PICO**CTF**

CALL FOR SPONSORS

CyLab's hacking competition, "picoCTF," was designed to introduce young minds to the problem-solving skills involved in hacking.

Sponsoring this competition gives you an opportunity to build brand visibility among cyber-oriented students across the nation and the world at the beginning of their journey, as well as with Carnegie Mellon students and alumni. Sponsor dollars support the competition designed to:

- Electrify young minds around cybersecurity, a critical need for any company today.
- Help build a pipeline of talent into the cyber workforce, which is struggling to hire enough people.
- Build your brand through association and support for the world's largest hacking contest that over 50,000 students have played thus far.

What is picoCTF?

From the world leaders in cybersecurity and four-time champions of the DefCon "World Series of Hacking" comes "picoCTF," a free, online cybersecurity competition for middle and high school students.
The competition starts with beginner-level challenges and becomes increasingly difficult throughout the game. By the end of the 10-day contest, participants are solving real cybersecurity problems similar to those dealt with by cybersecurity professionals today.With a particular focus on promoting diversity, we've made the contest such that all that is required to play is any computer with an Internet connection.

Since picoCTF's initial launch in 2013, over 50,000 students from over 1,000 schools in at least 48 states have participated in the competition. While prizes are limited to domestic students, the competition is also open to any player globally.

picoCTF was launched with two main goals in mind.

1. Introduce and set young minds on a path towards a career in cybersecurity.
Right now, our nation is experiencing a critical shortage of cybersecurity personnel, and it's because students don't learn that computer security is a viable profession until college, when most have already begun pursuing a particular career. Exposing kids to the problem-solving skills of hacking will create the pipeline of talent into the workforce that we need to protect ourselves, our organizations, and our country.

2. Identify the best of the best young cybersecurity minds.
All participants of picoCTF – let alone the winners – are set on the path to become the next generation of cybersecurity experts the public and private sectors need to stay safe.

"I competed in picoCTF on a whim with some friends for fun; we weren't expecting to do very well. After the first day or so we were in the top 10 on the scoreboard. **It was at that point that I realized: you know, maybe this is something we're pretty good at.** We ended up finishing in 3rd place, and that led me to study computer security in college."

Tim Becker
A high school senior who competed in picoCTF 2013. Tim is currently a fourth year Computer Science major at CMU and captain of CMU's four-time DefCon champion hacking team.

"**I think picoCTF is going to change lives here at Kealing!** It has been a tremendous learning experience for all of us. What surprises and pleases me the most is the level of interest from the girls."

Anita Johnson
Teacher at Kealing Middle School in Austin, TX

CORPORATE SPONSORSHIP
LEVELS & BENEFITS

Below are examples of benefits and levels sponsors of picoCTF have held in the past. We are always happy to discuss other options.

GOLD SPONSORSHIP $10,000

- Name and logo placed on prize materials
- Name and logo placed on official competition t-shirts
- Logo placed on [sponsor page of picoCTF website](#)

PLATINUM SPONSORSHIP $20,000

- Gold benefits
- Opportunity to attend workshop on adapting the open-sourced picoCTF platform for your company and/or other educational opportunities

DIAMOND SPONSORSHIP $30,000

- Platinum benefits
- Logo visible on overall scoreboard during picoCTF gameplay
- Visit Pittsburgh & Carnegie Mellon University during the awards ceremony
- Meet and recruit Carnegie Mellon University students
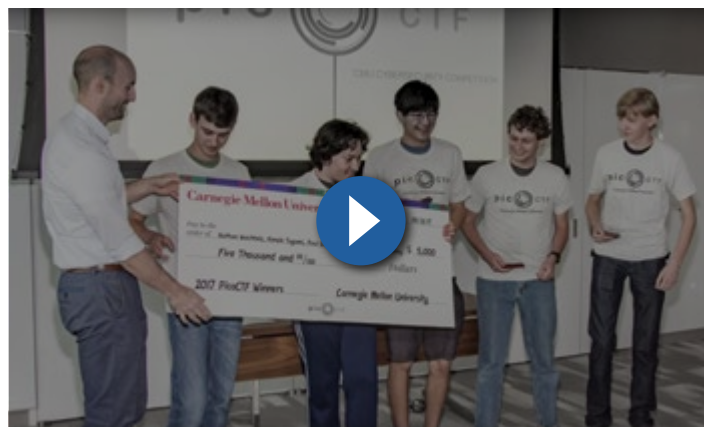
To sponsor picoCTF or if you have questions about sponsorship, please contact:

Michael Lisanti
mlisanti@cmu.edu