



SNOWFROC 2024 IS COMING.

The Web and Beyond



Despite explosive growth over the past decade, the Denver OWASP SnowFROC conference has stayed true to its roots. We are a volunteer-run conference and pride ourselves on being accessible, affordable, and welcoming. We promote content that crosses the boundaries of technologies, languages, and roles

SnowFROC wouldn't be all the awesome it is without the support of our attendees, sponsors, and volunteers.

## Who Goes?

Aside from having awesome content and offering occasional snarky stand-up comedy, one of our key goals is to make SnowFROC accessible. SnowFROC attendees pay about \$105 for a single-day conference per day. It's not about the money; it's about the people, the network, and a passion for sharing and learning.

We offer session content that appeals to a wide variety of disciplines, including developers, architects, security gurus, unicorns, hackers, testers, analysts, llamas, and V.P.s and CISOs.

Variety is important to SnowFROC. We deliberately seek to make SnowFROC a welcoming place for people of all diversities.

**Website:**

**[snowfroc.com](https://snowfroc.com)**

**LinkedIn:** <https://www.linkedin.com/company/snowfroc>

**[SnowFROC 2024](https://snowfroc.com)** The Web and Beyond

### New to SnowFROC?

Check out [SnowFROC.com](https://snowfroc.com) for past event information and pictures to get a feel of our conference vibe.

**Date:**

**March 7<sup>th</sup>, 2024**

**Venue:**

**Denver University Cable Center  
2000 Buchtel Blvd,  
Denver, CO 80210**

**Email:**

**[vince.pascale@owasp.org](mailto:vince.pascale@owasp.org)  
[frank.victory@owasp.org](mailto:frank.victory@owasp.org)**

**Attendee Ticket:**

Included is conference registration, most meals, a select piece of conference apparel, more event activities than one can possibly attend, and lots of cool swag.

**[snowfroc.com](https://snowfroc.com)**



## AS A SPONSOR, YOU'LL HAVE ACCESS TO A DIVERSE CROWD OF HIGHLY ENGAGED, CAFFEINATED, PASSIONATE PEOPLE.

In order for SnowFROC to work (and for the board to have sufficient coffee), we utilize a small army of volunteers. The last few cons: we filled over 40 volunteer staff positions with professionals and students

## CONTENT

We cast a broad net. Our tagline is "The Web and Beyond" because we want everyone to know that SnowFROC went beyond OWASP and will present on much more than application security. We purposefully select content to ensure a good mix of technologies, soft skills, and management tracks. However, what we end up with depends on the submissions.



## SPONSORSHIPS AT A GLANCE

AS A SPONSOR, YOU MAY HAVE SOME OTHER IDEAS. ROBOT DUCKS MIGHT NOT BE ALLOWED, BUT SUSHI VENDING MACHINES ARE A POSSIBILITY. CHECK WITH US IF YOU HAVE AN EDGY SPONSORSHIP IDEA.

### ADD-ONS SPONSOR LEVELS

#### Sponsorship Catalog Item

#### Price

Breakfast Sponsor *(includes signage throughout on breakfast table)*

\$9,000

Lunch Sponsor

\$12,000

Happy Hour Sponsor

\$7,000

Coffee Break and Desert Sponsor

\$4,000

Badge Sponsor

\$2,000

Tabletops (15 available)

\$3,000

Parking Sponsor

\$3,000

Bag Sponsor

\$2,000

Lanyard Sponsor

\$1,500

#### **Stay Tuned:**

We also announce additional sponsorship opportunities via email. You'll automatically be added to our announcement list when you sign up at [snowfroc.com](https://snowfroc.com).



# EXHIBITING SPONSOR BENEFITS



- SnowFROC Organizers work to provide a great layout such that all sponsor booths have good traffic, but there are naturally some locations that have more exposure than others due to the popularity of sessions, proximity to the meals, intersections, etc.
- **Sponsor Passes**
- Sponsors will receive the same passes as attendees. This will include meals, access to sessions, attendee registration gifts, etc. In order to make logistics go as smoothly as possible, please make sure your passes are registered to the person using them prior to coming to SnowFROC.
- Attendee badges will have QR codes for sponsors to scan.

## CONFIRMED SPONSORS FOR 2024



# EXHIBITING SPONSORSHIPS

## Happy Hour Sponsor

**\$7,000**

Want to be the swankiest sponsor in town? Your sponsorship helps underwrite the party. We will work with you to design drink tickets and name mixed drinks.



## Bag Sponsor

**\$3,000**

Attendees will need something to put their swag in? Why not have your logo on the outside of the bag. We can work with you on a vendor to print the bags or you can provide 400 of them to us.

