

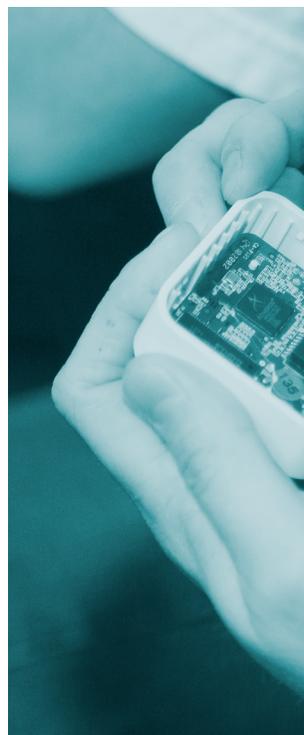


Mid-Atlantic Collegiate Cyber Defense Competition

Presented by National CyberWatch Center

March 31, April 1 & 2, 2016
Johns Hopkins University
Applied Physics Lab Laurel,
Maryland

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2016 SPONSOR BROCHURE

**Mid-Atlantic
Collegiate
Cyber Defense
Competition**



WHAT IS THE NATIONAL CYBERWATCH CENTER MID-ATLANTIC CCDC (MACCDC)

The National CyberWatch Center's MACCDC is a two to three-day event and the first competition of its kind that specifically focuses on the operational aspects of managing and protecting an existing "commercial" network infrastructure. The competition is open to teams from all two and four-year academic institutions in the Mid-Atlantic region. Not only do students get to test their knowledge and skills in a live environment, but they also get a chance to network with industry professionals who are on the lookout for the best and brightest students in the region.

HANDS ON COMPETITION

Student teams from across the region compete in a virtual Qualifying Round where they have to manage and protect an existing network infrastructure (running various real-world operating systems and services). Each team must ensure the systems are up and running and supply the specified services while under attack from professional volunteer Red Team (The Hackers), while satisfying periodic “injects” that simulate real world IT activities. This allows the teams to match their defensive skills against live opponents.

The top 10 student teams with the highest scores from the Qualifying Round advance to the face-to-face Regional Finals, hosted by the Johns Hopkins University Applied Physics Lab. The winner of the Mid-Atlantic Region advances to the National CCDC in San Antonio, Texas.

7 STATES AND THE DISTRICT OF COLUMBIA

290+ STUDENTS FROM 2-AND-4 YEAR SCHOOLS COMPETE

75+ SEASONED INFORMATION ASSURANCE PROFESSIONALS

30+ COLLEGE AND UNIVERSITIES REPRESENTED

280+ STUDENTS EXPOSED TO THE LATEST TECHNOLOGIES

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THE NATIONAL CYBERWATCH CENTER

The National Cyberwatch Center is a National Science Foundation (NSF) Advanced Technological Education (ATE)-funded center, headquartered at Prince George's Community College. The National CyberWatch Center is a collaboration of 140+ colleges and universities in 40 states (including the District of Columbia), as well as a large number of government and industry partners. The mission of the National CyberWatch Center is to lead collaborative efforts to advance cybersecurity education and strengthen the national cybersecurity workforce.

In addition to the MACCDC, the National CyberWatch Center is a co-founder of the National Cyber League (NCL). The NCL was founded in May 2011 to provide an ongoing virtual training ground for collegiate students to develop, practice, and validate their cybersecurity skills. Using lab exercises designed around industry-recognized performance-based exam objectives and aligned with individual and team games, the NCL is a first-of-its-kind ongoing experiment in learning and gaming using next-generation high-fidelity simulation environments.

**DIAMOND AND PLATINUM
SPONSORS HAVE**

**ACCESS TO
STUDENT
RESUMES
PRIOR TO THE
COMPETITION**

EVENT HIGHLIGHTS



Spectator-Friendly Competition
(live analysis and play-by-play)

Hackerspaces

Job Fair With Employer/Student Interactions

Student Team Debriefs And Awards Ceremony

Video Interviews

High School Career Fair & Expo

...and more!

KEY STRATEGIC OPPORTUNITIES

As the premier collegiate cybersecurity student competition, your support enables us to maintain the high standards associated with this program, defrays educational expenses, and allows your organization to meaningfully engage with the design, execution, and evaluation of the competition.



