

Real trucks  
Real engineers  
Real students  
Real problems  
Real solutions



June 9 – 13, 2025

Look for us at:

**Kellogg Arena**

1 McCamly Square  
McCamly St. South  
227 Winter Ave NW  
Battle Creek, MI 49504

# CyberTruck Challenge 2025

STILL ADDRESSING THE CYBERSECURITY NEEDS OF THE HEAVY TRUCKING INDUSTRY BY BEING A PARTNER INSPIRING THE NEXT GENERATION WORKFORCE - IN A DIFFERENT VENUE FOR 2025.



Join us for a week of intense learning, hands-on, real-world assessment & exploitations on heavy trucks as industry, trainers, government, & students join together for the CyberTruck Challenge.

Students apply for the opportunity to learn from some of industry's best trainers and to work on sponsoring teams.

*"It's the most fun you'll ever have being exhausted" and "It's the event I look forward to most each year" – professional attendees*

We provide a unique environment for industry to meet and work with students who will be entering the cybersecurity workforce so they may learn, strengthen skills industry needs and develop a passion to enter cybersecurity as it relates to the medical devnixe industry. Your team gets to meet these students and work side-by-side with them during an intense week requiring them to utilize all their skills.

Please contact us to find out how to become involved in the 2025 CyberTruck Challenge ▶ ▶ ▶

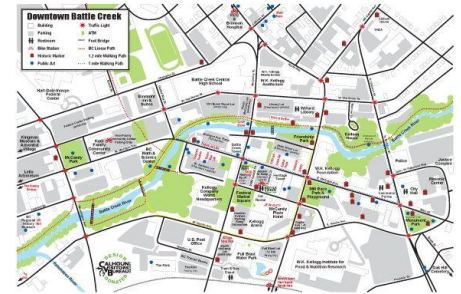


**For more information:**

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You provide:

the equipment & your team

We provide:

the best students, trainers, and mentors for one intense week of learning, problem solving, and relationship building.

Return your pledge form to become part of the 2025 CyberTruck Challenge!



Dear Sponsor:

CyberTruck Challenge appreciates your sponsorship of the annual event. We would like to announce the 2025 CyberTruck Challenge dates of **June 9 – 13<sup>h</sup>** with a location of Kellogg Arena in Battle Creek, Michigan; we look forward to working with you in the coming year on the 2025 CyberTruck Challenge to excite Cybersecurity college students to enter the Trucking Industry and develop professional relationships with your company. We believe you will find your sponsorship provides invaluable service to your industry.

### Premium\* One Sponsor

**Meet-n-greet sponsor, On Challenge Coin, T-Shirt, LinkedIn Sponsor announcement, meal sponsor, send eight (8) team members\*** to work with students for **the week, sponsor table** at the event. Receive **student & professional attendee roster**. Listed on **Event Sponsor board & website**.

### Platinum \$25,000

Listed on: **Event Sponsor board, sponsor list for the year, Student Career Networking Workshop sponsor**, and a **LinkedIn Sponsor announcement, a meal & snack station sponsor**, send **six (6) team members\*** to work with students for **the week, sponsor table** at the event. Receive a **student & professional roster**.

### Gold \$15,000

Listed on **event Sponsor board, sponsor list for the year, LinkedIn Sponsor announcement** from CTC, send **four (4) team members\*** to work with students for **the week**, listed as a **meal sponsor, sponsor table** at the event. Receive a **student roster**.

### Vehicle/ Asset

Bring **three (3) team members** \*(one must be the vehicle boss who is in charge of the asset for the week) in addition to any other sponsorship level benefits. Vehicle **MUST** be a target for assessment (guided or open).

### Silver \$10,000

Listed on **Event Sponsor board, website sponsor list**, and a **LinkedIn Sponsor announcement** from CTC; send **three (3) team members\*** to work with students for **the week, and a sponsor table**.

### Bronze \$6,000

Listed on **event Sponsor board** and on **website sponsor list**; send **two (2) team members\*** to work with students for **the week**.

### Contributor \$5,999 or less

Thank you for your contribution towards the annual event. You may attend as a guest **on Tuesday** and will be listed on the **event sponsor board**.

\* Team members who do not work on the assessment (HR, Marketing, etc.) may only attend Monday and Tuesday. Attendees on Friday **must** have participated in the assessment Wednesday and Thursday. **A team member is one** named person for the week; this may not be split among different individuals. Each sponsor level has a limit on the number of team members registered.



# 2025 Sponsor Pledge

Sponsor Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Sponsorship level:

- Premium (\$\_\_\_\_\_)     Platinum (\$25,000)     Gold (\$15,000)  
 Silver (\$10,000)     Bronze (\$6,000)     Contributor \$\_\_\_\_\_

Vehicle/learning platform: please describe the learning platform/vehicle you would like to provide (undersigned understands the platform provided will be eligible for assessments to students guided by your team):

Will you be paying by check, credit card or ACH?

Does your company require a purchase order, other document number, or enrollment in a third-party system for payment for the CyberTruck Challenge invoice? Y/N

If yes, please provide the necessary information.

Signature:

Date:

Printed Name:

Sponsorship pledges/agreements are due by January 1, 2025.

Sponsorship funds are due by March 31, 2025.