

# IBM Security Sponsorship

Are you hosting an internal enablement education webinar with your sellers and or a multivendor client facing virtual event? Request IBM to be a sponsor! This will run on a quarterly basis through 2021 depending on funding availability.

## Requirements:

- You must be an IBM Security Business Partner that has at least \$500k in open opportunities
- You must be featuring parts of our Digital Trust or Threat Management portfolio.
- You must be hosting an internal education event (like a QBR or seller training) where it would benefit IBM to gain mindshare amongst your sellers , or a multivendor client facing event where it would benefit IBM to gain exposure amongst your clientele.

## Process:

1. Submit a prospectus/proposal at least 1 month prior to the event which outlines the event description (size, audience, date, etc.) and what IBM will be receiving for the sponsorship (marketing at event, speaking time\*, branding on event gear, etc.) as well as expected ROI.
2. Submit proposal to [Kelly.Kochersperger@ibm.com](mailto:Kelly.Kochersperger@ibm.com) who will then submit to IBM legal for approval.
3. If approved, provide an invoice of the requested amount.
4. Coordinate with your PSM and necessary speakers prior to and at the event to make sure all benefits of sponsorship has been received.