



CYBERTRUCK CHALLENGE 2024 SPONSORSHIP OPPORTUNITIES

Mark your calendars!
June 24 - 28, 2024
Macomb Community College
Sports & Expo Center
Warren, MI

Learn more at www.cybertruckchallenge.org

Follow us on LinkedIn for updates!

For additional information:

Jeremy Daily
937.238.4907
Jeremy.Daily@colostate.edu

Karl Heimer
248.270.0117
Karl.Heimer@outlook.com

Tiffany McDonald
443.401.7605
Secretary@cybertruckchallenge.org



ACCEPT THE CHALLENGE BE A PART OF THE MISSION

Help develop the next generation workforce by bringing awareness, excitement, professional involvement, and practicum-based training to the heavy vehicle cyber domain while establish community of interest for heavy vehicle cyber that transcends individual companies or departments and reaches across disciplines and organizations to make a more universal and experienced base of engineers and managers.

WHAT IS THE CHALLENGE?

It is a "unique event", called the most looked for event each year by attendees, a "must attend" if you are in the cybersecurity or heavy truck space.

Cybersecurity issues are closely guarded secrets today and discussions about cybersecurity posture or vulnerabilities rank in the core concerns of any organization. Yet, given the nature of our interconnected world and the ubiquity of processing power and storage power in even the most mundane of products (e.g. new toasters, refrigerators, door bells, and thermostats) understanding security posture, issues, and remediation are critical to our society.

While progress in data sharing is being made through the various ISACs (Information Sharing and Analytics Centers), too little is being done to energize and encourage discourse among the engineers, and too little is being done to help prepare and develop the next generation workforce - to develop their skills, provide them with a network of potential mentors, and excite their interest in transportation sector cybersecurity. The CyberTruck Challenge attempts to remedy this.

This event is committedly pro-industry, and all its actions, efforts, and outreach is to help industry understand and eventually conquer cybersecurity challenges. It is a resource for participants to draw on in terms of education, in terms of connections, in terms of understanding the needs and priorities and remedies of sister organizations, in terms of understanding the government perspective, and lastly as a recruitment resource for HR's arsenal of tools.

The CyberTruck Challenge teaches techniques and understanding of this domain, and helps facilitate collaboration among industry, academia, the research community, and government. This event will be strongly pro-industry and seek to provide understanding, tools, and highly useful resources to help OEMs and suppliers master the cybersecurity domain and create progressively superior products.

This is a week-long event with trucks and learning platforms brought into a space, training students occurs the first two days, then on Wed teams are formed for each learning platform with engineers from our sponsors, mentors, the trainers, and the vehicle boss's delving into each learning platform with a debrief on Friday. Sponsor attendees are encouraged to sit next to students during training sessions to answer questions and help guide them through practicums, so they have a deeper understanding for the hands on assessment portions on Wednesday and Thursday.

All attendees will sign an NDA. What happens at the Challenge stays at the Challenge.



Dear Sponsor:

CyberTruck Challenge appreciates your sponsorship of the annual event. We are looking forward to working with you at the 2024 Challenge being held June 24 – 28th in Warren, Michigan. Trainers are being approached as the Board of Directors sets classes. Sponsorship packages have changed slightly on benefits, but not the price levels; we look forward to working with you in the coming year on the 2024 CyberTruck Challenge to excite Cybersecurity college students to enter the Trucking Industry and develop professional relationships with your company. We believe you will find your sponsorship provides an invaluable service to your industry.

Platinum
\$25,000

Listed on: **Event Sponsor board, sponsor list for the year, Student Career Networking Workshop sponsor**, and a **LinkedIn Sponsor announcement, a meal & snack station sponsor**, send **six (6) team members*** to work with students for **the week. sponsor table** at the event. Receive a **student & professional roster**.

Gold
\$15,000

Listed on **event Sponsor board, sponsor list for the year, LinkedIn Sponsor announcement** from CTC, send **four (4) team members*** to work with students for **the week**, listed as a **meal sponsor, sponsor table** at the event. Receive a **student roster**.

Vehicle/Asset Target

Bring **three (3) team members *** (one must be the vehicle boss who can start and move the asset if needed) to work on the vehicle for the week in addition to any other sponsorship level benefits. Vehicle must be available to students for assessment.

Silver
\$10,000

Listed on **Event Sponsor board, website sponsor list**, and a **LinkedIn Sponsor announcement** from CTC; send **three (3) team members*** to work with students for **the week, and a sponsor table**.

Bronze
\$6,000

Listed on **event Sponsor board** and on **website sponsor list**; send **two (2) team members*** to work with students for **the week**.

Contributor
\$5,999 or less

Thank you for your contribution towards the annual event. You may send **one** guest **on Tuesday** and will be listed on the **event sponsor board**.

Please complete the attached sponsorship agreement and email the completed form to:
Treasurer@cybertruckchallenge.org Registration information will be sent upon receipt of the agreement.

* Team members who do not work on the assessment (HR, Marketing, etc.) may only attend Monday and Tuesday. Attendees on Friday must have participated in the assessment Wednesday and Thursday.



2024 SPONSOR PLEDGE

Sponsor Company Name: _____

Contact Name: _____

Sponsorship level:

- Premium (\$_____) Platinum (\$25,000) Gold (\$15,000)
 Silver (\$10,000) Bronze (\$6,000) Contributor (<\$6k)

Vehicle/learning platform provider, please describe the learning platform/vehicle you would like to provide (undersigned understands the platform provided will be eligible for attack by students):

Will you be paying by check, credit card or ACH?

Does your company require a purchase order, other document number, or enrollment in a third-party system for payment for the CyberTruck Challenge invoice? Y/N

If yes, please provide the necessary information.

Signature:

Date:

Printed Name:

Sponsorship pledges/agreements are due by January 31, 2024.

Sponsorship funds are due by March 31, 2024.