

2025 SPONSORSHIP KIT

BARCODE
WE CYBER.

PARTNER WITH US
AND ELEVATE YOUR
BRAND TODAY!



ABOUT US

BarCode is an award-winning podcast that explores the technology, personalities, criminals, and heroes shaping modern global security. Spawned during the COVID-19 pandemic, the experience was designed to mimic the informal educational aspects of in-person cybersecurity events and meet ups, without corporate boundary lines.

- Podcast and live events explore modern security topics
- Features expert discussions on pressing cyber challenges and emerging trends
- Aims to help professionals strengthen their organizations' cyber defenses
- Showcases the most influential, bleeding edge researchers and professionals
- Provides a laid-back atmosphere with a non-corporate feel



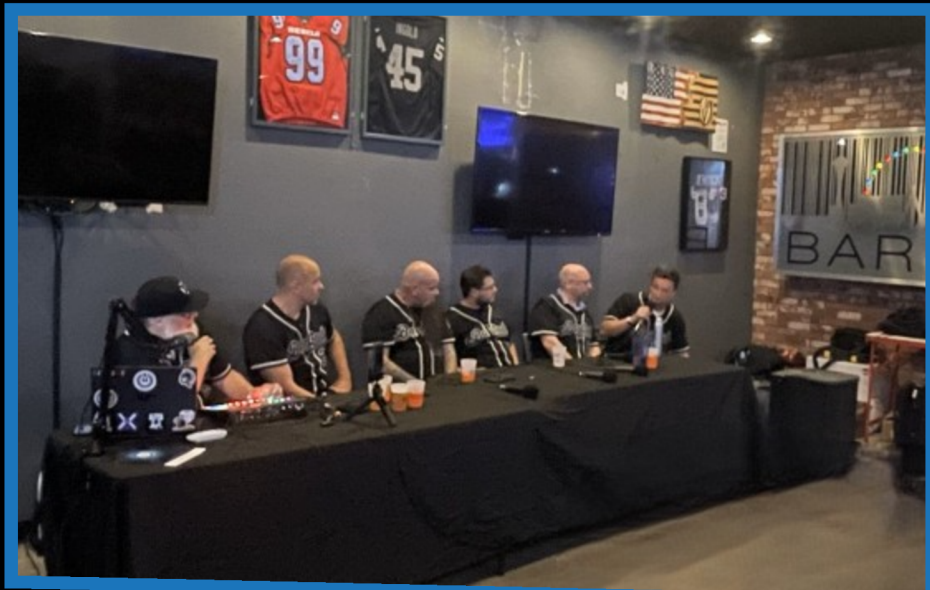
Chris Glanden is a cybersecurity influencer, advisor, and prolific content creator with over 20 years of enterprise experience. A former security architect, he now operates Barcode Security and hosts the BarCode podcast. Passionate about creative storytelling, Chris also writes and directs cyber-inspired indie films. With a dedicated following and network, his engaging approach to educating the global security community through entertainment has solidified his status as a thought leader.

PODCAST (RECORDED)

BarCode's recorded podcast offers sponsors access to a highly engaged cybersecurity audience across YouTube, TikTok, Instagram, and all major podcast platforms like Apple Podcasts and Spotify. These 45-minute, professionally produced episodes feature video ad rolls, custom overlays, dynamic music, and entertaining guests. Sponsors gain extended audience reach and brand alignment with industry thought leadership. It's a creative platform designed to inform, engage, and entertain while amplifying sponsor visibility.

PODCAST (LIVE EXPERIENCE)

A valuable and engaging way for cybersecurity professionals to stay updated on trends and best practices, connect with thought leaders, engage in discussions, network, and be entertained by a cybersecurity-focused host. Key benefits include real-time engagement, education, entertainment, expert access, networking, lead generation, and on-demand availability to a broad audience. Typically held at bar venues or streamed live across multiple platforms to thousands of interactive viewers. BarCode has performed live coast-to-coast, including at Blackhat, Defcon, Secureworld, Futurecon, BSides and exclusive private events.



