



Pwnterrey.net

## SPONSORSHIP INVITATION 2026



## THANK YOU FOR YOUR INTEREST IN SPONSORING PWNTERRY 2026!

This document contains information regarding sponsorship opportunities for the second edition of Pwnterry, a cybersecurity event created by the community, for the community, in Monterrey, Nuevo León.

The following sections provide detailed information about our community, the results achieved in the 2025 edition, and the different ways in which your organization can participate as a sponsor of Pwnterry 2026.

Our event is completely free for attendees, and it is thanks to the support of our sponsors that we are able to offer a technical, professional, and accessible space to foster cybersecurity in northern Mexico.

We sincerely appreciate your consideration.

If you have any questions or would like to explore a more personalized collaboration, please do not hesitate to contact us.

Sincerely,  
Pwnterry Team



[sponsors@pwnterry.net](mailto:sponsors@pwnterry.net)  
 [pwnterry.net](http://pwnterry.net)

# WE CREATE SPACES WHERE CYBERSECURITY IS EXPERIENCED, SHARED, AND TRANSFORMED.

The meeting point for those who build, break, and improve technology.

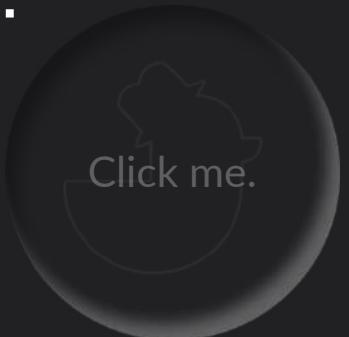
Pwnterrey was born from the need to connect talent, companies, and enthusiasts in one place: an authentic, free, and community-driven space.

We are a movement that seeks to transform Monterrey into a strategic hub for cybersecurity, creating opportunities to learn, collaborate, and grow together.

In every edition, we bring together professionals, students, and organizations with a common goal: to strengthen the country's digital security from the north.



 **AFTER MOVIE 2025:**



# PWNTERREY 2025 ACTIVITIES:

## Technical Talks

Presentations on vulnerabilities, methodologies, real-world attacks, forensic analysis, cloud security, red teaming, and more.



## Hands-on Workshops

Practical sessions where attendees learn new tools, hacking techniques, analysis, defense, and automation.



## CTF Competition

A challenge-based environment designed to assess and strengthen real cybersecurity skills: cryptography, pentesting, reverse engineering, digital forensics, web exploitation, and more.

