



2026 ANNUAL SPONSORSHIP

# A CLEARER PATH THROUGH CYBER.

Partner with a movement advancing transparency, accountability, and practical guidance across the cybersecurity ecosystem.

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## SPONSORSHIP PROSPECTUS

Sponsors support the mission. They do not shape the message.

# Trust is the missing layer.

Cybersecurity buyers are navigating more tools, more claims, and less certainty. Truth In Cyber exists to restore clarity to the buying journey.

## 01 OVERWHELMING NOISE

Thousands of vendors compete with overlapping claims, making it difficult to distinguish signal from sales language.

## 02 MISALIGNED INCENTIVES

Commercial pressure can outweigh practical security outcomes and the realities buyers face.

## 03 LIMITED TRUSTED GUIDANCE

Security leaders need independent, experience-based perspectives they can use with confidence.

### THE COST OF CONFUSION

**Wasted spend. Ineffective programs. Increased organizational risk.**

# Practical education. Built for action.

Consistent, accessible, vendor-neutral programming gives cybersecurity buyers a grounded place to learn, question, and decide.

## 01 MONTHLY PODCAST

Candid conversations with practitioners, vCISOs, and industry experts. Real-world insight without the product pitch.

## 02 INDUSTRY EVENTS

Panels, live discussions, and direct community engagement with end users, security leaders, and vCISO consultants.

## 03 QUARTERLY NEWSLETTER

Curated commentary, clear breakdowns of vendor claims, and actionable guidance for security buyers.

### WHO WE REACH

CISOs & security leaders

IT decision-makers

vCISO consultants

Mid-market & enterprise buyers

Security-conscious business leaders

### THE EDITORIAL FILTER

**Is it honest? Is it useful? Does it improve the outcome for the buyer?**

# Fund the work. Strengthen cyber.

Sponsorship keeps high-quality education accessible while expanding the reach of a platform built on independence and trust.

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## YOUR SUPPORT DIRECTLY FUNDS

01

### CONTENT

Audio, video, editing, and distribution

02

### EVENTS

Participation, travel, logistics, and engagement

03

### GROWTH

Marketing, audience development, and reach

04

### RESEARCH

Content development and practical analysis

05

### OPERATIONS

Platforms and essential program infrastructure

## THE STANDARD FOR ALIGNMENT

We partner selectively with organizations that value ethical practice, transparency, education, and customer outcomes over hype.

### NON-NEGOTIABLE

**Support the mission. Preserve the independence.**

# Visibility with integrity.

Sponsors gain meaningful recognition and alignment with a focused audience—without compromising the editorial firewall.

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## RECOGNITION

Across podcast, newsletters, digital channels, and select communications.

## EVENT VISIBILITY

Presence at relevant industry appearances and community engagements.

## AUDIENCE ALIGNMENT

Connection to security decision-makers, practitioners, and influential advisors.

## MISSION ASSOCIATION

Credible alignment with honesty, transparency, and better buyer outcomes.

## OUR SPONSORSHIP PRINCIPLES

### EDITORIAL INDEPENDENCE

Sponsors do not influence topics, conclusions, or editorial direction.

### VENDOR NEUTRALITY

Content remains grounded in practitioner experience—not pay-to-play promotion.

### MISSION-ALIGNED PARTICIPATION

Collaborative content must educate first and is always subject to approval.

# Choose your level of impact.

Four annual sponsorship levels offer increasing visibility while every partnership remains subject to Truth In Cyber's independence standards.

## BRONZE

**\$2,000**

### ANNUAL SPONSORSHIP

- Website logo placement
- Quarterly newsletter sponsor section
- Select digital recognition
- 1 social acknowledgment / quarter

## SILVER

**\$3,500**

### ANNUAL SPONSORSHIP

- All Bronze benefits
- Enhanced website placement
- Every quarterly newsletter
- 2 social acknowledgments / quarter

## GOLD

**\$5,000**

### ANNUAL SPONSORSHIP

- All Silver benefits
- Prominent digital placement
- Event signage recognition
- Rotational podcast acknowledgment
- Newsletter feature callout
- Monthly social acknowledgment

## DIAMOND

**\$10,000**

### ANNUAL SPONSORSHIP

- All Gold benefits
- Priority placement across platforms
- Recognition at every appearance
- Every-episode podcast acknowledgment
- Premium newsletter placement
- Approved mission-aligned content
- 2-4 social acknowledgments / month

# Meet the movement in the room.

Truth In Cyber's event calendar is developing, with participation selected for relevance, audience quality, and mission fit.

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## FEATURED APPEARANCE

# GrrCON

SEPTEMBER 2026

Sponsor recognition will follow the benefits associated with each annual package and the realities of the event environment.

## LET'S BUILD A CLEARER CYBER ECOSYSTEM

# PARTNER WITH TRUTH IN CYBER.

If your organization believes in cutting through noise, empowering buyers, and elevating ethical standards, we invite you to join us.

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