

CYBERTACOS RSAC 2025

April 28, 2025 | 6:00 p.m. PT | Buena Vida Cantina San Francisco

CYBERTACOS Sponsorship Opportunities

CYBERTACOS, powered by W2 Communications, has been one of the most sought-after networking platforms at RSA Conference. Originally conceptualized as a media-only networking event, CYBERTACOS has transformed into a broader cybersecurity community event that creates new connections, business leads, media relationships and more.

Co-Collaboration History

Each year, the RSAC event averages close to 1,000 RSVPs and 300+ attendees with the following demographic breakdown: Senior Executives C-Level and SVP (38%); Director/Managers (10%); IT and Security Practitioners (22%); Marketing and Communications Executives (20%) and Media/Analysts (10%).

CYBERTACOS 2025

This year we are going back to our roots with an evening curated for marketers, entrepreneurs and security leaders. In coordination with prestigious VC firm, NightDragon, we will also kick off the evening with an exclusive panel conversation.

This year's CYBERTACOS will be a more intimate event than the last few – with an expected 200-250 attendees – that gathers a high-caliber of investors, executives, innovators, marketers and media. We are offering several sponsorship options for organizations seeking a cost-effective means for targeting these individuals.

CYBERTACOS @ RSAC Past Registrant Stats

38%
Senior Executive (C-level/SVP)

22%
IT/Security Practitioner

20%
Marketing/Communications

10%
Director/Manager

10%
Media/Industry Analyst



The Location, Vision and Opportunity

CYBERTACOS @ RSAC 2025 will take place at a new venue this year – Buena Vida Cantina, one block from Moscone Center – on Monday, April 28, from 6:00 - 9:30 p.m. PST.

If you are looking for a creative and low-cost opportunity to promote your brand in front of some of the cybersecurity industry's most innovative leaders, contact us today to learn more about our sponsorship packages below.

Packages Include:

Platinum Sponsor (3 available) - \$8,000:

- Your choice of the following:
 - **“Hospitality” sponsor:** Exclusive branding on napkins and entryway signage
 - **“Drink” sponsor:** Exclusive branding on custom event drink and bar signage
 - **“Taco Bar” sponsor:** Exclusive branding on taco buffet
- Company logo added to CYBERTACOS homepage, noted as a platinum sponsor
- Company logo included on event signage, noted as a platinum sponsor
- Company logo included in all promotional outreach/invites, noted as a platinum sponsor
- Exclusive social media promotion leading up to the event
- Opportunity to bring in one pop-up banner
- Opportunity to bring marketing collateral to distribute to attendees
- Full attendee list for engagement

Gold Sponsor (2 available) - \$5,000:

- Company logo added to CYBERTACOS homepage, noted as a gold sponsor
- Company logo included on event signage, noted as a gold sponsor
- Company logo included in all promotional outreach/invites, noted as a gold sponsor
- Exclusive social media promotion leading up to the event
- Opportunity to bring in one pop-up banner
- Opportunity to bring marketing collateral to distribute to attendees
- Full attendee list for engagement

Silver Sponsor (4 available) - \$3,000:

- Company logo added to CYBERTACOS homepage, noted as a silver sponsor
- Company logo included on event signage, noted as a silver sponsor
- Company logo included in all promotional outreach/invites, noted as a silver sponsor
- Group social media promotion leading up to the event
- Opportunity to bring marketing collateral to distribute to attendees