

Protecting critical mobility through  
applied cybersecurity

# Corporate Sponsorship

## 2026 CyberTruck Challenge

Real problems, real solutions, real collaboration



Date:  
**15- 19 JUNE 2026**

Location:  
**KELLOGG ARENA  
1 MCCAMLY SQUARE  
MCCAMLY ST. S  
BATTLE CREEK, MI 49017**



**Visit Website**  
[www.cybertruckchallenge.org](http://www.cybertruckchallenge.org)





## CyberTruck Challenge

Protecting critical mobility through applied cybersecurity.

# Introduction

CyberTruck Challenge began in 2017 and was modeled after CyberAuto Challenge which started in 2012. The “Challenge” family of events has a long and valued history of proven success in their domains. Unlike “hacking villages” each Challenge seeks to form and develop relationships in the industry and values the trust of each sponsoring agency.

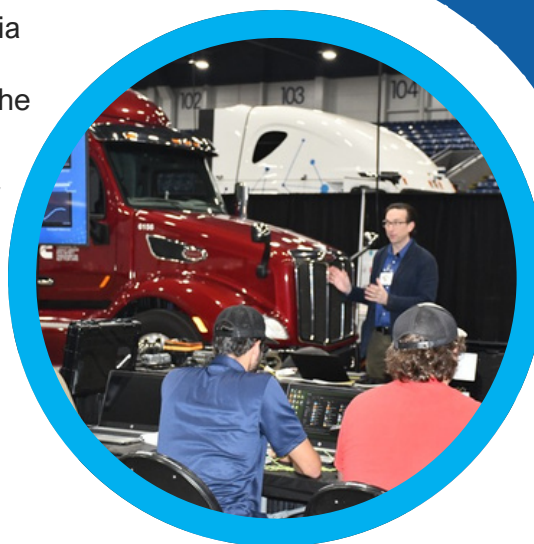
# Vision & Mission

## Our Vision

To create a safer, smarter, and more resilient future for commercial trucking by uniting industry, government, and academia in hands-on cybersecurity collaboration. Through innovation, education, and applied research, the CyberTruck Challenge empowers the next generation of experts to safeguard critical transportation systems and advance the cybersecurity resilience of heavy vehicles worldwide.

## Our Mission

- **Foster Cross-Sector Collaboration –** Unite industry, government, and academia to share knowledge, address emerging threats, and drive best practices across the heavy vehicle ecosystem
- **Advance Heavy Vehicle Cybersecurity** – Strengthen the resilience of commercial and defense trucking systems through applied research, innovation, and real-world testing.
- **Develop Future Experts** – Provide hands-on training and mentorship to students and early-career professionals, building the next generation of transportation cybersecurity leaders.



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# Benefits For Sponsors

The **CyberTruck Challenge** is built with industry priorities at its core. Sponsors can engage with confidence, knowing that every activity is governed by strict confidentiality agreements and NDAs to protect proprietary technologies and sensitive data. The program is intentionally structured to advance cybersecurity resilience while safeguarding the interests of OEMs and suppliers. By supporting the Challenge, sponsors not only strengthen their own security posture, but also play a direct role in shaping the workforce, standards, and innovations that will drive the future of commercial trucking.



### Early Insight into Emerging Threats

Gain visibility into cutting-edge cybersecurity vulnerabilities and mitigation strategies before they impact production fleets.



### Industry Networking

Build relationships across industry and sectors, strengthening trust and improving industry communication, compliance, and research directions.



### Access to Top Talent

Connect directly with highly motivated students, researchers, and early-career professionals trained in heavy vehicle cybersecurity.



