

# Sponsorship Prospectus: CyberTowns 2025

## **About the Report**

The Canadian Cybersecurity Network (CCN) will release its second CyberTowns - Best Places to live and work in cybersecurity in Canada report in May 2025. This report will:

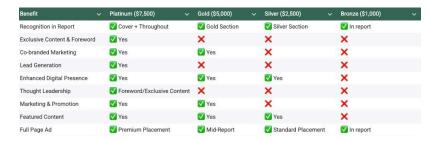
- 1. Focus on the top 12 Canadian cybersecurity communities
- 2. Identify how communities are building competitive advantage
- 3. Be written by leading Canadian cybersecurity experts
- 4. Be available digitally for free to individuals and businesses

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 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 (tbd)

## Sponsorship Benefits Matrix for the 2025 CyberTowns Report



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.

**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 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.

**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: "CyberTowns 2025 Sponsorship"

#### Note:

- Platinum sponsorship is limited two
- Gold sponsorship is limited to five.