CYBER SECURITY

CHALLENGE
BELGIUM

GAIN ACCESS TO HIGH POTENTIAL

The Cyber Security Challenge Belgium is the leading student security event in Belgium.

In Belgium, just like in the rest of the world, cyber security has become a strategic priority for organizations across all sectors. In this context, training and hiring young potential in the area of information security has become even more crucial than in the past. Still, talents are short in the field, and hiring cyber security experts is a challenge to many organizations.

The Cyber Security Challenge Belgium is a response to that situation; since 2015, we've organized a country-wide security challenge that raises awareness and interest of students from some of the country's finest colleges and universities.

Our mission: demonstrate the potential of a career in cyber security and make them more "cyber security aware" to help build a more cyber secure economy and society.

In 2020 alone, the Challenge has attracted over 700 students – a number that has increased at each edition – and has become one of the essential cyber events for the industry and the academic world.

The Challenge has been founded by the Belgian cyber security firm NVISO and is co-organized with cyber security firm TOREON: it is now a separate not-for-profit organization (VZW/ASBL). The goal of our organization is to raise awareness on challenges and job opportunities in the cyber arena.

WHAT: A CONTEST FOR BELGIAN STUDENTS

Based on the principles of a Capture the Flag (CTF), this **cyber security competition** is a challenge-based, question-based game played by **teams of maximum 4 students**. Over a limited timeframe, these teams must solve challenges covering a **wide range of contemporary security issues** – e.g. cryptography, reverse engineering, network security, web or mobile application security, wireless and forensics analysis. The complexity of challenges ranges from almost trivial (basic security quiz questions) up to very difficult, covering topics such as the reverse engineering of a malware sample.

A dedicated and **secure online platform** supports the event (cybersecuritychallenge.be): it is used to convey information, enable team registration and lead to the interactive game platform. The game platform supports our **scenario-based presentation of challenges**, enables students to submit their responses, and provides a **live leadership board to stimulate competition between teams**. Our platform also features a **job board** on which your open internship and job positions can be posted.

The Challenge is organized in **three rounds**:
1. **Qualifiers**: registered teams are invited to solve challenges on an online platform, over a duration of two days. The top 50 teams are invited to the Pre-Finals. In 2020, **700 students** joined our Qualifiers.
2. **Pre-Finals**: qualified teams join the 1st day of the Cyber Security Challenge Finals in Brussels. During the first 4 hours of the day, up to **150 students** compete for a spot in the finals. They also get a chance to meet our sponsors, as their future security solution provider or employer. In the afternoon, qualified teams move to the finals, while those students that were not selected may play a **Cyber Crime Investigation game**, where interested sponsors are offered a slot as one of the game protagonists – hence offering a chance to meet them.
3. **Finals**: qualified teams must solve new, **more complex challenges** over the remaining two days. They also crack a series of **security cases**, which may be prepared and presented by interested sponsors to get direct contact with each team and expose their career opportunities and / or products & services.

A **prize giving ceremony** is held upon conclusion of the event, where top teams get their cyber security-oriented prize (all-in cyber conference pass, security trainings, cool security hardware, etc).

The **press** is invited to the Finals, and a press release will be distributed shortly afterwards.

Check out our after-movie and events pictures to get a feel of the Finals' atmosphere.

WHERE & WHEN: MARCH 2021

The Student Cyber Security Challenge Qualifiers will take place online, **9 & 10 March 2021**.

The top 50 teams will be invited for the Cyber Security Challenge Belgium Final, which will proceed on **Friday 26th March & Saturday 27th March 2021** in Brussels.

COVID? WE'RE READY.

In **2020, we piloted our end-to-end digital approach** – and we are ready to roll it out again in 2021. The concept of the Cyber Security Challenge remains comparable to what is outlined above, with a few twists:

o   Qualifiers remain unchanged;
o   Pre-finals are held **online**, where each sponsor has its **digital space personalized for its company**. Activities remain designed to **engage students with sponsors and visit their space**. A SPOC within the CSCBE organization team is defined for each sponsor, and ensures smooth technical operations.
o   Finals follow the same set up.
o   The set-up of both pre-finals and finals include **moments for informal contacts and exchange between students and sponsors**.

