

2023 Sponsorship Prospectus



Join the Digital and Cyber Group (DCG) in partnership with the Atlantic Council at Columbia University SIPA for the **8th annual New York City Cyber 9/12 Strategy Challenge** on **October 13th & 14th, 2023**.

Inspired by policymakers' oft-cited "Cyber 9/11" and "Digital Pearl Harbor," Cyber 9/12 Strategy Challenge has engaged thousands of students across the globe as they hone their skills in cyber policy analysis, strategic decision-making, and crisis management.

Part interactive learning experience and part competitive exercise, Cyber 9/12 has teams of students competing against each other, forcing them to think critically and creatively to react to a cyber scenario that will test their knowledge of cyber conflict. This October's event features two days of competition, engaging speakers, and career networking.

WHY SPONSOR?

- Invest in future leaders and defenders in the cybersecurity industry
- Direct access to talent from across the nation's foremost universities
- Networking with intelligence, cybersecurity, and policy experts from the public and private sectors
- Engage with a student audience of up to 250 students, practitioners, and thought-leaders

PREVIOUS SPONSORS

- Bank of America
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General John Raymond of the US Space Force speaks to students at the 2021 competition



Avril Haines, the current Director of National Intelligence, participated in the 2019 competition

WAYS TO SPONSOR

Premier Partner (\$25,000/per year)

Single-Year Support Benefits

- i. Recruitment (Booth, Résumé Workshop)
- ii. Opening remarks
- iii. Résumés of all competitors
- iv. Top-level logo placement

Multi-Year Support Benefits

- i. All single-year benefits, plus...
- ii. Name and present competition's top award
- iii. Priority job posting through DCG

Leading Partner (\$15,000/per year)

Single-Year Support Benefits

- i. Résumés of all competitors
- ii. Prominent logo placement

Multi-Year Support Benefits

- i. All single-year benefits, plus...
- ii. Naming of significant competition award

Supporting Partner (\$10,000/per year)

Single-Year Support Benefits

- i. Logo placement

Multi-Year Support Benefits

- i. All single-year benefits, plus...
- ii. Naming of competition's award

For more details on sponsorship opportunities, please get in touch with Jay Stout or Gaby Gerech at cyber912@columbia.edu

COMPETITION FORMAT

Day 1: Qualifying Round

Teams will submit policy recommendations to a panel of judges for evaluation based on their first intelligence report.

Advancing teams are announced at an evening reception, where teams receive a second intelligence report, and have 12 hours to prepare.

Day 2: Semi-Final Round

Advancing teams reconvene to present fresh policy recommendations. The top 4 teams advance to the finals and receive their final intelligence report.

Day 2: Final Round

With just 15 minutes, finalists must modify their recommendations to deliver recommendations to a panel of distinguished judges.



Winners of the 2021 competition, 'Red Pill Brokers', represented Columbia SIPA & SEAS

MORE WAYS TO PARTICIPATE

JUDGE: Experts with significant policy and cybersecurity experience are invited to grade participants. Sponsors are invited to participate as final round judges - evaluating the competition winners.

COACH: Coaches consult participating teams as they prepare their policies and adjust strategies between rounds.

EVENT SPEAKER: Join a panel and spread the word about the latest developments across tech, cybersecurity, and policy.