A major cyber attack has occurred. How should Europe respond?

We frequently hear the terms 'Cyber 9/11' and 'Digital Pearl Harbor,' but what might policymakers do the day after a crisis? The Cyber 9/12 Strategy Challenge is an annual cyber policy competition for students across the globe to compete in developing national security policy recommendations tackling a fictional cyber incident. In 2019, the 5th European Cyber 9/12 Strategic Challenge will take place in Geneva, Switzerland from 25-26 April 2019.

Winners of the 2018 European Challenge: Team Black Knights from the US Military Academy at West Point in the United States receives the 2018 award from Ambassador Christian Dussey, GCSP Executive Director (far left) and Ms Chelsey Slack, NATO Deputy Head of Cyber Defence (far right).

What is the challenge all about?

The Cyber 9/12 Strategy Challenge is a unique competition designed to provide students from a range of academic disciplines with a deeper understanding of the policy challenges associated with cyber crisis and conflict. Part interactive learning experience and part competitive scenario exercise, it challenges teams to respond to a realistic, evolving cyberattack and analyse the threat it poses to national, international, and private sector interests.

Students and professionals have a unique opportunity to interact with expert mentors and high-level cyber professionals while developing valuable skills in policy analysis and presentation. To date, the competition has engaged over one thousand students from several European countries, the United States and beyond. We are asking for your help with sponsoring this exciting event.

Facing the Global Strategic Challenge

In the European competition, hosted by the Geneva Centre for Security Policy (GCSP) in partnership with the Atlantic Council, students respond to a major cyberattack on European critical infrastructure and services. Competitors provide recommendations balancing individual national approaches and a collective crisis management response, considering capabilities, policies, and governance structures of NATO, the EU, and individual nations. The competition fosters a culture of cooperation and a better understanding of these organisations and their member states in responding to cyberattacks.

How to support us
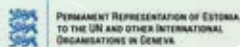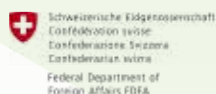
We offer multiple support options depending on your engagement goals. The table below outlines suggested partnership levels and associated benefits.

Suggested partnership levels and benefits	Diamond Sponsor € 35,000+	Platinum Sponsor € 20,000+	Gold Sponsor € 10,000+	Silver Sponsor € 5,000+
Provide company representative as keynote speaker to an audience of 200+	✓			
Provide a company representative as judge	✓	✓		
Participation in side events – send your policy and tech experts or marketing team to give company presentations	✓	✓		
A half-page ad in programme	✓	✓		
Participation in career fair – send your HR and recruiting teams to meet 150+ of the best and brightest students in the field	✓	✓	✓	
A banner on display at the competition venue	✓	✓	✓	✓
Competition bag insert – one piece of company literature distributed to all competitors, judges, coaches, and special guests	✓	✓	✓	✓
Company logo featured in all print and online competition materials	✓	✓	✓	✓

A La Carte Sponsorships

- **For more opportunities to get your name, logo, and message out to participants, we offer additional sponsorship opportunities including:**

- **Awards Ceremony and Reception:** Have your company representative open the awards ceremony and hand a co-branded award to the winning team. The ceremony is followed by a final networking reception for judges, speakers, and students, branded with your company logo.

- **Judges' Dinner:** Gather a group of high-level cyber professionals serving as judges for a private dinner in the evening before the competition.

- **Badges:** Company logo on the back of the badge with a dual-branded lanyard.

- **Gift Bags:** Company logo featured on gift bags handed to all participants.

The event will be live-streamed to guarantee the maximum visibility for the Sponsors.

Who partners with us?

We partner with organisations looking to foster an extraordinary pool of talent in cyberspace and shape the next generation of policymakers around the globe. Past supporters include:

Deloitte. · NATO OTAN · Microsoft · Schweizerische Eidgenossenschaft Confédération suisse Confederazione Svizzera Confederaziun svizra Federal Department of Foreign Affairs FDFA · PERMANENT MISSION OF FINLAND GENEVA

PERMANENT REPRESENTATION OF ESTONIA TO THE UN AND OTHER INTERNATIONAL ORGANISATIONS IN GENEVA · COUP4 · KUDELSKI SECURITY · CLANED GROUP · nixu cybersecurity.

To register or for more information, please contact: Ms Radostina Raykova of the Geneva Centre for Security Policy at **r.raykova@gcsp.ch** **www.gcsp.ch/events/cyber-9-12-student-challenge-2019**