Our set up is designed to ensure that students and sponsors **continue to have a chance to meet** and get to know each other, while your brand, your services and / or your products are made visible.

The activities are supported by a **chat and forum**, animated by CSCBE team to create a sense of community and fun. **Dedicated tooling,** set up and managed by CSCBE, is provided both for **the sponsor spaces**, **the formal and the informal videocall** interactions with students.

We consider the Digital Event to be an alternative, not our primary option. Indeed, we believe in the value of an on-site experience, and the spontaneous informal contacts it can offer. We will seek to organize an on-site event if there are reasonable chances that the event can take place this way.

The **digital edition of the Cyber Security Challenge** was an organizationally really excellent performance! I loved the way I could let students have a taste of incident response by means of a table top exercise. Also, excellent information up front.

Wim Barthier, Information Security Officer

The Cyber Security Challenge organization team did everything they could to **organize a successful digital event.** The organization was done remarkably well, the organizers left nothing to chance, failsafe upon failsafe. Their commitment was great and they delivered!

Christophe Verhaeghe, Cyber Security Business Unit Manager

WHO: STUDENTS FROM BELGIAN INSTITUTIONS

Audience targeted consists of **students from Belgian academic institutions**, studying either for a bachelor or a master degree with a focus on information technology (informatics, computer science, telecom engineering, …). Detailed knowledge of IT Security is not required to join. Our communication will focus on students graduating in 2021, but other students will be free to join.

PARTNERSHIP WITH ACADEMICS

In order to reach out to the student community, **active contact is maintained with every university and virtually every graduate school teaching IT**; an up-to-date status of confirmed institutions for the 2021 edition is available upon request.

Our team **visits most campuses to promote the Challenge** and have built a solid relationship with academics, with certain institutions lifting other obligations from students to enable them to participate. Professors and their staff contribute to the Challenge through:

- **Campus Tour**: with the help of professors that typically give up some of their lecture time in our favor, we visit every university and all major IT graduate schools in December – February. We explain and promote the Cyber Security Challenge Belgium 2021, focusing on the benefits for students;

- **Campus promotion & communication**: schools publicize the event internally (posters and flyers, intranet or targeted newsletter, etc.);

- **Promotion by professors**: professors teaching security-related courses to graduate students encourage their students to join, as they realize the value in terms of content and opportunities for each participant;

- **Promotion by student associations**: relevant student associations contribute to spread promo material amongst their student members.

SOME OF THE MOST ACTIVE INSTITUTIONS INCLUDE…

WHY: WHAT WE OFFER YOUR ORGANIZATION

ACCESS TO TALENT

Training and hiring young potential in the area of information security is crucial to your organization: this is where we can help. Through internships or actual job offerings, you have a chance to make direct contact with your future young recruits. You plant a seed for the future as well, through the association of your brand to an innovative, content-driven competition. And you optionally get access to the details of all participants.

VISIBILITY AND BRAND AWARENESS

Making sure that the next generation of security and IT professionals familiarize themselves with your brand, your offering and what you can mean to them not only as a potential employer, but also a potential supplier.

BE PART OF A COMMUNITY LEADING EVENT

- Be part of the biggest initiative of this kind on the Belgian market;

- Be associated with a publicized event, using it to your communication advantage;

- Strengthening your connections with the academic sector and event partners;

- Potentially benefit from press coverage.

HOW: SPONSORING PACKAGES

The Cyber Security Challenge Belgium is a non-commercial, not-for-profit event. Sponsoring will support costs such as: funding of prizes for winning teams, design and set-up of the website and supporting infrastructure, student accommodation cost, location set up, publicity of the event, ...