BENEFITS

- Monetary, software, and hardware contributions with tax benefits
- Opportunity to connect with cybersecurity professionals
- Learn about the latest cybersecurity trends and technologies
- Recognition on official marketing materials, press releases, and giveaways
- Participate and recruit students at the Job Fair
- Exclusive access to student resumes



- Video interviews to be posted on MACCDC website and social media channels
- Security consultation with Red Team
- Test bed for new products and services
- We actively and visibly promote our Official Sponsors who become an integral part of the MACCDC community

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SHAPE FUTURE CYBERSECURITY EXPERTS BY IMPROVING THEIR EDUCATIONAL EXPERIENCE

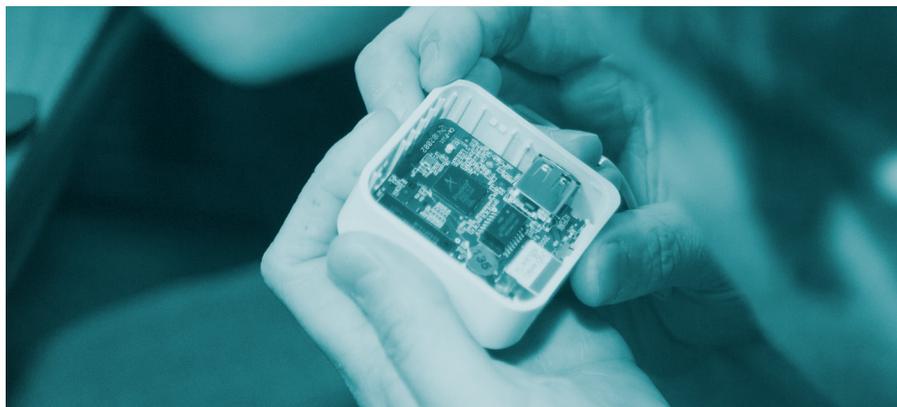
The field of cybersecurity is complex and ever changing. Sponsors who invest in MACCDC empower future cybersecurity professionals to tackle cutting-edge problems in a real-world environment. Your support not only makes a lasting impact on contestants, but also gives your organization a valuable opportunity to recruit the best and brightest in the field.

TEST BED FOR NEW PRODUCTS AND SERVICES

We are not shy to try new technologies and find solutions to existing problems. One of the main benefits is the ability to test new products, or experiment with different solutions in a safe and controlled environment.

THE BADGE

Each year a custom badge is developed for use within the competition. For example, custom laser-cut badges acting as access cards embedded with contactless proximity access, RFID technology, and an access control system modeled after many common single-factor physical access control systems used worldwide. Contestants are allowed to keep the badges and are provided with all the information they need to inexpensively re-create the access control system.





LEARN / INTERACT / PARTICIPATE

By taking an active role in sponsoring the National CyberWatch Center MACCDC, your organization will get the opportunity to meet and observe the best and brightest students from a variety of educational institutions. In addition, everyone attending will learn from watching the contestants, listening to the Red Team's debriefs, and networking with representatives from a range of sponsoring organizations.

Additional benefits to consider under special partnership arrangements:

- Mentoring individuals or teams
- Lunch/dinner with sponsors and organizers
- Pre-and post-event briefings regarding design and evaluation
- Post-mortem briefings of participating institutions

All are welcome to attend and participate in the various activities associated with the MACCDC: 2-day competition; speaker/student panels; Job Fair; game analysis and commentary; High School Career Fair & Expo; hackerspaces; and more.

**BE PART OF OUR
JOB FAIR AND FIND
KNOWLEDGEABLE
STUDENT TALENT**

WHY SPONSOR

For government, it is an opportunity to provide support for the next generation of cybersecurity professionals, fostering innovation and pushing contestants to explore creative cybersecurity solutions in a safe, controlled environment. MACCDC also allows you to test and explore cutting edge technologies and security solutions, which can be implemented to improve the security of your networks.

For industry, CCDC is an opportunity to showcase products and services to a tech savvy audience from educational, government, security, corporate, and developer communities. Furthermore, supporting innovation and collaboration among government, private and educational organizations advances the entire cybersecurity field, making the world safer for everyone.

As a national organization representing academia, industry, and private professionals, our goal is to advance the field of cybersecurity by developing the next generation of professionals. By increasing awareness and challenging the status quo, the MACCDC makes our digital world more secure. Join us now so that the next generation of security professionals can continue to defend our future.

WHAT STUDENTS SAY ABOUT THE MACCDC

"A computer science degree is abstract, but if you want real world experience to figure out if this is actually what you want to do, CCDC is about as good as it gets."

"I like the whole cat and mouse feel to it—you have to defend your castle from attackers and they are going to do whatever they can to break in..."

"We learn to work as a team, how to troubleshoot, how to think on our feet..."

