

## CARNEGIE MELLON UNIVERSITY CYLAB CALL FOR SPONSORS



THE LARGEST HACKING COMPETITION  
AND CYBERSECURITY LEARNING  
PLATFORM IN THE WORLD



### **PICOCTF WAS DESIGNED BY EXPERTS AT CMU TO INTRODUCE YOUNG MINDS TO THE PROBLEM-SOLVING SKILLS INVOLVED IN HACKING.**

Sponsoring picoCTF gives you an opportunity to build brand visibility among cyber-oriented students across the nation and the world at the beginning of their journey, as well as with Carnegie Mellon students and alumni. Sponsor dollars support the perpetual learning platform and competition designed to:

- Electrify young minds around cybersecurity, a critical need for any company today.
- Help build a pipeline of talent into the cyber workforce, which is struggling to hire enough people.
- Build your brand through association and support for the world's largest hacking contest that over 200K students have played thus far.

#### **WHAT IS THE PICOCTF COMPETITION?**

"picoCTF" is a free, gamified online Capture The Flag cybersecurity competition for middle school, high school and college students developed by the world leaders in cybersecurity and five-time champions of the DefCon "World Series of Hacking." The competition starts with beginner-level challenges and becomes increasingly difficult throughout the game. By the end of the 10-day contest, participants are solving mastery-level cybersecurity problems similar to those dealt with by cybersecurity professionals today. With a particular focus on promoting diversity, we've made the contest such that all that is required to play is any computer with an Internet connection. picoCTF is open and free for anyone in the world to participate, thanks to support from our generous sponsors.

#### **NEW IN 2020: YEAR-ROUND REMOTE LEARNING PERPETUAL PLATFORM**

Historically, each picoCTF competition has been its own platform. In 2020, picoCTF will evolve into a perpetual remote learning platform with each competition to become an event within the platform. The platform will allow users to filter challenges by year or categories of study, and will include a 'gym' practice feature, updated education resources, and mini-competitions. A mini-competition is a month-long selection of mastery-level challenges designed to test skill and incentivize the use of the practice feature. Mini-competitions will have a scoreboard but no formal awards. CMU researchers will conduct longitudinal studies on user behaviors to improve learning outcomes.

The new perpetual remote learning platform release and the first mini-competition will be in Fall 2020. The next traditional picoCTF two-week competition will be in Spring 2021.

#### **picoCTF 2019 participants**

- over 39K total participants + 42K post-competition participants
- over 20K middle & high school students
- over 11K college students
- over 6K professionals
- \* from all 50 USA states and 160 countries

*"I think picoCTF is going to change lives here at Kealing! It has been a tremendous learning experience for all of us. What surprises and pleases me the most is the level of interest from the girls."*

ANITA JOHNSON

TEACHER AT KEALING MIDDLE SCHOOL IN AUSTIN, TX

*"I went from being someone who had never even heard of Cybersecurity to being someone who dreams about it at night. Thank you so much for this experience!"*

PicoCTF PLAYER

8TH GRADE



## SPONSORSHIP LEVELS AND BENEFITS

FOR QUESTIONS OR ADDITIONAL SPONSORSHIP OPPORTUNITIES, CONTACT MICHAEL LISANTI, DIRECTOR OF PARTNERSHIPS, AT [MLISANTI@CMU.EDU](mailto:MLISANTI@CMU.EDU)

### BASE SPONSOR

\$10K

- Logo placement on picoCTF sponsors page
- Summary report on picoCTF 2021 competition

### MINI COMPETITION SPONSOR

\$25K

#### Base Sponsor benefits plus:

- Exclusive logo placement on scoreboard for duration of competition
- Sponsor may offer suggestions on challenge area for the mini competition, with the final decision made by CMU
- Number available: 1 per mini-competition, recurring every 3-4 months

### CLOUD INFRASTRUCTURE SPONSOR

\$50K

#### Base Sponsor benefits plus:

- Special recognition as an underwriting sponsor of the picoCTF cloud
- Invitation to attend the USA Middle/High School competition award ceremony at CMU in Pittsburgh

### 2021 MAIN COMPETITION CATEGORY SPONSOR

\$50K-100K

#### Base Sponsor benefits plus:

- Exclusive logo on category scoreboard for duration of the competition and pre and post period (~ 6-12 weeks total)
- Hold your own award ceremony locally, and/or attend the USA Middle/High School competition award ceremony at CMU in Pittsburgh
- Sponsor to verify winners, and offer prizes or visits independently and at their own additional cost. Example of categories include country-wide or local geography Middle/High (Primary/Secondary) Schools or Colleges/Universities.

### MISSION & PERPETUAL PLATFORM DEVELOPMENT SPONSOR

\$125K

#### Base Sponsor benefits plus:

- Special recognition as an underwriting sponsor of the picoCTF educational Mission and Perpetual Learning Platform Development
- Invitation to attend the USA Middle/High School competition award ceremony at CMU in Pittsburgh

### PERPETUAL PLATFORM - PRACTICE MODE "GYM" SPONSOR

\$150K

#### Base Sponsor benefits plus:

- Exclusive logo placement on progress board for 1 year. We expect the gym will get the most "hits" and activity throughout the year.
- Invitation to attend the USA Middle/High School competition award ceremony at CMU in Pittsburgh