



**CYBERSECURITY  
NATIONAL LAB**



# European Cybersecurity Challenge

Turin, 07-11/10/2024

## Sponsorship opportunities

### 1. Executive Summary

The European Cybersecurity Challenge<sup>1</sup> – ECSC – is an annual event of international importance that brings together the most promising talents in the cybersecurity sector, coming from different European and non-European nations. The competition offers a unique platform dedicated to sharing knowledge, collaboration, and challenges through practical tests on topics that represent the state of the art of cybersecurity. During the event, teams from participating countries compete in a series of Capture-The-Flag format challenges over two days to determine the best-prepared nation.

Starting in 2016, based on the experience gained by the participating nations, the event was coordinated by ENISA<sup>2</sup>, the European Union Agency for Cybersecurity. It occurs annually in a different host nation responsible for the organization. For the 2024 edition, the event will be held in Turin, at the OGR, from 7 to 11 October. It will be organized jointly by the Cybersecurity National Lab<sup>3</sup> of the CINI, the Italia National Cybersecurity Agency<sup>4</sup> - ACN and the ENISA.

In various countries, ECSC is supported by a network of government agencies, leading companies in the sector, and academic institutions, which, with local initiatives, train, select, and coach the teams participating in the competition. This event, therefore, offers a unique opportunity for participants to interact with industry experts, receive mentorship and job offers, and establish connections with leading international cybersecurity companies.

The participating countries' teams compete in the event annually, composed of 10 members each, divided between seniors and juniors, accompanied by their respective team coaches, leaders, and institutional representatives. For the 2024 edition, 40 delegations from European countries and some invited countries, including the United States of America, Canada, and Singapore, are expected to participate, for a total of approximately 1,000 participants.

---

<sup>1</sup> <https://ecsc2024.it/>

<sup>2</sup> <https://www.enisa.europa.eu/>

<sup>3</sup> <https://cybersecnatlab.it/>

<sup>4</sup> <https://www.acn.gov.it/>

In addition to representing a challenging competition for participants, ECSC 2024 aims to leave a lasting impact on the entire cybersecurity community by contributing to the education of future industry leaders. Turin will host the competition and a series of collateral events, such as recruitment fairs, workshops, initiatives for schools, etc., to involve the local and international community actively.

## 2. Event Agenda

The event will take place over five days, the first dedicated to an opening ceremony aimed at presenting the participating teams and the entities involved, a day of simulation and preparation for the competition, two days dedicated to the competition, and a final day closing with an awards ceremony to which personalities of institutional importance at national and international level will be invited. The central moments of the event are summarized in the following table:

| Date                     | Moment    | Activity                         |
|--------------------------|-----------|----------------------------------|
| <b>October 7th 2024</b>  | Afternoon | Opening ceremony                 |
| <b>October 7th 2024</b>  | Evening   | Welcome reception                |
| <b>October 8th 2024</b>  | Afternoon | Demo session and network testing |
| <b>October 9th 2024</b>  | All day   | First competition day            |
| <b>October 10th 2024</b> | All day   | Second competition day           |
| <b>October 11th 2024</b> | Morning   | Free activities for participants |
| <b>October 11th 2024</b> | Afternoon | Award ceremony and closing       |
| <b>October 11th 2024</b> | Evening   | Gala dinner and after party      |

Figure 1 - ECSC2024 Agenda

## 3. Why sponsor

Sponsoring ECSC2024 is a unique opportunity to gain visibility, interact with leading young talent, and contribute internationally to the cybersecurity industry's continued development.

The opportunity to sponsor the event represents, for companies, a strategic and significant investment in the IT security sector. This international event brings together the best European talent in the field. It offers a unique platform for knowledge sharing and collaboration between cybersecurity experts from all over the world, both from academia and industry.

By participating as a sponsor, the company will have the opportunity to position itself as a leader in the cybersecurity sector, associating its image with a prestigious event coordinated by the European Union Agency for Cyber Security (ENISA) and organized in collaboration with the ACN National Cybersecurity Agency and the CINI Cybersecurity National Lab. This represents an opportunity for international visibility and a way to demonstrate commitment to supporting innovation and excellence in the cybersecurity sector globally.

