



04.05.2027

RSAC

CYBER

APRIL 5, 2027 • 715 HARRISON, SAN FRANCISCO

SPONSORSHIP OPPORTUNITIES

The cybersecurity fight card comes to RSAC — Digital Fight Club × 715 Harrison



SHOW CONCEPT

NO PANELS. NO BS. JUST THE FIGHT CARD.

The cybersecurity version of Digital Fight Club invades RSAC for the first time in first time in 2027 — the best content and relationship-building event RSAC has ever seen. A hot ticket for 350 people at a conference of 40,000. 40,000.

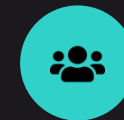
CISOs pick the topics. VAR and MSSP CEOs spar on stage. Three sitting CISOs referee to keep the fighters honest. Four fights, about 10–12 minutes each, decided live by audience vote. Cheering and heckling encouraged — it's not for the meek.

Invite-only. No tickets sold to the public. The only cyber vendors in the room are sponsors — and they're the minority.



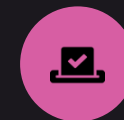
350

invite-only seats



40,000

RSAC attendees with FOMO



100%

real, unadulterated content



SHOW DETAILS

SHOW DETAILS



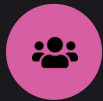
DATE

April 5, 2027



VENUE

715 Harrison (1 block SE from Moscone)
715 Harrison St, San Francisco, CA 94107



CAPACITY

350 attendees

All event details stay current at digitalfightclub.co

EVENING TIMELINE



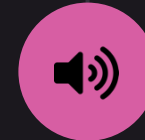
6:00 PM

VIP / GA Receptions



7:00 PM

Digital Fight Club



8:00 PM

After Party

* Times subject to change.



THE ROOM

THIS IS WHAT IT FEELS LIKE

Real moments from past DFC Cyber fight nights — this is the room your brand steps into.





SPONSOR LEVELS, AT A GLANCE

The best ROI of any event in the industry. Single levels or combinations available — full benefit breakdowns follow.



SOLD

Title Sponsor

\$125,000



25 VIP · 50 GA
tickets

SIGNATURE PERK

Own The Stage



Streaming Sponsor

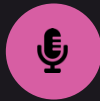
\$75,000



20 VIP · 35 GA
tickets

SIGNATURE PERK

Presented By... You



Vendor Fighter

\$50,000

PER FIGHTER



10 VIP · 20 GA
tickets

SIGNATURE PERK

Your CEO Fights



Fight Sponsor

\$30,000



5 VIP · 15 GA
tickets

SIGNATURE PERK

Carry a Fight Card



Revelry

\$15K-25K



2-3 VIP · 8 GA
tickets

SIGNATURE PERK

Own The Party



SPONSORSHIP · TITLE LEVEL

TITLE SPONSOR

\$125,000

SOLD

Own the event. Branding everywhere. 20% of the crowd are your prospects and customers, and you're a partner in the referee and fighter selection process.



25 VIP + 50 GA tickets

Plus reserved seating for every VIP attendee.



Referee & fighter selection

A real seat at the table for who fights and who referees.



CISO / VAR invite process

Help shape who's in the room.



Full footage if streamed

Raw fight footage, yours to use for marketing.



Unlimited swag

Drop all you want at your table — no branded pens.



Dominant stage branding

Top billing on stage and screens all night.



5 featured DFC posts

Logo love and mentions across every DFC channel.



Post-event contact list

Every attendee, yours to follow up with.



STREAMING SPONSOR

\$75,000

Presenting-sponsor billing on the event livestream / broadcast. Full broadcast scope and deliverables to be finalized.



Presenting billing on the broadcast

e.g. “Brought to you by ___” across the livestream / recap film.



Full raw fight footage

Yours to use for marketing, unrestricted.



Run pre & post-roll ads

15-second spots to get your message across.



20 VIP + 35 GA tickets

Plus reserved seating for every VIP attendee.



CISO / VAR invite process

Help shape who’s in the room.



Referee & fighter selection

A real seat at the table for who fights and who referees.



3 featured DFC posts

Logo love and mentions across every DFC channel.



Post-event contact list

Every attendee, yours to follow up with.



SPONSORSHIP · FIGHT 4

CYBER VENDOR FIGHTER

\$50,000 / fighter

You clamored for it — two cyber vendors go toe-to-toe on stage. Topic set by corporate CISOs, same as every fight. The best visibility you'll ever get at RSAC.



C-Suite exec must fight

Your executive, center stage, in front of every CISO in the room.



Full raw fight footage

Yours to use for marketing, unrestricted. *If event streams.



5 VIP + 15 GA tickets

Reserved seating for all VIP attendees.



CISO / VAR invite input

A voice in who gets invited.



Event-enhancing swag

Distribute what you want — no branded pens.



Logo love & mentions

Across all DFC communications and on-site.



3 featured DFC posts

Logo love and mentions across every DFC channel.



Post-event contact list

Every attendee, yours to follow up with.



FIGHT SPONSOR

\$30,000

One of the most coveted levels — only 4 available, one per fight. Past fight sponsors liked it so much they helped invent the Revelry tier just to do more.



5 VIP + 15 GA tickets

Reserved seating for all VIP attendees.



CISO / VAR invite input

A voice in who gets invited.



Branded corner card

Carry it across stage for your chosen fight.



Unlimited swag

Drop all you want — no branded pens.



Logo love & mentions

Across all DFC communications and on-site.



Post-event contact list

Every attendee, yours to follow up with.



REVELRY SPONSORS

Born when fight sponsors started throwing in extra just to be part of the fun — five ways to own a piece of the night.



Bar

\$25,000

3 VIP / 8 GA



Food

\$20,000

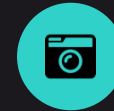
2 VIP / 8 GA



Noise-Makers

\$20,000

2 VIP / 8 GA



Step & Repeat

\$20,000

2 VIP / 8 GA



Photo Watermark

\$15,000

2 VIP / 8 GA

SHARED BENEFITS



VIP reception access



Unlimited swag



Reserved VIP seating



Logo love & mentions



Post-event contact list



VIP & GA RECEPTIONS

Both receptions run concurrently starting at 6:00 PM — fights begin at 7:00 PM sharp.



VIP RECEPTION

~100 people

LOCATION The Ante-room bar behind the 715 Harrison stage

Exclusively for fighters, referees, CISOs, VAR/MSSP CEOs and sponsor VIPs. A fan favorite: the step-and-repeat with sponsor and DFC logos, where we also conduct on-camera interviews with refs and fighters. Excellent networking, very well attended.



GA RECEPTION

Concurrent with VIP

LOCATION The main theater

Plenty of room for the full general-admission crowd to mingle before the fights, running at the same time as the VIP reception one room over.



DIGITAL FIGHT CLUB × RSAC 2027

04.05.2027

LET'S BUILD SOMETHING RSAC CYBER NERDS WON'T SOON FORGET

Michael Pratt

Creator / Host, Digital Fight Club



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