## Coffee Break and Desert Sponsor

**\$3,000**

Drop it like it's hot! Or don't, because we're on carpet. We drink a lot of coffee at SnowFROC and this is a great way to get your logo in the hands of nearly everyone!

# Non-Exhibiting Sponsorships

## Lanyards

**SOLD**

# BACKSLASH

Get your company's branding around everyone's neck!

## Lunch Sponsor

**\$12,000**

Who doesn't love a free lunch? The lunch line will swing by the sponsor's booths, and the lunch sponsor signage will be at the end. As the attendees will see your logo

## Badge Sponsor

**\$2,000**

Every attendee must wear a badge at the conference. Why not have your logo on all attendees?

## Parking Sponsors

**\$2,000**

here are several ways to get to the venue, including the train, bus and you can even parachute in. However, most attendees will drive and need to park, courtesy of this sponsor.



# READY TO SPONSOR?

Once the Denver OWASP Board approves a vendor, you will work with a representative from the Global OWASP Foundation

- Register at the sponsor portal. We require that you provide your contact info, company information, a marketing blurb about your company, and logo. We utilize the information that you provide for future sponsor benefits.
- Add the items you want to sponsor to your cart, and check out.
- We provide an invoice based on the items you have added, and you have the ability to pay it online. \*\*
- You can return at any point in time to add additional items.

We also facilitate the sponsor workflow. Here are examples of some of the activities that will happen as part of your sponsorship :

- Asset Collection (Vector Logos, .AI file, etc.)
- Posting of your Logo to our Website
- Booth Selection
- Registering your Booth Staff
- Important Announcements & Mailings
- Sponsor Session Registration

## Important:

**Our mailing address has changed!**

6140 S. Gun Club Road, Suite K6-PMB105  
Aurora, CO 80016

## F.A.Q.

**Q: We're working against budget schedules. Can I commit to sponsorship now but pay closer to the event?**

Yes; however, your benefits will not be activated until we receive payment. Moreover, special packages (cocktail party, cabanas, etc.) will not be held for you. All benefits are first-come, first-served based on the date we receive your payment. SnowFROC is a non-profit event completely run by volunteers. We simply don't have the bandwidth to deal with Accounts Receivable.

**Q: What is "Preferential Logo Placement"?**

Whenever all sponsor logos are displayed together, they will be arranged from left to right and top to bottom within the Unobtanium, Adamantium, Platinum, Gold, Silver groups in order by the total contribution size (largest first) and the date that payment was received (earliest first).

**Q: May I contribute more than the minimum amount for a given sponsorship level?**

Yes. This will count towards your total contribution for logo placement and purchase limit for additional opportunities.

**Q: Can I use the SnowFROC logo?**

As a SnowFROC sponsor, you may review and agree to our limited use logo kit. The logo kit is available on the Sponsor Portal. Contact us for any questions or clarification.



# F.A.Q.

## **Q: I've got a great idea for a sponsorship opportunity that you haven't listed. What can I do?**

SnowFROC is all about uniqueness, diversity and ideas. Do you have an idea for a unique event that you'd like to have your company organize and run at SnowFROC?

Pitch the idea to us and we'll work with you to help you put on something educational, helpful, or just plain fun.

## **Q: Who exactly is organizing SnowFROC?**

The SnowFROC conference is organized by a group of community leaders who are a part of a non-profit organization. Additionally, SnowFROC Conference is recognized by the IRS as a 501(c)6 Business League.

SnowFROC organizers are completely volunteers, and all monies collected from sponsors go towards the conference and bi-monthly meetups.

## **Q: What are we doing with Badge Scanning this year?**

We will be utilizing QR codes this year, similar to last year.

## **Q: Are there any restrictions on booths? What's included?**

Exhibiting sponsors will receive a table, 2 chairs, a power strip, and the booth space paid for. We encourage our sponsors to think out of the box when designing their booth, and are happy to help with any special requests.

To ensure safety of all of our attendees, your exhibit must fit into your designated booth space

# F.A.Q.

## **Q: What about the event logistics and key fulfillment dates?**

After you sign up to Sponsor SnowFROC, you will be contacted via e-mail for ongoing communication, which includes comprehensive logistics information to help ensure a successful event. We will also be providing a Sponsor Orientation at the event to address any questions or concerns.

## **Q: Are my sponsorship contributions tax-deductible?**

Possibly. SnowFROC Conference is recognized as a Business League falling under section 501(c)6. Note that we are specifically not a 501(c)3 non-profit charity. You'll need to get professional tax direction from your own financial staff.



# Thank You!