



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

Benefit	Platinum (\$7,500)	Gold (\$5,000)	Silver (\$2,500)	Bronze (\$1,000)
Recognition in Report	✔ Cover + Throughout	✔ Gold Section	✔ Silver Section	✔ In report
Exclusive Content & Foreword	✔ Yes	✘	✘	✘
Co-branded Marketing	✔ Yes	✔ Yes	✘	✘
Lead Generation	✔ Yes	✘	✘	✘
Enhanced Digital Presence	✔ Yes	✔ Yes	✔ Yes	✘
Thought Leadership	✔ Foreword/Exclusive Content	✘	✘	✘
Marketing & Promotion	✔ Yes	✔ Yes	✘	✘
Featured Content	✔ Yes	✔ Yes	✔ Yes	✘
Full Page Ad	✔ Premium Placement	✔ Mid-Report	✔ Standard Placement	✔ In 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 to two*
- *Gold sponsorship is limited to five.*