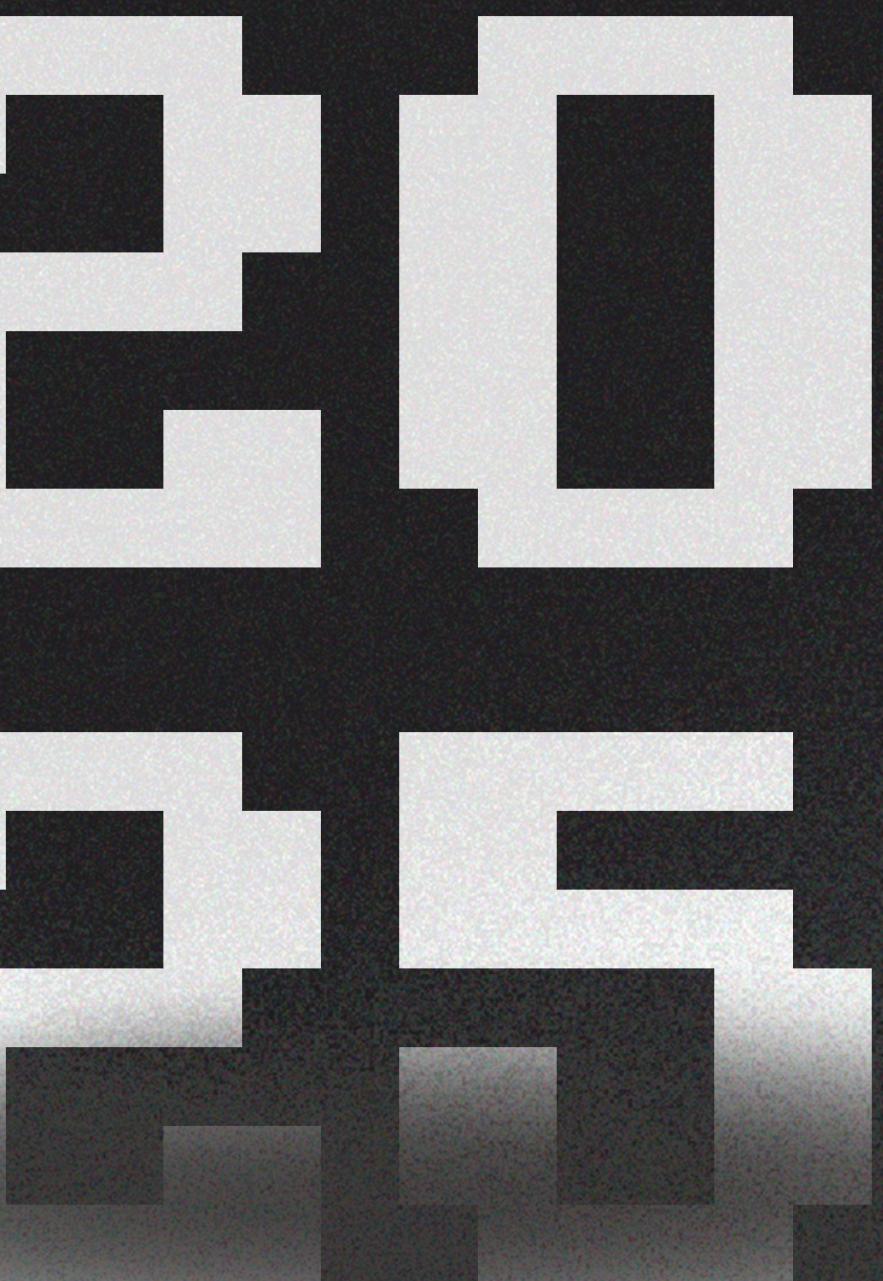


## Networking

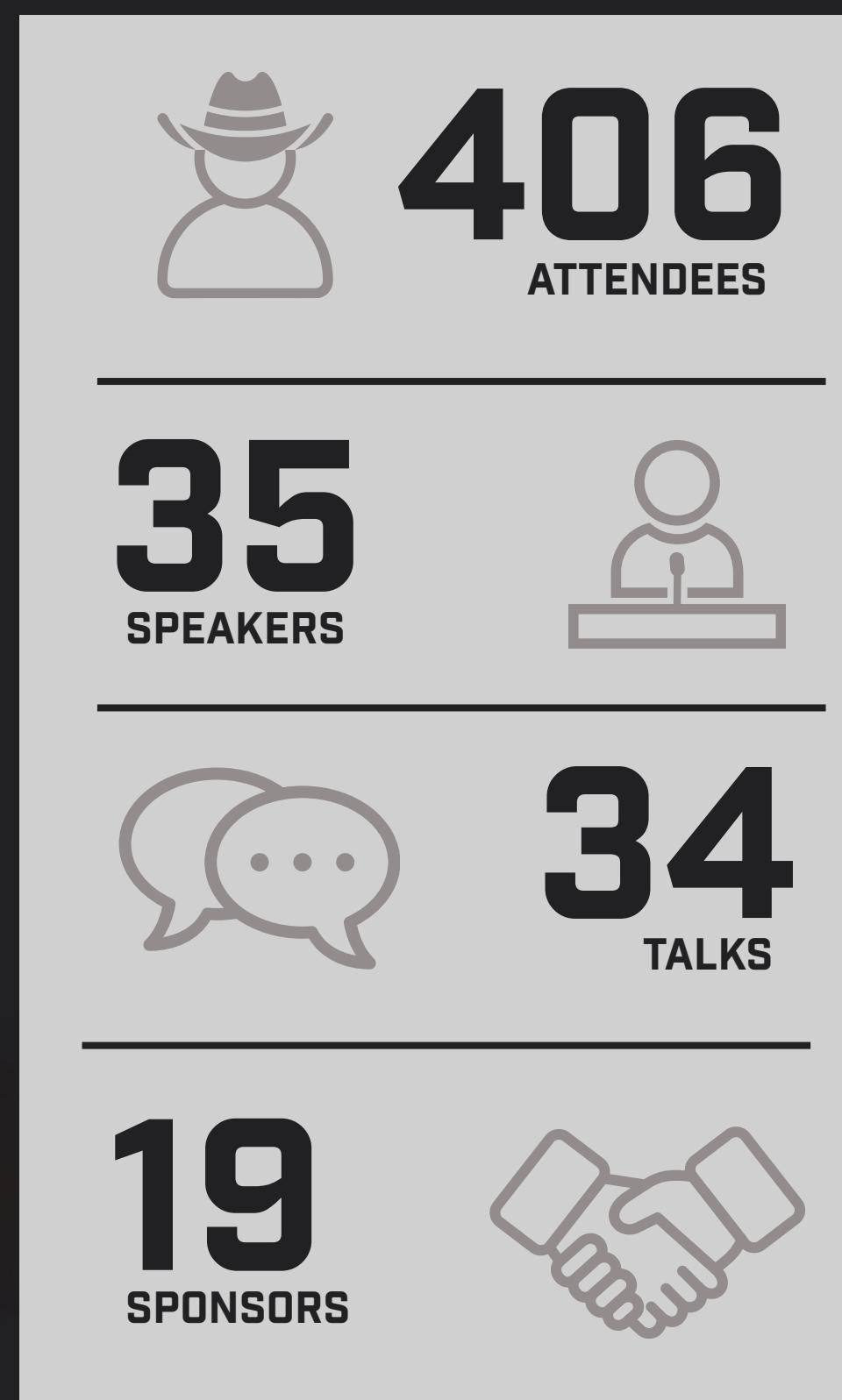
Dedicated areas to connect talent with companies, facilitating recruitment, collaborations, and conversations with experts.