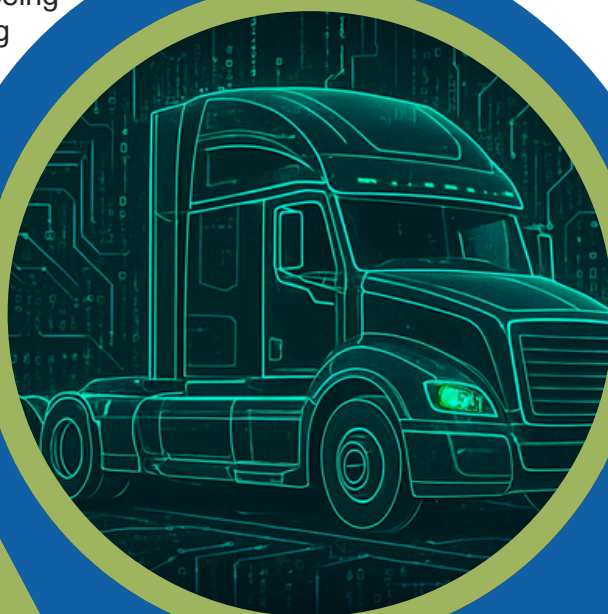
### Brand Visibility & Leadership

Demonstrate commitment to cybersecurity and innovation by being recognized as a leader in securing critical transportation systems.

The **CyberTruck Challenge** is a **closed, sponsor-driven event**—attendance is limited to sponsoring organizations, invited students, and select government partners. No public tickets are sold, ensuring a secure and focused environment for collaboration. This exclusive format provides sponsors with unparalleled access to talent, insights, and networking not available anywhere else..



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# Sponsorship Levels



### Platinum

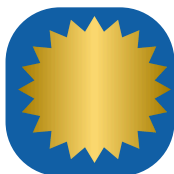
Contribution: \$25,000



Able to bring an asset for student attack, listed on event sponsor board, sponsor list for the year, and a LinkedIn Sponsor announcement, a meal & snack station sponsor, send eight (8) team members\* to work with students for the week, three (3) HR/Marketing people for Mon/Tues, sponsor table at the event. Register a student intern to attend as a student. Receive a student & professional roster.

### Gold

Contribution: \$20,000



Able to bring an asset for student attack, listed on event Sponsor board & sponsor list, LinkedIn Sponsor announcement from CTC, send six (6) team members\* to work with students for the week, send two (2) HR/Marketing people Mon/Tues, listed as a meal sponsor, a sponsor booth at the event, & register a student intern to attend as a student. Receive a student roster.

### Silver

Contribution: \$15,000



Listed on event sponsor board, website sponsor list, send four (4) team members\* to work with students for the week, and one (1) HR/Marketing person on Mon/Tuesday, and a sponsor table.

### Bronze

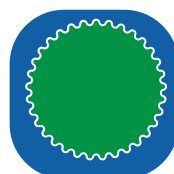
Contribution: \$10,000



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

### Contributor

Thank you for your contribution towards the annual event. You may attend as a guest on Tuesday and will be listed on the event sponsor board.



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# Sponsorship Package Steps to Forming a Team



01

### Teams Are Built Around a Vehicle

Team Contribution totals \$40,000 per asset

A vehicle sponsor will coordinate suppliers, OEMs, and other parties with cyber security interest in the asset to join them in the 2026 CyberTruck Challenge. Each sponsor will contribute towards a team contribution goal so no one single company is required to sponsor the full amount. CyberTruck Challenge will assist vehicle owners in coordinating their team.

02

### Team composition

Teams can be made of OEMs, suppliers, and security experts - anyone with components on the vehicle. There is a goal of 12 engineers per vehicle team and 6 students.

03

### Multiple Teams

Sponsors with multiple interests at the event may opt to spread their contribution among several teams and send people to each team. Example: Supplier X sponsors at \$20,000 and decides to apply \$5,000 towards 4 different teams and send an engineer to each team at the event.

04

### Send a Pledge

Confirm your pledge amount to CyberTruck Challenge and your team composition. Send a pledge by 31 December 2025.

05

### Pay Pledge

Sponsorship funds need to be received by 1 March 2026.



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**CyberTruck Challenge**  
Protecting critical mobility through applied cybersecurity.