We believe in building the success of the Cyber Security Challenge together and offer to join our team for a structural period of 3-years. Sponsoring is structured around the following four packages:

- Main Sponsor

- Official Sponsor: recruitment package

- Official sponsor: visibility package

- Community Sponsor

These packages are presented in the following pages.

MAIN SPONSOR

The "main sponsor" package amounts to an annual sponsoring fee of 10.000 EUR.

This package gives access to the following exclusive benefits:

Before the event
- Company logo present on **the website of the cyber security challenge** with link to your website.
- Placement of company logo on official communication such as **flyers, posters, press releases, slides, etc.** …
- Your name mentioned during **on-site campus presentations** as a main sponsor
- In case of **press requests**, opportunities to be featured will be presented in priority to Main Sponsors.

During the event
- Visibility
    o **Dedicated area in the sponsor zone** of the CSCBE (pre)finals. Including 6sqm area, including 42" screen, 1m/2m backdrop (files provided by sponsor), high table.
    o Placement of company logo & banners on the **premises** of the Finals, in dedicated areas.
    o In case of Digital Challenge, a **customizable digital sponsor space** including your logo and positioning of your content;
    o Placement of company logo on **t-shirts** handed out to each participant to the Pre-Finals (150 students).
    o In case of a Physical Event, inclusion of your goodies in the **goodie bag** provided to all students
    o Company logo positioned for pictures of the winners and **prize ceremony** on event backdrop
- Interaction with students
    o The opportunity to staff **your sponsor zone** on both days of the Challenge;
    o **Four all-access badges** to both days of the Finals;
    o The opportunity to **take part in the pre-finals challenge**, where students will visit your sponsor zone to obtain information as part of the Challenges they must solve;
    o The opportunity to **take part in our Incident Investigation game**, where students must interact with you in order to obtain clues and win;
    o Invitation to **Friday and Saturday dinners** with students as well as following social events, provided these are organized.
- **Sponsoring of one of the prizes**, remitted by a representative of your company **on stage during the Finals**. Choice of the prize is submitted to the approval of the Cyber Security Challenge, and prizes are allocated to teams at the discretion of the organizer. Funding of the sponsored prize is not included in the sponsoring package.

After the event
- Right to use your selection of 20 **official pictures of the event** (material provided by the organization team only) in your internal and external communication.
- A copy of the **contact details of all students** participating both to the qualifiers and the Finals, supporting you in e.g. communication and recruitment.
- Invitation to the **sponsor dinner** held before or after the event.

As a general rule and wherever the logos of the main sponsors and the official sponsors will be presented together, the size of your company's logo will be 50% larger than the logo of the "official sponsors".

OFFICIAL SPONSOR – RECRUITMENT PACKAGE

The "official sponsor recruitment package" amounts to an annual sponsoring fee of 7.500 EUR.

This package gives access to the following exclusive benefits:

Before the event

- Company logo present on the sponsor page of the cyber security challenge **website with link to sponsor website**.
- Placement of company logo on official communication such as **flyers, posters, press releases, slides, etc.** …

During the event

- Visibility
  - **Dedicated area in the sponsor zone** of the CSCBE (pre)finals. Including 6sqm area, including 42" screen, 1m/2m backdrop (files provided by sponsor), high table.
  - In case of Digital Challenge, a **customizable digital sponsor space** including your logo and positioning of your content;
  - In case of a Physical Event, inclusion of your goodies in the **goodie bag** provided to all students
  - Placement of company logo on **t-shirts** handed out to each participant to the Pre-Finals (150 students).
- Interaction with students
  - The opportunity to staff **your sponsor zone** on both days of the Challenge;
  - **Four all-access badges** to both days of the Finals;
  - The opportunity to **take part in the pre-finals challenge**, where students will visit your sponsor zone to obtain information as part of the Challenges they must solve;
  - The opportunity to **take part in our Incident Investigation game**, where students must interact with you in order to obtain clues and win;
  - Invitation to **Friday and Saturday dinners** with students as well as following social events.