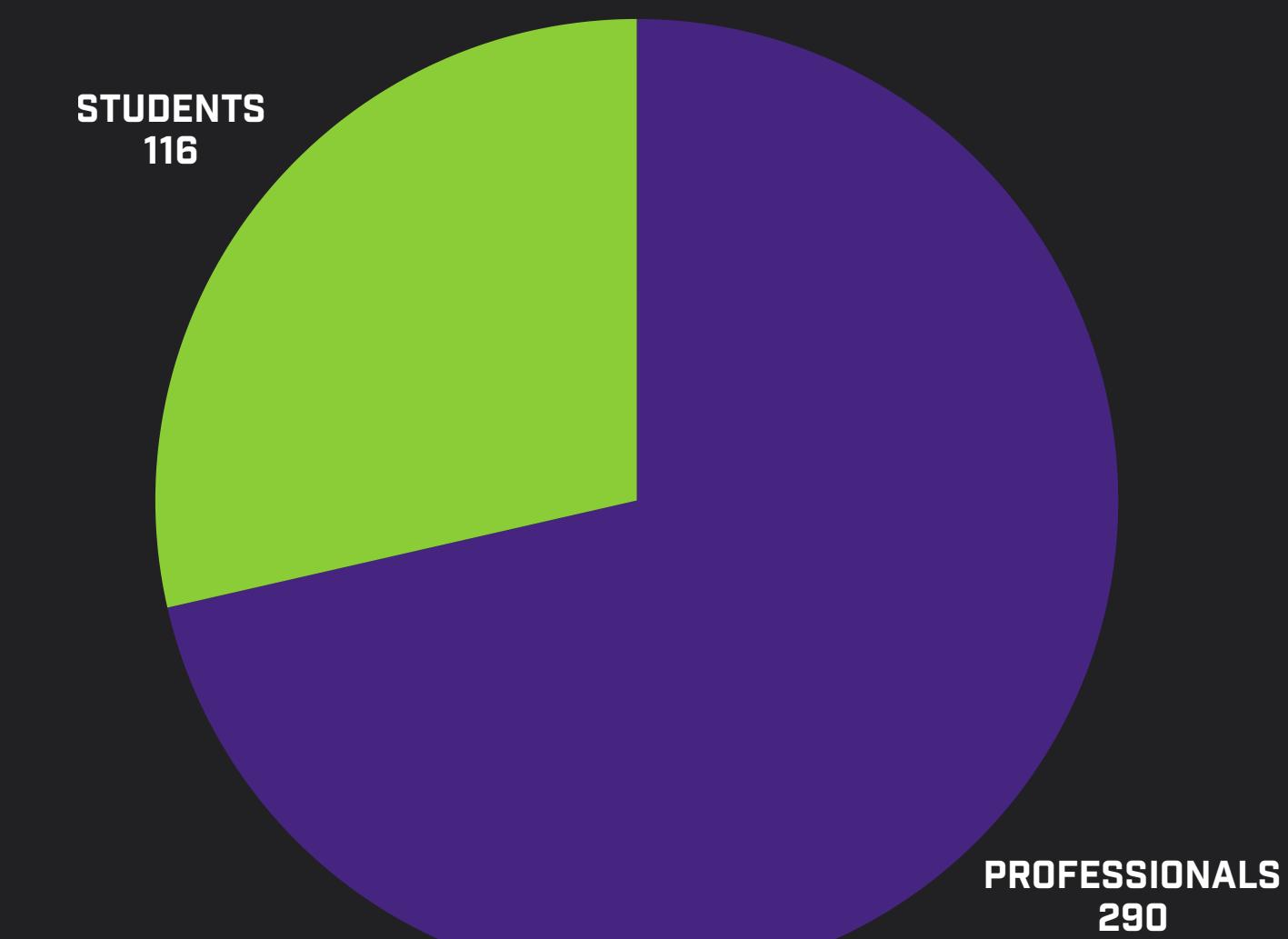
# RESULTS SUMMARY



## 2025 Results Summary



## ATTENDEE DISTRIBUTION 2025



84  
CTF PARTICIPANTS



## LINKEDIN AUDIENCE DEMOGRAPHICS

Servicios y consultoría de TI · 252 (21,5 %)

Seguridad de redes y sistemas informáticos · 193 (16,5 %)

Desarrollo de software · 71 (6,1 %)

Banca · 56 (4,8 %)

Enseñanza superior · 38 (3,2 %)

Tecnología, información e internet · 34 (2,9 %)

Servicios financieros · 33 (2,8 %)

Software de seguridad de datos · 31 (2,6 %)

Seguridad e investigación · 30 (2,6 %)

Telecomunicaciones · 28 (2,4 %)

### Datos destacados

Datos de: 1/12/2024 - 29/11/2025

57.285

Impresiones

1.688

Reacciones

35

Comentarios

56

Veces compartido

### Datos destacados de seguidores

1.171

Total de seguidores

28

Nuevos seguidores de los últimos 30 días

▲ 366,7 %



Quetzalcoatl Martinez Carrillo · 2º

Docente de Ciberseguridad

Ya esperando para el del próximo año 😊

Recomendar | Responder



Ana Laura Reynoso · 2º

Pentester Jr. | Voluntaria Nación Hacker | Ing. en Computación

6 meses • Editado • 0

¡Recordando la increíble sinergia en Pwnterry con WoSEC México!