Furthermore, ECSC2024 offers the possibility to interact directly with emerging talents and future cybersecurity experts, providing fertile ground for the search for new talents and potential collaborators. Through the organization of workshops, recruiting fairs and other collateral initiatives, your organization will be able to connect with enthusiastic participants, offer mentorship and present the career opportunities available in your cybersecurity teams.

## 4. Sponsorship packages

Four different sponsorship packages are planned for the event, the benefits and amounts of which are summarized in the following table:

| Sponsorship type / fee (VAT not included)                    | BRONZE<br>5.000 EUR | SILVER<br>15.000 EUR | GOLD<br>30.000 EUR | PLATINUM<br>50.000 EUR |
|--|---------------------|----------------------|--------------------|------------------------|
| Logo on all ECSC websites                                    | ✓                   | ✓                    | ✓                  | ✓                      |
| Mention and logo published on ECSC2024 social media account  | ✓                   | ✓                    | ✓                  | ✓                      |
| Logo in the ECSC 2024 catalogue                              | ✓                   | ✓                    | ✓                  | ✓                      |
| Logo on the official roll-up/logo wall of ECSC 2024          | ✓                   | ✓                    | ✓                  | ✓                      |
| Participation at the event (number of guests)                | 1x                  | 2x                   | 3x                 | 5x                     |
| Logos on all official printed materials of ECSC 2024         | ✓                   | ✓                    | ✓                  | ✓                      |
| Distribution of promotional materials to participants        |                     | ✓                    | ✓                  | ✓                      |
| Company roll-up at ECSC 2024 finals                          |                     | 1x                   | 2x                 | 3x                     |
| Logo on finals badges  |                     |                      | ✓                  | ✓                      |
| Logo on the ECSC 2024 diplomas/certificates                  |                     |                      | ✓                  | ✓                      |
| Speech at opening ceremony on stage                          |                     |                      | ✓                  | ✓                      |
| Sponsor name mentioned in Press Release                      |                     |                      | ✓                  | ✓                      |
| Advertisement in the ECSC 2024 catalogue                     |                     |                      | Half page          | One page               |
| Booth during the whole event                                 |                     |                      | Table              | Booth 3mx3m            |
| Logo on lanyards for the finals badges                       |                     |                      |                    | ✓                      |
| Speech at award ceremony on stage                            |                     |                      |                    | ✓                      |
| Possibility of delivering custom award prizes to the winners |                     |                      |                    | ✓                      |

Figure 2 - ECSC2024 Sponsorship packages

### 4.1. Bronze sponsorship (5.000 EUR)

The sponsorship provides the following benefits:

- Logo on the ECSC2024 website
- Mention and publication of the event's logo on social media
- Logo in the ECSC2024 catalogue
- Logo on ECSC2024 roll ups and displays
- Participation in the event for one guest, during all moments, dinners and ceremonies

### 4.2. Silver sponsorship (15.000 EUR)

The sponsorship provides the following benefits:

- All benefits included in the Bronze Sponsorship
- Participation in the event for two guests, during all moments, dinners and ceremonies
- Logo on all ECSC2024 printed materials
- Distribution of promotional material to participants
- Positioning of a company roll-up at the venue

### 4.3. Gold sponsor (30.000 EUR)

The sponsorship provides the following benefits:

- All benefits included in the Silver Sponsorship
- Participation in the event for three guests, during all moments, dinners and ceremonies
- Positioning of two company roll-ups at the venue
- Logo on the personal badges of all event participants
- Logo on the certificates of all participants in the competition

- Speech on stage at the opening ceremony
- Mention in the press releases of the event
- Advertising in the event catalog for half a page of space
- Table during the event at the venue

#### 4.4. Platinum sponsorship (50.000 EUR)

The sponsorship provides the following benefits:

- All benefits included in the Gold Sponsorship
- Participation in the event for five guests, during all moments, dinners and ceremonies
- Positioning of three company roll-ups at the venue
- Advertising in the event catalog for a full page of space
- Booth 3m x 3m during the event at the venue
- Logo on the lanyards of all event participants
- Speech on stage at the awards ceremony
- Possibility of delivering personalized prizes to the winners, provided by the company