After the event

- Right to use your selection of 10 **official pictures of the event** (material provided by the organization team only) in your internal and external communication.
- A copy of the **contact details of all students** participating both to the qualifiers and the Finals, supporting you in e.g. communication and recruitment.
- Invitation to the **sponsor dinner** held before or after the event.

OFFICIAL SPONSOR – VISIBILITY PACKAGE

The "official sponsor visibility package" amounts to an annual sponsoring fee of 6.000 EUR.

This package gives access to the following exclusive benefits:

Before the event
- Company logo present on the sponsor page of the cyber security challenge **website with link to sponsor website**.
- Your name mentioned during **on-site campus presentations** as a main sponsor
- Placement of company logo on official communication such as **flyers, posters, press releases, slides, etc.** …
- Sponsorship mentioned on **social media** (Twitter, Facebook, Instagram)

During the event
- Placement of company logo on **t-shirts** handed out to each participant to the Pre-Finals (150 students).
- **Two all-access badges** to both days of the Finals, to meet participants, sponsors and other community members;
- Placement of company logo & banners on the **premises** of the Finals, in dedicated areas.
- In case of a Physical Event, inclusion in the **goodie bag** provided to all students.
- **Sponsoring of one of the prizes**, remitted by a representative of your company **on stage during the Finals**. Choice of the prize is submitted to the approval of the Cyber Security Challenge, and prizes are allocated to teams at the discretion of the organizer. Funding of the sponsored prize is not included in the sponsoring package.

After the event
- Right to use your selection of 20 **official pictures of the event** (material provided by the organization team only) in your internal and external communication.
- Invitation to the **sponsor dinner** held before or after the event.

COMMUNITY SPONSOR

The "community sponsor package" amounts to an annual sponsoring fee of 2.500 EUR.

It has been designed for organizations that wish to **support the Cyber Security Challenge financially and attend the event's finals** to be part of this exclusive event.

This package gives access to the following exclusive benefits:

-   Company logo present on the sponsor page of the cyber security challenge **website with link to sponsor website**.
-   **An all-access badge for one selected representative** of your organization to attend the event.
-   Right to use your selection of **5 official pictures of the event** (material provided by the organization team only) in your internal and external communication.

SPONSORSHIP PACKAGE OVERVIEW

	MAIN SPONSOR	OFFICIAL SPONSOR		COMMUNITY SPONSOR
	Recruitment & Visibility	*Recruitment*	*Visibility*	
Logo on all official communication	✓	✓	✓	–
Logo 50% bigger / 50% more represented	✓	–	–	–
Logo on flyer & poster (if produced)	✓	✓	✓	✓
Logo on all presentations, e.g. to universities	✓	✓	✓	✓
Logo on Press Release	✓	–	✓	–
Logo on CSCBE website (linked to sponsor website)	✓	✓	✓	✓
All-access badges for finals	4	4	2	1
Your branded banners in the event location (dedicated areas)	✓	-	✓	–
Logo on merchandising (e.g. T-shirts)	✓	✓	✓	–
Sponsoring and branding of a Prize (cost of prize excluded)	✓	–	✓	–
Possibility to distribute goodies and flyers to participants	✓	–	✓	–
Official pictures to be used for sponsor communication	20	10	20	5
Sponsor Booth - dedicated area on location or dedicated digital space	✓	✓	–	–
Participation to pre-final challenge	✓	✓	–	–
Participation to Incident Response Game	✓	✓	–	–
Live Challenge with every finalist team	✓	✓	–	–
Posting of open positions and internships on our job board	✓	✓	–	–
Access to the Database of all students (after the event)	✓	✓	–	–
Priority access to edition-specific benefits (e.g media partner)	✓	–	–	–
	10.000 €	**7. 500 €**	**6.000 €**	**2.500 €**

SPONSOR CONTACT

The person that shared this brochure can help you.

You may also contact Mr Vincent Defrenne or Mr Sebastien Deleersnyder:

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