Hace una semana, Monterrey fue el epicentro de un evento que marcó un hito para la comunidad de ciberseguridad en México: Pwnterry. Fue una experiencia excepcional, y quiero destacar especialmente la poderosa sinergia que se generó con la comunidad de WoSEC México.



Edgar Baldemar Ramos · 2º

CEO @ Purple Security

6 meses • 0

Este fin de semana nos unimos como patrocinadores en Pwnterry, un evento con alma hacker que reunió a estudiantes, investigadores, entusiastas y profesionales de la seguridad. ... más



Websec

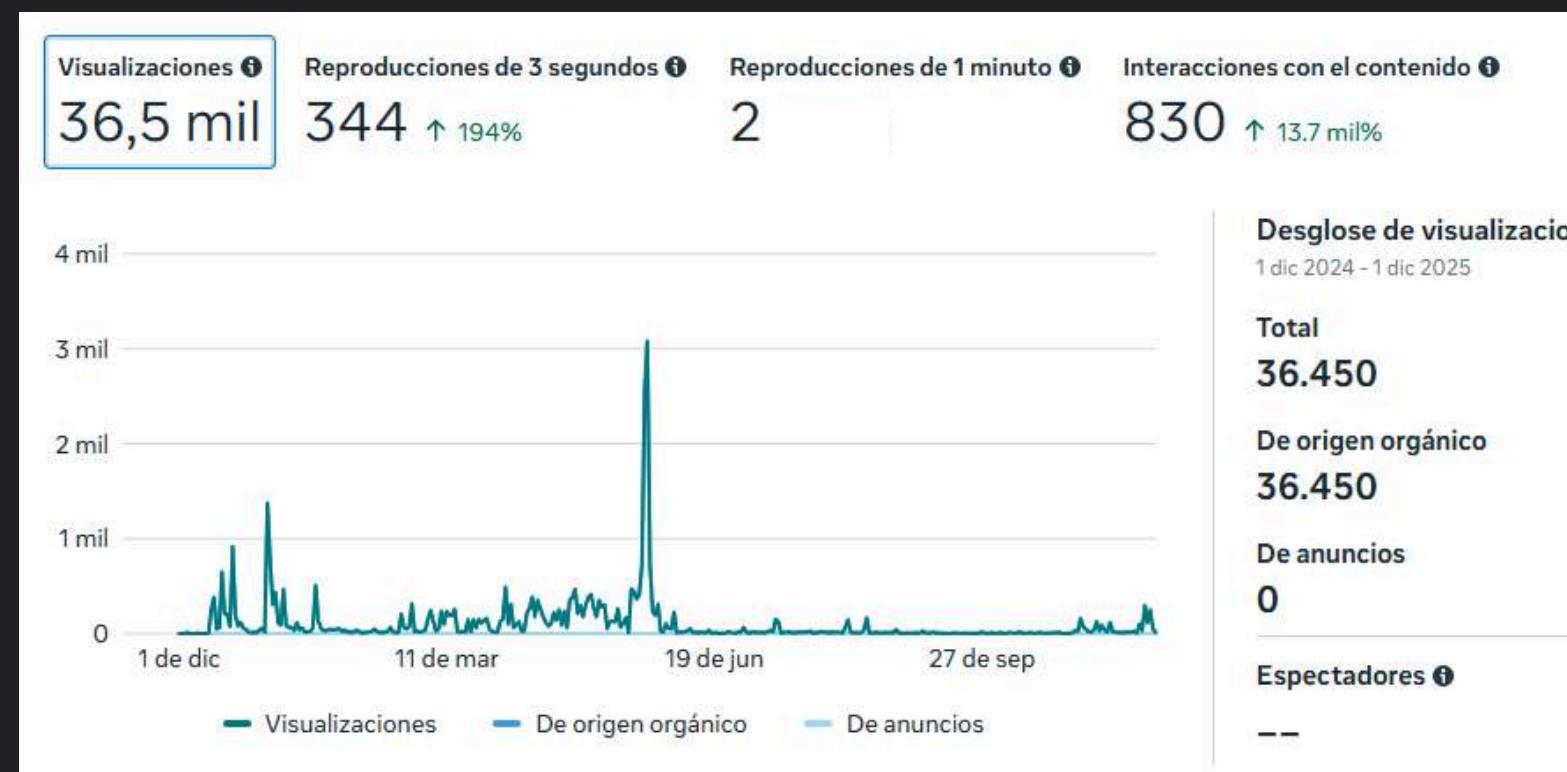
1.128 seguidores

6 meses • 0

Nos alegra haber formado parte de Pwnterry 2025. Nos emociona ver más y nuevos espacios para la comunidad de #hacking en México! Nos vemos!



# facebook



# Instagram



---

**GOLDEN SPONSORS**

---

**Deloitte.****CheckmarX**

---

**SILVER SPONSORS**

---



---

## RUBBER SPONSORS

---



---

## COMMUNITY

---



# 2026 OBJECTIVES

## IMPROVE THE ATTENDEE EXPERIENCE

**Objective:** Optimize content, logistics, and overall experience.

## DRIVE THE GROWTH OF THE CYBERSECURITY COMMUNITY

**Objective:** Increase participation and create greater opportunities.

## EXPAND THE EVENT'S REACH AND VISIBILITY

**Objective:** Increase Pwnterry's presence across digital media and networks.

## STRENGTHEN INDUSTRY PARTNERSHIPS

**Objective:** Increase sponsor participation and create more opportunities for them.

### KPIs:

- +20% more attendees compared to 2025 (goal: +480 attendees).
- ≥ 85% satisfaction rate in post-event survey.
- ≥ 80% participation in workshops and hands-on activities.
- Increase in technical workshops: +30% more workshops than in 2025.

