

ISACA New England Chapter Annual Chapter Sponsorship Program January 2017 – December 2017

ISACA Background

A nonprofit, independent membership association, ISACA is a leading global provider of knowledge, certifications, community, advocacy and education on information systems assurance, control and security, enterprise governance of IT, and IT-related risk and compliance. Founded in 1969 as the EDPAuditors Association, ISACA helps its members and their employers ensure trust in, and value from, information systems.

ISACA—formerly the Information Systems Audit and Control Association—has more than 124,000 constituents in more than 187 countries in Asia, Latin America, Europe, Africa, North America and Oceania. Its members include internal and external auditors, CEOs, CFOs, CIOs, educators, information security and control professionals, business managers, students, and IT consultants.

ISACA developed and administers five industry-leading certifications:

- Certified Information Systems Auditor (CISA), a globally respected designation for experienced IS audit, control and security professionals. More than 121,000 have earned the CISA designation since its inception in 1978.
- Certified Information Security Manager (CISM), a groundbreaking designation for leaders who manage an organization's information security. More than 30,000 have earned the CISM designation since it was established in 2002.
- Certified in the Governance of Enterprise IT (CGEIT), for professionals who manage, provide advisory and/or assurance services, and/or who otherwise support the governance of an enterprise's IT. More than 6,000 professionals have earned the CGEIT designation since it was established in 2007.
- Certified in Risk and Information Systems Control (CRISC), for IT professionals who have experience with risk identification, assessment and evaluation; risk response; risk monitoring; IS control design and implementation; and IS control monitoring and maintenance. More than 19,000 professionals have been certified since inception in 2010.
- CSX Cybersecurity Nexus™ (CSX) is a new program designed for the most ambitious cyber security professionals, empowering them to elevate their work, take control of their career paths and earn their place amongst the best.

ISACA also: sponsors technical and management conferences; developed industry leading frameworks such as CobiT, ValIT, and RiskIT; publishes the ISACA Journal; and publishes industry leading research, guidance, and standards.

New England Chapter

The New England Chapter of ISACA, is one of the largest ISACA chapters in North America (known as a “megachapter”), with over 1,900 members from Massachusetts, Vermont, New Hampshire and Maine. The Chapter continues to be a major supporter of and contributor to association and foundation efforts.

ISACA and its Chapters provides practical guidance, benchmarks and other effective tools for all enterprises that use information systems. Through its comprehensive guidance and services, ISACA defines the roles of information systems governance, security, audit and assurance professionals worldwide. Members rely on ISACA for resources that enhance their skills, expand their professional knowledge and connect them with a vibrant community of peers. ISACA membership and its certification programs are globally accepted and recognized. ISACA actively promotes research that results in the development of products both relevant and useful to IT governance, control, assurance and security professionals. Finally, ISACA developed and maintains the internationally recognized COBIT®, Val IT™ and Risk IT frameworks, helping IT professionals and enterprise leaders fulfill their IT governance responsibilities while delivering value to the business.

In serving its local members, the following list provides examples of Chapter activities:

- Educational seminars and workshops for continuing professional development, discounted for Chapter members;
- Periodic networking opportunities and events;
- Highly successful comprehensive certification review courses.
- Participation in chapter board and committee activities;
- Routine e-mails of chapter news and upcoming events;
- Job postings for organizations seeking qualified and talented candidates (free for ISACA members and sponsors)

The Chapter's members come from diverse backgrounds in a variety of public and private industries such as the Federal Government, Financial Services, Consulting, Public Accounting, Aerospace and Defense, Telecommunications, Higher Education, and many more. The members also cover a variety of IT-related positions that include IT auditors, consultants, educators, IT security professionals, regulators, chief information officers, and internal auditors, to name a few. Many Chapter members are either responsible or have significant influence for making purchasing decisions.

The Chapter's entire Board are all volunteers committed to provide excellent service to our New England member constituency. Board meetings are reflected on our website and open to members and non-members alike. All members are welcome to participate in the administrative tasks.

Sponsorship Partnering Opportunities

Organizations seeking to enhance their image and increase exposure within the IT audit, controls, security, and governance fields can partner with the New England Chapter to help accomplish this objective. This can be achieved through our annual sponsorship program that provides sponsors with a variety of options. The benefits of being involved with this sponsorship program vary depending on the level of commitment; however, each level will provide should a substantial return on investment.

Sponsorship Benefits

The information below contains a description of the specific benefits that New England Chapter Sponsors will receive based on their respective sponsorship level. These benefits are illustrated in the Benefits Summary Matrix below.

Chapter Events:

- Networking Participation: Sponsor will be given an opportunity to participate in networking events.

Annual Meeting:

- Annual Chapter Meeting Table / Advertisements: Sponsor will have the option to have an exhibit booth/space and distribute printed advertisements at the Annual Chapter Meeting in June.
- Company Logo Displayed at Annual Chapter Meeting: Sponsor's logo will be prominently displayed throughout the Annual Meeting.

Website:

- Link to Company Web Site from New England Chapter Web Site: Sponsor's logo and link will be listed on the New England Chapter sponsor web page. Platinum sponsor logo and link will also be posted on the chapter's home page.

Sponsorship Levels

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| • Platinum Level Sponsorship – Annual Contribution: \$4,000.00 | Maximum 2 Sponsors |
| • Gold Level Sponsorship – Annual Contribution: \$3,000.00 | Unlimited |
| • Silver Level Sponsorship – Annual Contribution: \$2,000.00 | Unlimited |

Benefits Summary Matrix

Silver Gold Platinum

	Silver	Gold	Platinum
Company Displayed and Acknowledgement at Annual Chapter Meeting	Yes	Yes	Yes
Company Logo and Link on the Chapter Website's Sponsor's Page	Yes	Yes	Yes
Networking Event Participation maximum 2 participants per event	Yes	Yes	Yes
Annual Chapter Meeting and The Maine Event Table (with two sponsoring company attendee tickets)	No	Yes	Yes
Ability to present at networking/training events (with Board approval – recommend early contact with the Board's Program Committee – contact any Board member)	No	Yes	Yes
Ability to present during lunch at the Annual Meeting, June 6, 2017	No	No	Yes
Company Logo and Link on Chapter Home page	No	No	Yes
Three tickets to invite customers/prospects/business partners/etc to Annual Event	No	No	Yes

ISACA New England Sponsorship Guidelines and Conditions

The ISACA New England Board of Directors has approved the following guidelines and conditions for the Annual Chapter Sponsorship Program, which each sponsor must agree to and comply with:

1. All sponsors must comply with the ISACA New England Chapter mission to support enterprise objectives through the development, provision and promotion of research, standards, competencies and practices for the effective governance, control and assurance of information, systems and technology.
2. The ISACA New England Chapter does not condone aggressive and forceful marketing tactics used by sponsors. While advertisements and promotions are a part of the sponsorship program, they should be conducted in a professional manner and in a way that is consistent with the ISACA mission. In addition, negative campaigning against competitors is also not permitted or accepted.
3. Sponsors **will not** be provided chapter member names or contact information. All communication with chapter members will be distributed by the Chapter Board of Directors
4. The New England Chapter reserves the right to amend the program at any time. All existing sponsors will be notified of such changes when they occur. Abuse of the program could result in termination of the partnership.

Becoming a Sponsor

If you would like to become a Chapter Sponsor of ISACA New England, please contact our Marketing Director at marketing@isacane.org. The Marketing Committee will work with your organization to provide the appropriate documentation, as well as an invoice for your sponsorship commitment.