BSides Manchester 2027: Sponsorship Prospectus

Where security meets engineering.

A community-led, full-day event that brings the North West's security, engineering and product practitioners into the same room, with a track for each of them.

Date and venue: 2027, to be announced. Expected attendance: around 150 to 200.



Who we are

BSides Manchester is a community-led, non-commercial event for security and engineering professionals across the North West of England. After six years of dormancy, we ran two preview nights in 2026 to test whether the local community was ready for the format to return. It was.

We are rebuilding deliberately and sustainably, with community partners, aligned sponsors, and an organising team that understands what year one of a rebuild looks like. We are not trying to be BSides London or San Francisco. We are trying to be the event that brings the North West's security and engineering communities together and highlights the work they do.



Proof, not promises

We've already run two events. Here's what that looked like, in numbers and in attendees' own words.

Event	Attended	Registered
Preview night, April 2026 (hosted by AJ Bell)	57	100+ RSVPs, capacity-limited
Ground Truth, 1 October 2026 (DiSH)	Around 70	115

2026 partners: AJ Bell (venue and catering), PortSwigger (refreshments), Axiom Breach (AV), Equixly (CTF), DiSH (venue).

What attendees said

> *"Hearing from all sides of the cyber puzzle was very insightful." (Engineering attendee)*
>
> *"Great to be among like-minded people from both Security and Development and re-establishing the BSides name back in MCR." (Preview night attendee)*
>
> *"Full day event! I want Manchester to surpass all other UK BSides." (Ground Truth attendee)*
>
> *"Amazing work, Manchester community is grateful!" (Ground Truth attendee)*

Why this room matters

Most security community events are programmed for security professionals, not the people who build the software. A few exceptions exist, OWASP among them, but our aim is the inverse: a full day with deliberate, equal programming for everyone who builds, breaks and defends software.

- **Security:** red, blue and purple teamers, AppSec, threat hunters and GRC professionals
- **Engineering:** software engineers, developers, QA and test, platform, DevOps and SRE
- **Product:** product managers, designers and delivery leads, who decide what gets built and when
- **New to the community:** students, career-changers and first-time attendees

This crossover is where modern security lives, and it's where most events fail to bring people together.



The programme

Track	What it is
Security	Offensive and defensive practice, real incidents, detection and response
Engineering	Secure development, testing, platform and pipeline security, from the people who ship
Product	Risk, prioritisation and the trade-offs behind what gets built
First-time speakers	A supported stage for people new to speaking, with mentoring before the day
Workshops	Hands-on sessions run by practitioners
CTF	A day-long capture the flag, open to all levels

Tickets

Standard tickets are £10. Students register free with a confirmed university email address, and we're offering ticket allocations to North West universities. Paid tickets keep no-shows low. Low prices keep the room open to everyone. Your sponsorship is what makes both possible.

Sponsorship packages

Four simple packages, priced for 2027 budgets. Every package that includes a table puts you on the floor with attendees, where the real conversations happen. Cash and in-kind support are treated as equals.

Package	Price	Available	At the event	Passes	Includes
Community Supporter	£300	Open	No table	1	Logo on website, named on printed sc mention before and after, thanks in op
Table Sponsor	£600	8	Table with two chairs	2	Everything above, plus roller banner placement and a named mention at opening and close
Event Sponsor	£1,200	4	Larger table, prime spot	3	Everything above, plus logo on badges and opening slides, named in all major comms, first refusal on the same package next year
Headline Partner	£2,000	1	Largest space, best position	4	Everything above, plus a featured social post and thanks from the stage at opening and close

Micro-sponsorships, £25 to £250. Individuals and small businesses can cover one thing the day needs, such as coffee for speakers, stickers, CTF prizes or a student's place. Every micro-sponsor is named on our website.

Add-ons

These can be taken on their own or alongside any package. Each one goes to a single sponsor.

Add-on	Price	What it covers
Track partner	£400 per track	"Supported by" credit on one track: Security, Engineering, Product or First-time speakers. No input on content.
CTF partner	£500, or in-kind	Named on the CTF and prizes, with winners announced on stage
Coffee partner	£300	Morning coffee, with your branding at the coffee station
Student access	£250	Covers refreshments and lunch for 25 student attendees

Cash isn't the only way

Our first preview night ran because AJ Bell provided the venue and catering in-kind. We treat in-kind partners as equals to cash sponsors.

In-kind role	What you provide	Recognition
Venue partner	The event space, at no cost	Named across all materials and comms
Catering partner	Food and refreshments for the day	Named in all comms, with an intro slot at opening
Workshop or CTF partner	A workshop or CTF in the programme	Named in the programme, with session credit
Community swag partner	Stickers, merchandise or giveaways	Named on the swag table, logo on website
Media partner	Photography, video or social amplification	Credit on all content produced

Community partners

Local groups, including InfoSec Manchester, OWASP Manchester and Cybrewery, are offered a free community table. There's no fee and no commitment beyond showing up. Their presence makes BSides Manchester a gathering point for the region's existing community, not a competitor to it.

What a full day costs

We believe in showing the numbers. These are indicative, based on 2026 costs

Cost line	Approximate
Venue (if not in-kind)	£2,500 to £2,800
Catering for around 100 attendees, full day	Around £900
Printed materials, badges, signage and lanyards	£350 to £500
AV contingency kit and equipment	£50
Welfare and safety supplies	£50
Contingency float	£200

What protects your sponsorship

Sponsorship does not buy speaking slots. That protects the value of your association with the event.

- **Anonymous, merit-reviewed CFP.** Sponsors are welcome to submit talks, and they go through the same anonymous review as everyone else. The programme is owned by the organising team.
- **Keynotes are invited, not sold.** No package guarantees or implies a keynote slot, at any price.
- **Attendee data stays with attendees.** We don't share email lists, contact details or registration data with sponsors. If badge scanning is ever introduced, it will be strictly opt-in.
- **Sponsor branding never outsizes BSides branding.** Logos are sized to the package, but never larger than the BSides Manchester brand.
- **A code of conduct for everyone,** sponsors and their staff included.

Sponsorship does not include guaranteed speaking slots, editorial control over content or agenda, access to attendee data, or veto rights over other sponsors or community partners.

Who's organising this

BSides Manchester is run by a small volunteer team of practitioners from across the North West.

- **Kay Adelaja**, Director, Event Lead
- **Kay Daskalakis**, Director, Programme and Moderation
- **Diana N**, Co-organiser, Welfare
- **Luke L,** Co-organiser, Operations
- **Anthony F,** Co-organiser, Outreach and community

More co-organisers and volunteers from our 2026 events are joining ahead of the full-day event.

How to get started

1. **Email us** with the package, add-on or in-kind role you're interested in. There's no long form.
2. **Have a 20-minute conversation.** We answer your questions, confirm fit, and walk through what your support will fund.
3. **Invoice and confirm.** Your package is locked in and your name goes on the supporters list.

Our transparency commitment. After the event, we publish a public breakdown of income and spending: every package, every cost line, and every pound of surplus and where it goes.

If now isn't the right time for your organisation, we'd rather know. We can come back next year, with no explanation expected.

Contact: hello@bsidesmcr.co.uk · linkedin.com/company/bsides-manchester · www.bsidesmcr.co.uk