### KPIs:

- ≥ 30% of the audience with a mid-senior technical profile.
- ≥ 20% more attendees compared to the previous edition.
- ≥ 25% female participation (measurable increase of women in the community and at the event).

### KPIs:

- Instagram: +40% follower growth.
- Facebook: +50% reach during event week.
- LinkedIn: +40% follower growth.
- Total event reach: +12,000 users across social networks.
- ≥ 15 official content pieces (reels, photos, short videos).

### KPIs:

- +15% more sponsors compared to 2025.
- ≥ 80% sponsor satisfaction rate (internal survey).
- ≥ 3 activation areas created within the event.
- ≥ 3 companies offering job openings / recruitment during the event.

Pwnterry 2026 is built on clear and measurable goals that allow us to evaluate the event's impact and ensure year-over-year growth. To achieve this, we have defined a set of **KPIs (Key Performance Indicators)** that will allow us to objectively measure the reach, quality, and evolution of this edition. These are the objectives and KPIs that will be used to evaluate the success of Pwnterry 2026.



## INVITATION TO SPONSOR PWNTERRAY 2026

On behalf of the Pwnterrey community, we thank you for your time and would like to extend an invitation for the organization you represent to take part in the second edition of our event, to be held in Monterrey, Nuevo León.

Pwnterrey is a completely **free event** for attendees.

This is only possible **thanks to the support of our sponsors**, who help make a technical, professional, and accessible space a reality—one that drives the growth of the cybersecurity ecosystem in northern Mexico.

Your contribution enables students, professionals, companies, and enthusiasts to access high-quality content, hands-on activities, and real opportunities for development and recruitment.



## WHY SPONSOR PWNTERRY 2026?

### Positioning within the cybersecurity ecosystem

- Continuous visibility before, during, and after the event.
- Association with a technical and professional movement.

### Brand amplification across digital media

- Inclusion in the official recap and audiovisual content.
- Organic reach before and after the event.

### Direct access to talent

- Candidates evaluated in real time through CTFs and workshops.
- Mid-senior technical profiles, juniors, and specialists available for hiring.
- Dedicated spaces for recruitment and employer branding.

### On-site activations and presence

- Booths, interactive activities, product demonstrations, and customized visibility.
- Direct space to engage with the community.