# Event Schedule

 June 15 - 19, 2026

 Kellogg Arena  
1 McCamly Sq, McCamly Street S  
Battle Creek, MI 49017



## Sample Schedule

CyberTruck Challenge 2025 Schedule								Version: 20250606	
	Sunday, 8 June	Monday, 9 June		Tuesday, 10 June		Wednesday, 11 June	Thursday, 12 June	Friday, 13 June	Time
		Group A	Group B	Group A	Group B				
Before 0700	Site Closed			Site Closed					Before 0700
0700-0730		Breakfast		Breakfast		Breakfast	Breakfast	Breakfast	0700-0730
0730-0800								Awards	0730-0800
0800-0830		Welcome // NDA		Diagnostics	Hardware Reverse Engineering	Safety & Legal Briefing		Student Team Briefs (30 minutes each group)	0800-0830
0830-0900		Vehicle Orientation				Ethics Discussion			0830-0900
0900-0930									0900-0930
0930-1000		Heavy Vehicle Systems	Wireless	Break		Assessment	Assessment		0930-1000
1000-1030				Hardware Reverse Engineering					Diagnostics
1030-1100									1030-1100
1100-1130		Command Line		OSINT				1100-1130	
1130-1200								1130-1200	
1200-1230								1200-1230	
1230-1300		Lunch		Lunch		Lunch	Lunch	Lunch	1230-1300
1300-1330									1300-1330
1330-1400		OSINT		Command Line	Keynote Address		Assessment	Assessment	1330-1400
1400-1430		In Vehicle Networking	Heavy Vehicle Systems	Firmware Reversing	Automotive Ethernet	1400-1430			
1430-1500									1430-1500
1500-1530									1500-1530
1530-1600						1530-1600			
1600-1630								1600-1630	
1630-1700		Break		Break				1630-1700	
1700-1730		Wireless	In Vehicle Networking	Automotive Ethernet	Firmware Reversing	Assessment	Assessment	1700-1730	
1730-1800									1730-1800
1800-1830									1800-1830
1830-1900		Informal Welcome Reception (offsite)	Dinner		Dinner		Dinner	Dinner	1830-1900
1900-1930							1900-1930		
1930-2000	Trucking Industry Impact		Assessment Preparation		Assessment	Data Transfer to Sponsors and Turn in Student Computers	1930-2000		
2000-2030							2000-2030		
2030-2100	Free		Free				2030-2100		
2100-2130	Site Closed							2100-2130	
2130-2200								2130-2200	
After 2200								After 2200	




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# 2026 CYBERTRUCK CHALLENGE

## SPONSORSHIP FORM

15 - 19 June 2026  
Kellogg Arena  
1 McCamly Sq, McCamly Street S  
Battle Creek, MI 49017



4157 Mountain Rd, #236,   
Pasadena, MD 21122

443.401.7605 

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### SPONSOR INFORMATION

Company Name

Phone

Contact Person

Address

Email

Are you a nonprofit?

### SPONSORSHIP LEVEL *(Please select one)*

☐ Platinum - \$25,000    ☐ Gold - \$20,000    ☐ Silver - \$15,000    ☐ Bronze - \$10,000    ☐ Contributor - \$\_\_\_\_\_

**Benefits Received** *(Platinum, Gold, etc. benefits listed separately on a detailed sheet/brochure)*

### Indicate Sponsor Benefits you will be utilizing:

- ☐ Will use the booth space offered to Silver, Gold, and Platinum. Will need power to the booth space Y/N
- ☐ Plan to bring an asset for student learning and assessment
- ☐ I authorize the release of a photo on the event LinkedIn page of my asset arriving on load in day.
- ☐ Use of logo (provided by me) on all event advertisements as stated in sponsor brochures (exceptions noted below here): \_\_\_\_\_

Name

Signature

Date

Return completed pledge form to: [Tiffany.McDonald@CyberTruckChallenge.org](mailto:Tiffany.McDonald@CyberTruckChallenge.org)



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Securing the future of  
commercial trucking

# Thank You For Your

# Interest

## Contact

**Karl Heimer, President**



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**Urban Jonson, Secretary**



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**Tiffany McDonald, Treasurer**



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443.401.7605



[linkedin.com/company/cybertruck-challenge](https://www.linkedin.com/company/cybertruck-challenge)



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