What is Cyber Threat Defender?

Cyber Threat Defender is an educational cybersecurity card game where the objective is to build and defend a network against attacks and other incidents. Middle and high school students gain insight about various cybersecurity concepts through gameplay.

Since March 2016, the Cyber Threat Defender card game has been successfully integrated into 100+ schools and school districts with focused STEM programs on technology! Due to the high demand, we have now launched an online version to give more students access to the game!

By sponsoring the electronic version of Cyber Threat Defender, your organization will support STEM programs and engage the next generation of cyber professionals.

Learn more by visiting CyberThreatDefender.com.

Get Connected Online and Support STEM

Create the ultimate social connection with your brand by integrating your brand within the Cyber Threat Defender online game!

Your organization can choose to place commercials around the game or inside the game play screen with dynamic ads. You can decide how to promote your cyber programs and build connections with STEM students.

Become a Sponsor Today!

Your support will help change how cybersecurity is taught and learned in schools.

Larry Sjelin
Director of Game Development
larry.sjelin@utsa.edu
210.458.2159

Brand Your Organization Support STEM Programs

Distribute the PC Game to Promote Your Cyber Programs

Target Students Grades 7-12
The Cyber Threat Defender PC game is designed to give your brand the opportunity to showcase your programs, products and services in a unique and interactive platform. These sponsorship opportunities can introduce your brand through commercials, incentivized videos, logos and traditional ads.

**How do the sponsorship opportunities work?**
Introduction Commercials, for example, automatically play when the game is activated. The player cannot skip over the commercial. Additionally, when playing the game, the player can watch bonus videos during gameplay to receive extra bonus points to earn additional playing cards during the game. While playing, the Game Board Screen will display traditional ads on the left hand side of the board. These ads will remain on the screen throughout a playing round and rotate with other ads when a new game begins.

<table>
<thead>
<tr>
<th>Placement</th>
<th>Size (in Pixels W x H)</th>
<th>Rate</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>:20 Intro Commercial</td>
<td></td>
<td>$20,000</td>
<td></td>
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<tr>
<td>:15 Intro Commercial</td>
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<td>$15,000</td>
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<tr>
<td>:10 Intro Commercial</td>
<td></td>
<td>$10,000</td>
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</tr>
<tr>
<td>:15–:20 Incentivized Video (In-Game Bonus)</td>
<td>Web Large: 120 x 175</td>
<td>$10,000</td>
<td></td>
</tr>
<tr>
<td>:10–:14 Incentivized Video (In-Game Bonus)</td>
<td>Web Large: 120 x 175</td>
<td>$8,000</td>
<td></td>
</tr>
<tr>
<td>:05–:09 Incentivized Video (In-Game Bonus)</td>
<td>Web Large: 120 x 175</td>
<td>$5,000</td>
<td></td>
</tr>
<tr>
<td>Game Board Screen</td>
<td>Web Large: 120 x 175</td>
<td>$8,000</td>
<td>Appears 3x More Often than 2x/1x Ads</td>
</tr>
<tr>
<td>Game Board Screen</td>
<td>Web Large: 120 x 175</td>
<td>$7,000</td>
<td>Appears 2x as Frequent than 1x Ads</td>
</tr>
<tr>
<td>Game Board Screen</td>
<td>Web Large: 120 x 175</td>
<td>$6,500</td>
<td>1x</td>
</tr>
<tr>
<td>Game Board Screen</td>
<td>Web Medium: 120 x 90</td>
<td>$5,000</td>
<td>Appears 2x as Frequent than 1x Ads</td>
</tr>
<tr>
<td>Game Board Screen</td>
<td>Web Medium: 120 x 90</td>
<td>$3,500</td>
<td>1x</td>
</tr>
<tr>
<td>Game Board Screen</td>
<td>Logo</td>
<td>$3,000</td>
<td></td>
</tr>
<tr>
<td>Game Board Screen</td>
<td>Logo</td>
<td>$2,000</td>
<td></td>
</tr>
<tr>
<td>Game Board Screen</td>
<td>Logo</td>
<td>$2,000</td>
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</tbody>
</table>

**Note:** The CIAS does NOT build ads. Graphics must be supplied ready to use within one month of a signed contract. All ads must be GIF or JPEG. Ads may be updated at any time and contracts are active for six (6) months.

Please contact the CIAS today to discuss how you can support Cyber Threat Defender!
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