



SANS

SPONSORSHIP  
PROGRAM



Analyst Program

# A SANS 2021 Survey Cyber Threat Intelligence

Author: [Robert M. Lee](#) | Date: January 2021

The 2021 Cyber Threat Intelligence Survey seeks to understand the role of CTI in organizations' cybersecurity practices, identify use cases across intel generation and consumption, and guide best practices for the community. A particular focus this year is the continued growth and development of CTI professionals, with an emphasis on the role that CTI played during the COVID-19 pandemic and how teams adapted to provide the intelligence that informed decision makers and security practitioners during a difficult time.

## Why Sponsor the SANS 2021 Cyber Threat Intelligence Survey

### Lead Generation

300-lead guarantee with no cap.

### Branding

Cobrand the survey results whitepaper and webcast with SANS, the global leader in cybersecurity training, certification and research.

### Thought Leadership

Collaborate with our best SANS authors who are at the forefront of the ever-changing war on cybersecurity.

## About the Author



**Robert M. Lee, SANS Certified Instructor** | [@RobertMLee](#)

[Robert M. Lee](#) is a SANS certified instructor and author of SANS ICS515: ICS Active Defense and Incident Response and SANS FOR578: Cyber Threat Intelligence courses. He is the founder/CEO of Dragos, a critical infrastructure cybersecurity company, where he focuses on control system traffic analysis, incident response and threat intelligence research.

## Sponsorship Inclusions

	Gold	Platinum
<b>Survey</b> <p>SANS will run a 20–25 questions survey for a minimum of 6 weeks. Sponsors will be informed of survey respondent counts. A SANS Analyst will develop a whitepaper based on the survey results. Sponsors will receive a draft of the paper and survey results for review and a final, branded survey results whitepaper for their use.</p>	✓	✓
<b>Survey Results Presentation Webcast</b> <p>The survey results will be presented by the survey author. The webcast will be branded with sponsor's logo. Sponsors will receive the webcast recording for their own promotions. Webcasts are archived for one year after the webcast date. Registrations may still be processed for archive viewing of the webcast. 300-lead guarantee with no cap. <i>Webcast Date: January 19, 2021</i></p>	✓	✓
<b>Associated Panel Discussion Webcast</b> <p>The survey author will host a panel discussion with up to three sponsors discussing the SANS 2021 Cyber Threat Intelligence Survey results. The webcast will be promoted by SANS. Sponsors will receive the webcast recording for their own promotions. 100-lead guarantee with no cap. <i>Limited to three sponsors</i> <i>Webcast Date: January 20, 2021</i></p>		✓

## Additional Sponsorship Opportunities

### Associated Single-Sponsored Webcast

Sponsor your own webcast that aligns with the 2021 Cyber Threat Intelligence Survey. The webcast will be promoted by SANS. 200-lead guarantee with no cap and continued lead generation as a SANS archive webcast.

### Associated Paper or Product Review

Publish a custom paper based on a segment of the report that is of interest to you or a product review that calls on the report as an entry point to the review. This associated paper includes a webcast.

### Associated Video

Have a SANS expert interview a representative of your company. The sponsor will receive a branded video(s) of the interview. The video will also be available on the SANS website for lead generation. SANS will organize all logistics.

## Lead Submission & Promotions

### Lead Submission

The initial installment of leads from the webcast will be provided within two business days of the live webcast. Additional leads will be provided on a regular basis for the first three months following the webcast. After three months, leads will be provided as requested.

### Promotions

**Survey:** Promotion for taking the survey will be promoted for 5-6 weeks through a weekly email blast to SANS opt-in audience, SANS e-newsletters and social media.

**Webcasts:** Promotion of the survey results presentation webcast and the panel discussion webcast will begin one week after the survey closes. The webcast will be promoted via a weekly email blast to SANS opt-in audience, SANS e-newsletters and social media.

To see additional SANS Surveys and Analyst Papers, [click here](#).