor Recognition:** Prominent placement of the sponsor's logo on the cover and throughout the report, signaling their status as a primary supporter.



**Exclusive Content and Foreword:** Opportunity for the sponsor to contribute a foreword or exclusive content section, positioning them as thought leaders in the industry.

**Co-branded Marketing Campaign:** Inclusion in all marketing and promotional materials related to the report, increasing the sponsor's visibility across various channels.

**Lead Generation:** Access to contact information of report downloaders who opt-in, providing a list of potential leads interested in cybersecurity.

**Enhanced Digital Presence:** Prominent display of the sponsor's branding on the report's landing page and associated digital content.

**Podcast Interview:** A feature interview on CCN Conversations Podcast to be featured ahead of the launch of the report.

**Gold Sponsor Recognition:** Recognition as a gold sponsor within the report and related communications, enhancing the sponsor's industry standing.

**Thought Leadership Opportunity:** Ability to contribute an article, case study, or whitepaper in the report, showcasing the sponsor's expertise.

**Marketing and Promotion:** Inclusion in various promotional activities, such as email newsletters, press releases, and social media posts.

**Featured Content:** Opportunity to have an article, interview, or feature piece in the report, giving the sponsor additional exposure.

**Podcast Interview:** A feature interview on CCN Conversations Podcast to be featured ahead of the launch of the report.

**Silver Sponsor Recognition:** Recognition within the report as a silver sponsor, with a logo featured in a prominent section.

**Bronze Sponsor Recognition:** Acknowledgment as a bronze sponsor with logo placement in the acknowledgments section.

**Full Page Ad:** Full page ad of your choice in the report. (Location will depend on your sponsorship level).

## **Contact Information**

For more information about sponsorship opportunities, please contact:  
service@canadiancybersecuritynetwork.com with the subject line: " **National Defense & Cybersecurity Report Sponsorship**