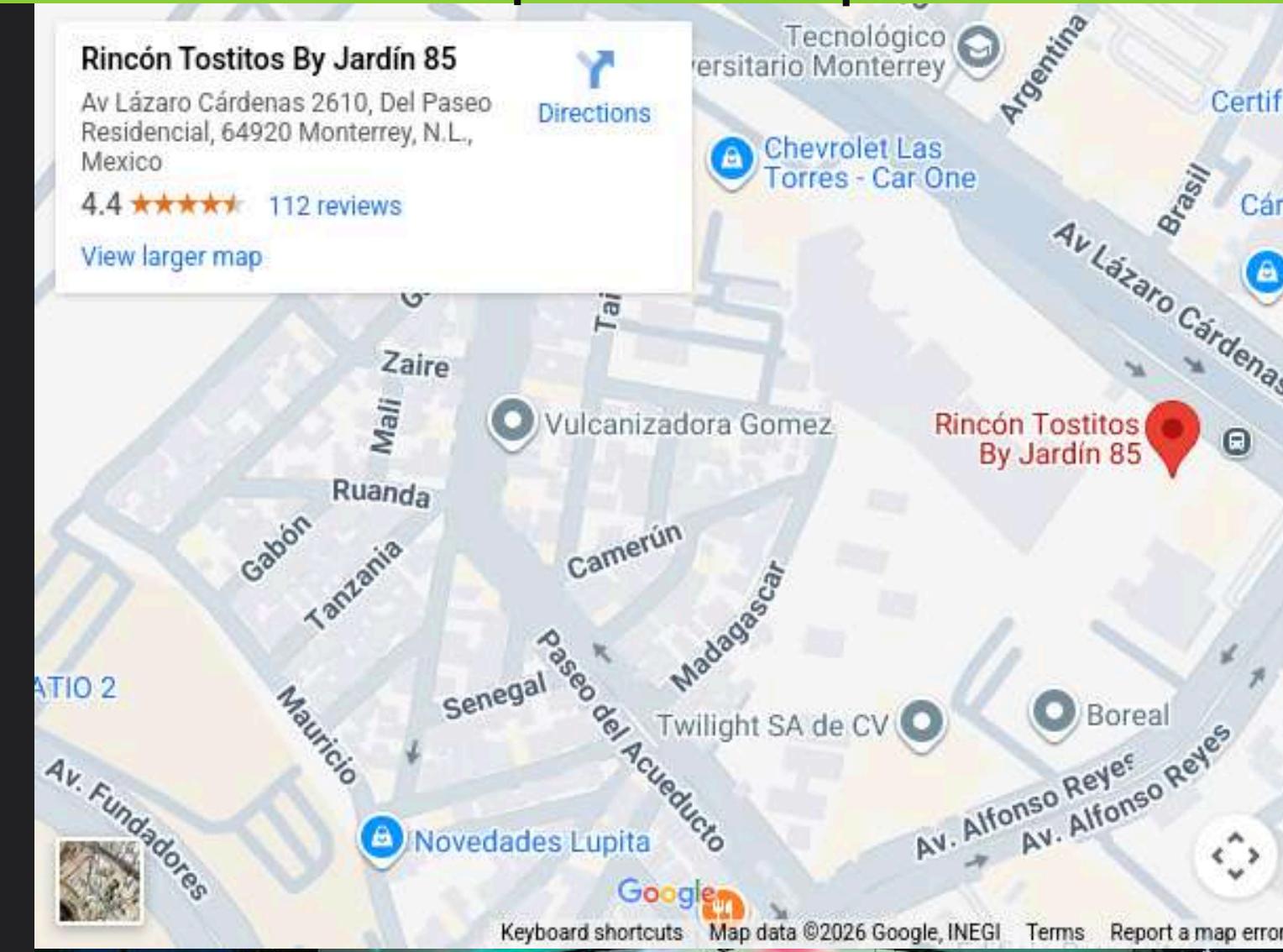
### Social impact and regional growth

- Your sponsorship makes a free event possible for students and emerging talent.
- Contributes to the professionalization of cybersecurity in Monterrey.

# SAVE THE DATE

29 - MAYO - 2026

VENUE:  
**RINCÓN TOSTITOS  
BY JARDÍN 85**



# SPONSORSHIP LEVELS

Learn about the sponsorship options available to be part of Pwnterrey 2026:



**GOLDEN  
DUCKY**

**\$3,800 USD**



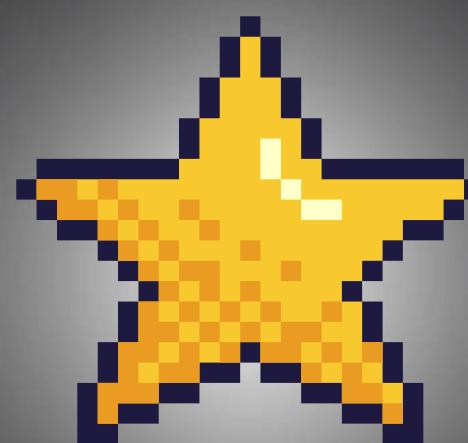
**SILVER  
DUCKY**

**\$2,800 USD**



**RUBBER  
DUCKY**

**\$1,800 USD**

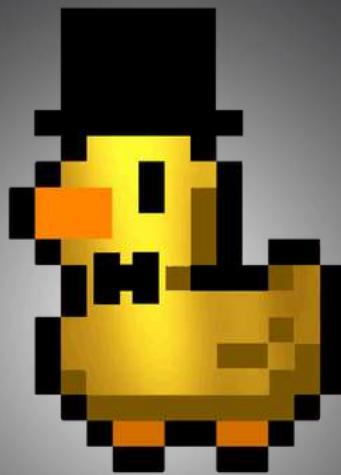


**COMMUNITY**

**\$600 USD**

Values expressed in USD. Fixed exchange rate for the 2026 edition: 19 MXN per USD. Amounts are before taxes (VAT).

# SPONSORSHIP LEVELS - GOLDEN DUCKY



## GOLDEN DUCKY

**\$3,800 USD**

Values expressed in USD. Fixed exchange rate for the 2026 edition: 19 MXN per USD.  
Amounts are before taxes (VAT).

## Golden Ducky Sponsorship Benefits – 2026

### 1. Admission tickets

10 full-access passes to the event for members of your organization.

These passes allow participation in talks, workshops, activities, and special areas.

### 2. Attendee t-shirts

Official event t-shirts will be provided, including your logo for enhanced brand presence.

This guarantees visibility during the event and in all photographs shared by the community.

### 3. On-site booth (Large size)

- Access to the largest booth at the event, ideal for:
  - technical demonstrations
  - brand activations
  - recruitment sessions
  - product or service presentations
- Preferred location, assigned before any other sponsorship level.

### 4. Recruitment

- On-site recruitment:
  - Direct recruitment during the event.
  - Access to a dedicated recruitment area (exclusive interview room for sponsors).
- Social media recruitment:
  - Pwnterry will repost job openings published by your organization on its main LinkedIn page related to recruitment.

# SPONSORSHIP LEVELS - GOLDEN DUCKY



## GOLDEN DUCKY

**\$3,800 USD**

Values expressed in USD. Fixed exchange rate for the 2026 edition: 19 MXN per USD.

Amounts are before taxes (VAT).

