



OH FFS...

Innovate | Educate | Secure

SPONSORSHIP OVERVIEW

Cape Town-10th April 2025

Johannesburg-15th April 2025



the
rebel
element



THE
CYBER
ESCAPE
ROOM
CO.

ABOUT THE EVENT

**Because life's too short
for 'meh' —this is your
golden ticket to 'WOW!**

Let's skip the corporate fluff, yeah?
Cybersecurity is serious business — we
get that. But who says you can't tackle big
challenges and have a laugh along the
way? Oh FFS is where innovation meets
practicality, and no one's pretending
they've got all the answers.

Forget the over-engineered slideshows
and awkward "so, what do you do?" small
talk. This is real talk, real solutions, and
real connections — with a bit of sass on
the side. Because let's face it, everyone's
tired of buzzwords and pitches
in disguise.

OUR VISION:

Igniting Innovation & Collaboration

Picture this: a no-BS stage where the actual doers (yes, the people at the coalface) drop wisdom bombs you won't find on LinkedIn. We're here to spark real conversations, inspire collaboration, and trigger those "aha!" moments that help organisations protect their crown jewels. No fluff. No filler. Just the stuff that works.

OUR GOALS:

Innovate | Educate | Secure

- Facilitate wisdom drops from legends
- Curate content that actually matters
- Educate in a way that sticks
- Connect like a boss



MEET THE BAND

Oh FFS was founded by **The Rebel Element** and **The Cyber Escape Room Co.**, two companies with a shared vision of a more engaging, impactful approach to cyber security.



Kelly Bentley

Amy Stokes-Waters



the
rebel
element



THE
CYBER
ESCAPE
ROOM
CO.



"Oh FFS was head and shoulders above any other CyberSec event that I have been to, or sponsored, before.

Amy and Kelly have taken a stagnating events industry and turned it into something special. A place where professionals can meet each other as people first... and god forbid have a laugh along the way"

-Stream Security

WILL YOU BE PART OF THE ELITE RIFFRAFF?



- Schmooze with bigshots
- Be the brand everyone talks about
- Drop knowledge bombs, not just business cards
- Mix, mingle & tequila

WHAT TO EXPECT AT OH FFS 2025

Themes That Matter

Securing the Human Factor: It's All About People

Innovation in Action: Cool Tech, Real Solutions

Mental Health & Resilience in Cyber: Keeping Your Team (and Yourself) Sane

Engaging the Wider Business: Getting Execs to Care

Zero Trust: The Buzzword That's Here to Stay

AI-Powered Threat Detection: Let the Machines Do the Work



OH FFS...

Innovate | Educate | Secure

SPONSORSHIP PACKAGES



the
rebel
element



THE
CYBER
ESCAPE
ROOM
CO.

THE BACKSTAGE PASS PACKAGE

R50 000.00

5 Available

For brands looking to make a splash without taking centre stage. Be visible, be involved, and make meaningful connections.

Deliverables:

- **Premium Logo Placement** — Your brand featured on event materials and promotions
- **Social Media Shoutouts** — Pre-event and live event coverage on our channels
- **Panel Participation** — Feature your thought leader on one of our expert panels
- **Networking Access** — Rub shoulders with key attendees
- **1 company representative**
- **2 customer invitations** (to be vetted by the organisers)

Why Choose This Package? It's your all-access pass to the coolest cyber event around.

THE MAIN STAGE PACKAGE

R145 000.00

5 Available

Stand out as a thought leader and industry innovator. This package is for brands ready to lead the conversation and drive change.

Deliverables:

- **The Backstage Pass Package**
- **Sponsored Keynote Slot** — Take the mic for a 15-minute prime speaking slot
- **1 additional company representative** (making it two in total)
- **1 additional customer invitations** (to be vetted by the organisers)
- **45-second promotional video**

Why Choose This Package? It's your mic-drop moment to shine in front of the people that matter most.

THE HEADLINER PACKAGE

R190 000.00

3 Available

Take centre stage as the star of Oh FFS 2025. This package gives you maximum visibility and influence, making your brand the name everyone remembers.

Deliverables:

- **The Main Stage Package**
- **Event Co-Branding** — Your logo alongside ours as an official event partner
- **Custom Cyber Escape Room Sponsorship** — Your brand featured in our gamified training experience
- **Private VIP Dinner Host** — Host an exclusive dinner for key decision-makers and top attendees
- **Sponsored Panel or Case Study Slot** — Lead the conversation on a topic that matters
- **Premium Digital Coverage** — A dedicated blog post and interview published on our site and socials
- **Post-Event Analytics Report** — See the real impact of your sponsorship
- **1 additional company representative** (making it three in total)
- **2 additional customer invitations, making it 5 invites in total** (to be vetted by the organisers)

Why Choose This Package? Own the spotlight, set the trends, and make waves at the conference—all while basking in exclusive coverage.

CUSTOM ADD-ONS

Upgrade your sponsorship by choosing exactly what resonates with your brand

Want to level up your sponsorship? Choose from these festival-inspired extras to **amplify your brand's presence.**

- **Exclusive Cocktail Sponsorship — R35 000.00**

Your logo on the bar and drink menus. Cheers to that!

- **On-Stage Demo or Case Study Presentation — R45 000.00**

A 10-minute slot to showcase your solutions in action.

- **VIP Goodie Bag Sponsorship — R15 000.00**

Curate and brand premium goodie bags for top-tier attendees. (all items and the bag to be vetted by the organisers and provided by the sponsor)

- **Custom Branded Escape Room Challenge — R55 000.00**

Sponsor a section of our Cyber Escape Room with your brand's narrative or solutions.

Ready to Rock? Let's Talk.

These packages are first-come, first-served, so don't miss your chance to be part of the most talked-about cyber event of the year. Let's create something unforgettable together — and maybe raise a glass (or two) while we're at it.

Hit up **cam@therebelelement** or message **+27 686334908**

OH FFS...

Innovate | Educate | Secure

THANK
YOU!

in



the
rebel
element



THE
CYBER
ESCAPE
ROOM
CO.