

FEBRUARY 18, 2027 · THE GRANADA THEATER, DALLAS

SPONSORSHIP OPPORTUNITIES

The cybersecurity fight card returns to Dallas — Digital Fight Club × The Granada Theater

NO PANELS. NO BS. JUST THE FIGHT CARD.

The cybersecurity version of Digital Fight Club returns to Dallas on February 18, 2027 — the best content and relationship-building event in cyber. A hot ticket for 500 people.

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.

500
invite-only seats

10
cyber vendors, max

100%
real, unadulterated content

SHOW DETAILS

DATE

February 18, 2027

VENUE

The Granada Theater
3524 Greenville Ave, Dallas, TX 75206

CAPACITY

500 attendees

All event details stay current at digitalfightclub.co

EVENING TIMELINE

5:30 PM	VIP Reception
7:00 PM	Digital Fight Club
8:15 PM	After Party

** Times subject to change.*

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

BUNDLE & SAVE
Add Black Hat or other DFC cyber events. Ask about multi-event packages.

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

Title Sponsor

$50,000

25 VIP · 50 GA
tickets

SIGNATURE PERK

Own The Stage

Streaming Sponsor

$50,000

20 VIP · 35 GA
tickets

SIGNATURE PERK

Presented By… You

Fight Sponsor

$20,000

5 VIP · 15 GA
tickets

SIGNATURE PERK

Carry a Fight Card

Vendor Fighter

$35,000

7 VIP · 20 GA
tickets

SIGNATURE PERK

Step Into The Ring

Revelry

$10K–15K

2–3 VIP · 10–15 GA
tickets

SIGNATURE PERK

Own The Party

TITLE SPONSOR

$50,000

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

$50,000

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.

FIGHT SPONSOR

$20,000

One of the most coveted levels — only 3 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.

SPONSORSHIP · FIGHT 4

CYBER VENDOR FIGHTER

$35,000 / 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.

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.

7 VIP + 20 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.

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
$15,000
3 VIP / 15 GA

Food
$12,500
2 VIP / 10 GA

Noise-Makers
$10,000
2 VIP / 10 GA

Step & Repeat
$10,000
2 VIP / 10 GA

Photo Watermark
$10,000
2 VIP / 10 GA

SHARED BENEFITS

- VIP reception access
- Unlimited swag
- Reserved VIP seating
- Logo love & mentions
- Post-event contact list

VIP & GA RECEPTIONS

VIP reception starts at 5:30 PM, GA doors open at 6:00 PM — fights begin at 7:00 PM sharp.

VIP RECEPTION

~100 people

LOCATION Sundown @ Granada

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 DOORS

Doors open 6:00 PM

LOCATION The Granada Theater

Doors open at 6:00 PM in the theater for the full general-admission crowd to mingle before the fights. VIPs join at 6:50 PM, and the after party follows at Sundown.

DIGITAL FIGHT CLUB × CYBER DALLAS 2027

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

Michael Pratt

Creator / Host, Digital Fight Club

mike@digitalfightclub.co

914-309-4191

digitalfightclub.co

BUNDLE & SAVE

Sponsoring Black Hat or another DFC cyber event too? Bundle them with Cyber Dallas and save.