



Sponsorship Prospectus: 2026 National Defence and Cybersecurity Report

About the Report

The Canadian Cybersecurity Network (CCN) Report will be releasing the 2nd annual **2026 National Defence and Cybersecurity Report** in September 2026. This report will:

- Focus on the Canadian cybersecurity and defense ecosystem
- Be written by Canadian cybersecurity and national defence 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 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 Defence and Cybersecurity Report

Benefits	Platinum (15,000 CAD)	Gold (10,000 CAD)	Silver (7,500 CAD)	Bronze (3,000 CAD)
Platinum Recognition	✓			
Exclusive Content and Foreword	✓			
Co-branded Marketing Campaign	✓	✓		
Lead Generation	✓			
Enhanced Digital Presence	✓	✓	✓	
Thought Leadership Opportunity		✓	✓	
Marketing and Promotion	✓	✓	✓	✓
Featured Content		✓		
Gold Sponsor Recognition		✓		
Silver Sponsor Recognition			✓	
Bronze Sponsor Recognition				✓
Full page ad	close to front	Front- middle	Middle	

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, 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.

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: **"2026 National Defence and Cybersecurity Report Sponsorship"**