

THE FINANCIAL IMPACT OF CYBER RISK II

sponsorship opportunities

In January 2010 the **American National Standards Institute** (ANSI) and the **Internet Security Alliance** (ISA) will release ***The Financial Impact of Cyber Risk II***, an action guide designed to help executives and corporate leaders to mitigate their cybersecurity risks through concrete solutions. This action guide explores both the economic and technical aspects of cybersecurity, providing a framework to companies and organizations from a variety of perspectives: legal, compliance, business operations and technology, risk management

and corporate insurance, external communications and crisis management, and human resources.

The Financial Impact of Cyber Risk II builds on the 2008 ANSI-ISA report which has been guiding organizations nationwide as they address their cybersecurity challenges. The new report expands the earlier work's "50 questions every CFO should ask" by providing a framework of implementation strategies across various functional areas within an organization.

WHAT ARE THE BENEFITS OF SPONSORSHIP?

- **Distinction from competitors** as a leader committed to fostering cybersecurity, creating a culture of awareness that guides policy, process, and decision making.
- **Name recognition and exposure** to a broad network of organizations – some already engaged in the cyber risk arena, and others who are looking for solutions.
- Demonstration that your company takes a **holistic approach to risk assessment** by expressing information security risk as a business risk.
- Positive impact on your company's **relationships with customers**, employees, business partners, and investors, as well as regulators and law enforcement officials.
- Opportunity to **promote your business** and generate interest in your products and services both domestically and abroad.

WHAT OPPORTUNITIES ARE AVAILABLE?

- **Premium Sponsor** – exclusive recognition in your industry sector. Includes co-branding of the publication and participation in year-long promotional campaign.
- **Partner Sponsor** – includes co-branding of the publication.
- Additional details attached.

INTERESTED IN SPONSORSHIP?

Contact Karen Hughes, ANSI director, Homeland Security Standards Panel (212.642.4992; khughes@ansi.org).



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The ANSI-Internet Security Alliance Publication *The Financial Impact of Cyber Risk II* is scheduled for release in January 2010.

PREMIUM SPONSOR – Exclusive Recognition in Your Industry Sector

\$75,000 contribution

Publication Co-Branding – Includes all Partner Sponsor benefits (below), plus:

- Your company's snapshot profile in the publication (prominent placement, e.g., back inside cover).
- Your company representative's testimonial quote in the publication (prominent placement, e.g., back cover).
- Access to contacts who downloaded the report from ANSI's webstore and opted in to allow sharing of their contact details.
- Opportunity to distribute/promote (link to) your company's relevant cyber risk white papers, webcasts, podcasts from ANSI's webstore for one year.

Promotional Campaign

- Remarks by your company's subject matter expert in webinar announcing release of the publication. Recorded webinar will be made available on ANSI's website for later viewing.
- Remarks by your company's representative at Congressional staff briefing/reception on Capitol Hill. Recognition as an event sponsor includes exhibiting privileges.
- Featured speaking engagement by your company's representative on a topic of your choosing at an upcoming ANSI caucus luncheon. The ANSI caucus is an informal group that meets once a month in Washington, DC, for networking/lunch to discuss issues of common concern to the standards community.
- Opportunity to co-develop/produce/deliver a series of webcasts to key target audiences (e.g., trade associations, professional societies, chambers of commerce) over the course of a year.

PARTNER SPONSOR – Shared Recognition with Others

\$10,000 contribution

Publication Co-Branding

- Logo recognition in the publication (prominent placement, e.g., cover/inside cover)
- Named recognition in all press releases
- Logo recognition on ANSI's webstore with link to your company's website
- Rotating banner ad on ANSI Online home page and webstore
- Ability to distribute to your customers via link to ANSI webstore

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