## Golden Ducky Sponsorship Benefits – 2026

### 5. Audiovisual Package

- **Photography package:**
  - The sponsor will receive 15 professionally edited photographs focused on their brand, booth, and interaction with attendees during the event. These images may be used on social media, internal reports, marketing materials, or corporate communications.
- **Customized on-site interview:**
  - The Pwnterry team will conduct a recorded interview with the brand's designated representative.
  - Questions will be shared in advance for review, allowing time to prepare key messages or request coverage of specific topics (product, job openings, company culture, initiatives, etc.).
  - The final result will be a short (1-minute), dynamic, and professional video that can be used across your distribution channels.
- **Highlight video clip (30 sec):**
  - A 20-30 second mini-video showcasing:
    - your booth
    - your team interacting with attendees
    - your technology or services
    - your branding in a real-world context

### 6. Custom cutting board

- Personalized gift as a token of appreciation and exclusive recognition for premium sponsors.

### 7. Meal tickets

Meal tickets will be allocated according to the sponsorship package contracted.

These tickets will be assigned based on the order in which sponsorships are confirmed.

# SPONSORSHIP LEVELS - GOLDEN DUCKY



## GOLDEN DUCKY

**\$3,800 USD**

Values expressed in USD. Fixed exchange rate for the 2026 edition: 19 MXN per USD.

Amounts are before taxes (VAT).

## Golden Ducky Sponsorship Benefits – 2026

### 8. GrillBox

- Customized GrillBox, a special experience during the event that strengthens networking and community engagement.

### 9. Social Media Content

The sponsor will receive a digital visibility strategy before, during, and after the event:

#### -Before the event: -

- Two official posts highlighting the brand:
  - Sponsorship confirmation announcement.
  - General post introducing the company and its participation in Pwnterry.

#### - After the event: -

- Four professional content pieces will be produced, including:
  - Brand video interview at the event.
  - Highlight reel video showcasing booth activity and presence.
  - Carousel with 5 edited photographs of the sponsor.
  - Official thank-you post.

#### -Extended reposting on LinkedIn, Facebook, and Instagram: -

- For 6 months before and 6 months after the event, Pwnterry will repost all content published by the company related to the sponsorship or its participation in the event, significantly expanding its reach within the community.

#### - Appearance in the Event Recap Experience --

- Your brand and videos will appear in the official event recap.

# SPONSORSHIP LEVELS - SILVER DUCKY



## SILVER DUCKY

**\$2,800 USD**

Values expressed in USD. Fixed exchange rate for the 2026 edition: 19 MXN per USD.  
Amounts are before taxes (VAT).

## Silver Ducky Sponsorship Benefits – 2026

### 1. Admission tickets

7 full-access passes to the event for members of your organization.

These passes allow participation in talks, workshops, activities, and special areas.

### 2. Attendee t-shirts

Official event t-shirts will be provided, including your logo for enhanced brand presence.

This guarantees visibility during the event and in all photographs shared by the community.

### 3. On-site booth (Medium size)

- Access to a medium-sized booth at the event, ideal for:
  - technical demonstrations
  - brand activations
  - recruitment sessions
  - product or service presentations
- Preferred location, assigned ahead of lower sponsorship levels.

### 4. Recruitment

- On-site recruitment:
  - Direct recruitment during the event.
  - Access to a dedicated recruitment area (exclusive interview room for sponsors).
- Recruitment via WhatsApp:
  - Pwnterry will repost job openings published by your organization on its main LinkedIn page related to recruitment.

# SPONSORSHIP LEVELS - SILVER DUCKY



## SILVER DUCKY

**\$2,800 USD**

Values expressed in USD. Fixed exchange rate for the 2026 edition: 19 MXN per USD.

Amounts are before taxes (VAT).

## Silver Ducky Sponsorship Benefits – 2026

### 5. Audiovisual Package

- Photography package:
  - The sponsor will receive 10 professionally edited photographs focused on their brand, booth, and interaction with attendees during the event.
- Highlight reel video (30 sec):
  - A 20-30 second mini-video showcasing:
    - the booth
    - the team interacting with attendees
    - the company's technology or services

### 6. Social Media Content

The sponsor will receive a digital visibility strategy before, during, and after the event:

- Before the event: -

- One official post highlighting the brand:
  - Sponsorship confirmation announcement.

- After the event: -

- The following content will be published:
  - Highlight reel video showcasing booth activity and presence.
  - Official thank-you post.

- Extended reposting on LinkedIn, Facebook, and Instagram: -

- For 3 months before and 3 months after the event, Pwnterry will repost all content published by the company related to the sponsorship or its participation in the event, significantly expanding its reach within the community.

- Appearance in the Event Recap Experience --

- Your brand and videos will appear in the official event recap.

### 7. Meal tickets

Meal tickets will be allocated according to the sponsorship package contracted.

These tickets will be assigned based on the order in which sponsorships are confirmed.

# SPONSORSHIP LEVELS – RUBBER DUCKY



## RUBBER DUCKY

**\$1,800 USD**

Values expressed in USD. Fixed exchange rate for the 2026 edition: 19 MXN per USD.  
Amounts are before taxes (VAT).

## Rubber Ducky Sponsorship Benefits – 2026

### 1. Admission tickets

5 full-access passes to the event for members of your organization.

These passes allow participation in talks, workshops, activities, and special areas.

### 2. Attendee t-shirts

Official event t-shirts will be provided, including your logo for enhanced brand presence.

