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
- Bluevoyant
- UBS Group
- NextPeak
- Morgan Stanley
- MasterCard
- Consumer Reports
- FireEye
- Baker & McKenzie
- Leidos
- PricewaterhouseCoopers

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

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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 reassemble 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.

WAYS TO SPONSOR

Premier Partner ($25,000/per year)
- Single-Year Support Benefits
  - Recruitment (Booth, Résumé Workshop)
  - Opening remarks
  - Résumés of all competitors
  - Top-level logo placement
- Multi-Year Support Benefits
  - All single-year benefits, plus...
  - Name and present competition's top award
  - Priority job posting through DCG

Leading Partner ($15,000/per year)
- Single-Year Support Benefits
  - Résumés of all competitors
  - Prominent logo placement
- Multi-Year Support Benefits
  - All single-year benefits, plus...
  - Naming of significant competition award

Supporting Partner ($10,000/per year)
- Single-Year Support Benefits
  - Logo placement
- Multi-Year Support Benefits
  - All single-year benefits, plus...
  - Naming of competition's award

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

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.