"Core impact is one of the best penetration tools out there and costs a lot of money, and as students we wouldn't have the opportunity to see something like this without CCDC."



http://www.youtube.com/watch?v=kp6bktaB0A4&list=TLL_ILAUOiAILK45t66_J358A8AvST2UY

WHAT THE RED TEAM SAYS ABOUT THE COMPETITION

“Hands on training condenses what you can learn in a couple of years into a couple of days. At the MACCDC, students are under attack from the hackers for the whole time, which is very intense. Later in their careers, students can rely on this experience. They can say that they saw ten to fifteen attacks in an hour once and they can configure their system to be resistant to it. “

“When you are working for an organization doing security, you have to convince your organization to give you the resources to defend effectively against attacks. You have to be able to make a business case to get the resources you need. Attacks are always going to happen, and you as the defender have to understand the risks and get the appropriate level of support.”



http://www.youtube.com/watch?v=kp6bktaB0A4&list=TLL_ILAUOiAIIK45t66_J358A8AvST2UY

SPONSORSHIP LEVELS

Bringing together leaders from academia, government and industry, we provide an environment that fosters immediate and future opportunities. We've created a number of engagement options suitable to your specific needs and availability.

BENEFITS	SILVER \$3,000	GOLD \$7,500	PLATINUM \$12,500	DIAMOND \$25,000
Logo and link on www.MACCDC.org home and Sponsor pages	✓	✓	✓	✓
Post event debrief with website coverage	✓	✓	✓	✓
Access to team rosters with individual student email addresses		✓	✓	✓
Corporate Information distributed to students ahead of competition		✓	✓	✓
MACCDC booth at Job Fair		✓	✓	✓
HS Career Fair & Expo participation		✓	✓	✓
Logo on main event banner		✓	✓	✓

BENEFITS	SILVER \$3,000	GOLD \$7,500	PLATINUM \$12,500	DIAMOND \$25,000
Single teleconference to provide input and ask for specific outcomes		✓	✓	✓
Logo on printed materials and promotional pieces			✓	✓
Recorded video interview during the competition			✓	✓
Access to student resumes prior to competition			✓	✓
Up to two qualified company representatives on Red Team and/or White Team			✓	✓
Press Interviews with onsite representative and MACCDC Principals				✓
Multiple on-site and/or teleconference sessions to shape desired outcomes				✓
Written report summarizing requested outcomes				✓

SUMMARY

The National CyberWatch Center's MACCDC offers students and sponsors the opportunity to interact and discuss the most challenging issues in cybersecurity. As the best and brightest prepare to enter the job market, the organizations who attract the best talent will also have the best security. Sponsoring the MACCDC ensures that the next generation of cybersecurity professionals have what it takes to defend against complex attacks in a real world context, and gives your organization the opportunity to recruit the most talented future professionals in the region.

For more information contact:

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www.nationalcyberwatch.org

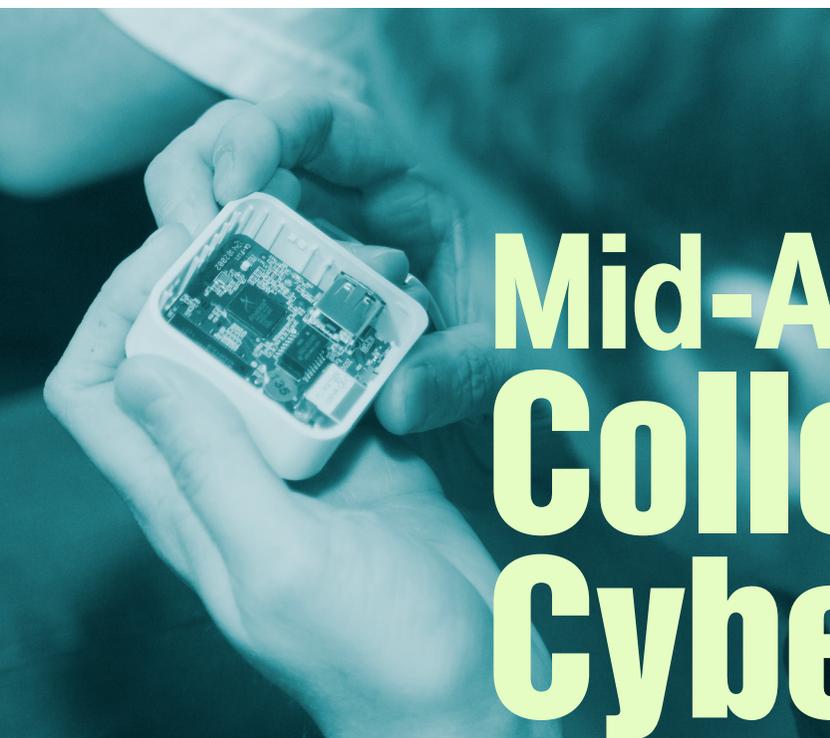
www.MACCDC.org



Mid-Atlantic Collegiate Cyber Defense Competition



Atlantic Regional Cyber Defense Competition



Mid-Atlantic Collegiate Cyber Defense Competition