This guarantees visibility during the event and in all photographs shared by the community.

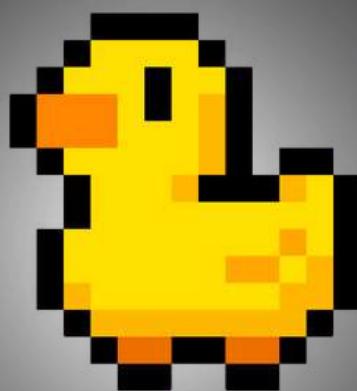
### 3. On-site booth (Small size)

- Access to a small booth at the event, ideal for:
  - technical demonstrations
  - brand activations
  - recruitment sessions
  - product or service presentations
- Booth location will be assigned based on availability.

### 4. Recruitment

- On-site recruitment:
  - Direct recruitment during the event.
  - Recruitment carried out directly at your booth.
- Social media recruitment:
  - Pwnterry will repost job openings published by your organization on its main LinkedIn page related to recruitment.

# SPONSORSHIP LEVELS – RUBBER DUCKY



## RUBBER DUCKY

**\$1,800 USD**

Values expressed in USD. Fixed exchange rate for the 2026 edition: 19 MXN per USD.

Amounts are before taxes (VAT).

## Rubber Ducky Sponsorship Benefits – 2026

### 5. Audiovisual Package

- **Photography package:**
  - The sponsor will receive 5 professionally edited photographs focused on their brand, booth, and interaction with attendees during the event.
- **Highlight reel video (30 sec):**
  - A 20–30 second mini-video showcasing:
    - the booth
    - the team interacting with attendees
    - the company's technology or services

### 6. Social Media Content

The sponsor will receive a digital visibility strategy before, during, and after the event:

#### - Before the event: -

- One official post highlighting the brand:
  - Sponsorship confirmation announcement.

#### - After the event: -

- The following content will be published:
  - Official thank-you post.

#### - Extended reposting on LinkedIn, Facebook, and Instagram: -

- For 1 month before and 2 months after the event, Pwnterry will repost all content published by the company on its main page related to the sponsorship or its participation in the event, significantly expanding its reach within the community.

#### - Appearance in the Event Recap Experience --

- Your logo and clips will appear in the official event recap.

### 7. Meal Tickets

**Meal tickets will be allocated according to the sponsorship package contracted.**

These tickets will be assigned based on the order in which sponsorships are confirmed.

# SPONSORSHIP LEVELS - COMMUNITY



## COMMUNITY

**\$600 USD**

Values expressed in USD. Fixed exchange rate for the 2026 edition: 19 MXN per USD.

Amounts are before taxes (VAT).

## Community Sponsorship Benefits – 2026

### 1. Admission tickets

3 full-access passes to the event for members of your organization.

These passes allow participation in talks, workshops, activities, and special areas.

### 2. On-site booth (Small size)

- Access to a small booth at the event, ideal for:
  - technical demonstrations
  - brand activations

### 3. Social Media Content

#### - Before the event: -

- One official post highlighting the brand:
  - Sponsorship confirmation announcement.

#### - After the event: -

- A thank-you post addressed to all Community sponsors, accompanied by a carousel featuring group images where brands at this level will appear.

#### - Extended reposting on LinkedIn, Facebook, and Instagram: -

- For 2 weeks before and 2 weeks after the event, Pwnterry will repost all content published by the company on its main page related to the sponsorship or its participation in the event, significantly expanding its reach within the community.
- Pwnterry will repost job openings published by your organization on its main LinkedIn page related to recruitment.

#### - Appearance in the Event Recap Experience --

- Your logo will appear in the official event recap.

## SPONSORSHIP COMPARISON

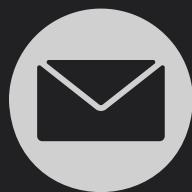


LEVEL	GOLDEN DUCKY \$3,800 USD	SILVER DUCKY \$2,800 USD	RUBBER DUCKY \$1,800 USD	COMMUNITY \$600 USD
Admission tickets	10	7	5	3
Official t-shirts	✓	✓	✓	--
On-site booth	Large	Medium	Small	Small
Preferred location	Priority 1	Priority 2	Priority 3	Subject to availability
Access to recruitment area	✓	✓	--	--
Recruitment via social media	✓	✓	✓	✓
Photography package	15 edited photos	10 edited photos	5 edited photos	--
Professional interview video	Interview + pre-approved questions	--	--	--
Highlight reel video	30 sec	20-30 sec	20-30 sec	--
Custom cutting board	Premium gift	--	--	--
GrillBox	Special experience	--	--	--
Official content before the event	2 posts	1 posts	1 posts	1 posts
Official content after the event	4 posts	2 posts	1 thank-you post	Group thank-you post
Social media reposting	12 months	6 months	3 months	1 month
Appearance in Recap Experience	Logo+ videos	Logo + video	Logo + short clips	Logo



# CONTACT

For questions, additional information, or to secure your sponsorship package for Pwnterry 2026, we are at your disposal:



[sponsors@pwnterry.net](mailto:sponsors@pwnterry.net)



[pwnterry.net](http://pwnterry.net)



