

SUPPORT OPPORTUNITY: CYBER/SPACE NEWSLETTER SPONSORSHIP

The Cal Poly California Cybersecurity Institute is seeking a sole sponsor for its premier newsletter, the CYBER/SPACE Newsletter.

PROGRAM OVERVIEW

Since its inception in 2020, the CYBER/SPACE Newsletter has become the primary platform for disseminating updates from Cal Poly California Cybersecurity Institute (CCI) and across Cal Poly. Released on the last Thursday of each month, this newsletter is crafted by a dedicated student editor and managed by our full-time CCI team. Its contents are structured into several sections, including:

- The latest updates from CCI and Cal Poly
- Thematic news covering topics such as gamification, space launches, clearances, cybersecurity and AI
- Profiles of students and alumni
- Additional news and insights from the field, curated by the CYBER/SPACE Advisory Board

In addition to our monthly releases, we occasionally publish special editions to highlight CCI's work and promote cybersecurity awareness.

AUDIENCE OVERVIEW

The CYBER/SECURITY Newsletter attracts a diverse readership, including:

- Cal Poly community members (students, faculty, staff)
- Cal Poly alumni
- Federal and California State Employees
- Industry Partners
- Philanthropic Partners
- Players and Coaches from the Space Grand Challenge
- General Public with an interest in cybersecurity

PERFORMANCE METRICS

2,100+

SUBSCRIBERS
(AND GROWING)

49%

AVERAGE OPEN RATE

11.3%

AVERAGE CLICK RATE



CAL POLY
California Cybersecurity
Institute

WHY SUPPORT CYBER/SPACE?

THOUGHT LEADERSHIP

Showcase your company as a leader invested in developing the next generation of cybersecurity professionals.

BRAND EXPOSURE

Reach the Cal Poly and cybersecurity communities, enhancing your brand visibility.

TALENT ACQUISITION

Tap into a pool of potential interns and entry level candidates from Cal Poly.

SUPPORT LEARN BY DOING

Contribute to Cal Poly's renowned Learn by Doing approach to education.

SPONSOR THE CYBER/SPACE NEWSLETTER

Join us in a transformative three-year sponsorship of the CYBER/SPACE newsletter for \$30,000 with options for annual pro-rated commitments. Your sponsorship is not just an investment—it's a fully tax-deductible, unrestricted donation to the Cal Poly Foundation that fuels innovation and education.

As a Sponsor, you'll enjoy a constellation of benefits, including:

- Logo placement on every newsletter and landing page, ensuring widespread visibility.
- Exclusive naming rights for a student staff position (i.e., Mustang Inc. Student Fellow), showcasing your commitment to student development.
- Annual opportunity to curate a mutually-agreed upon theme for a newsletter edition, amplifying your brand's thought leadership.
- Two coveted seats on the CYBER/SPACE Advisory Board, offering strategic networking opportunities.
- Feature internship and job opportunities in the newsletter and with CCI student team.
- Host a compelling in-person or virtual roundtable with CCI student-team on a mutually agreed thematic topic, fostering meaningful dialogue and collaboration.
- Gain prominent recognition on the esteemed CCI Honor Roll and Annual Report, celebrating your impactful partnership.
- **Plus, enjoy a special BONUS:** Annual Comet level sponsorship of the Space Grand Challenge, valued at \$5,000!

To learn more, contact Kayvan Chinichian, Senior Director of Development, California Cybersecurity Institute, at kchinich@calpoly.edu.

Together, let's chart a course towards innovation, education and a brighter future.



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