STATS

150+

EPISODES

125K

DOWNLOADS

30K

FOLLOWERS

32

LIVE SHOWS

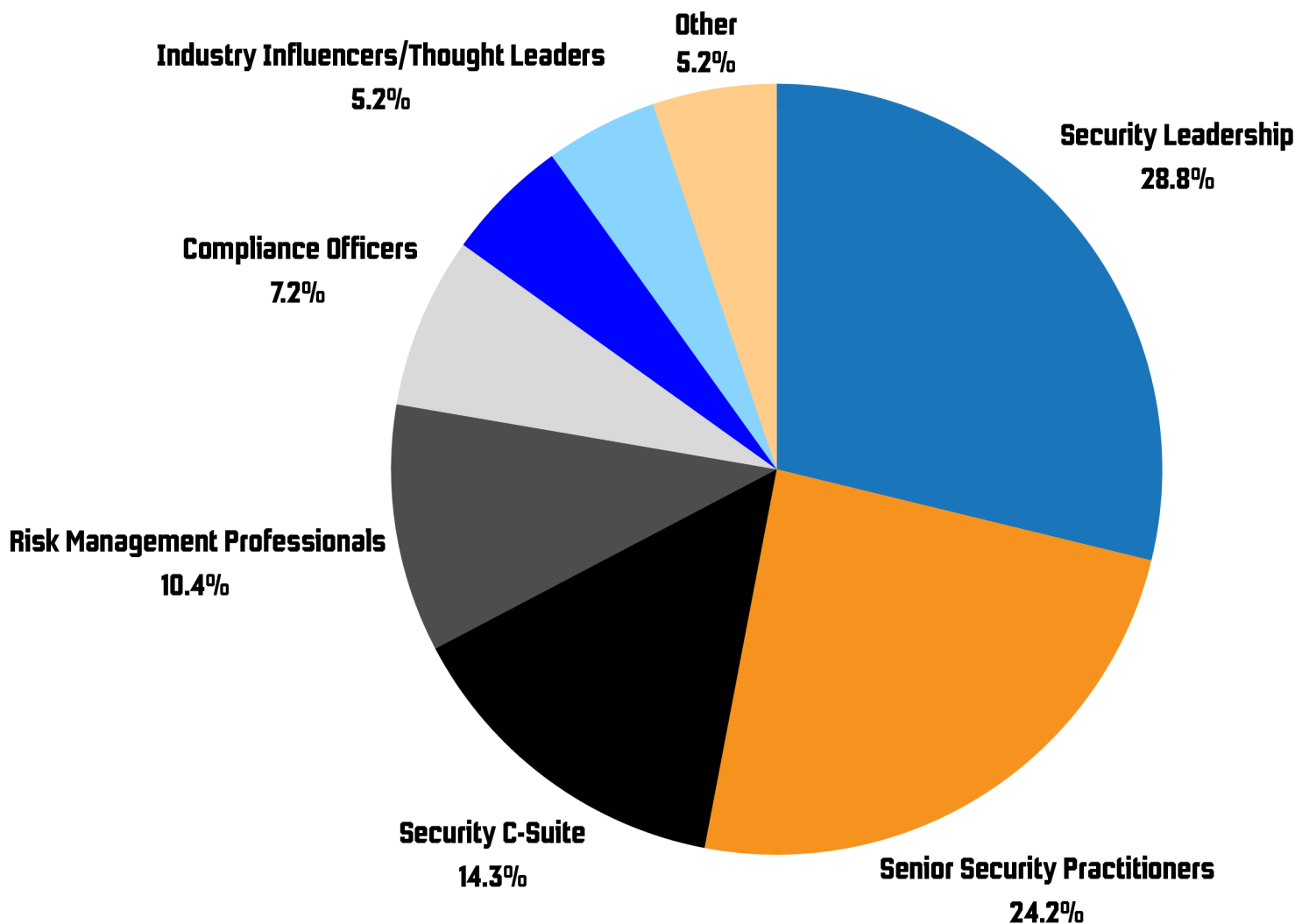
24

CONS

100%

ENTERTAINED

DEMOGRAPHICS



AUDIENCE REVIEWS

“Really informative and engaging on current cybersecurity topics and personalities! Chris is an expert and it shows!” - Apple Podcast Reviewer

“Very informational. Chris Glanden is an expert. Also love the fun added feature of making special drinks for each episode” - Apple Podcast Reviewer

“It was great seeing Chris do his thing with the podcast live! I listened to the podcast, but seeing it live and seeing all of the panelists do their thing was fantastic. The graphics that he used was fantastic as well. I asked him about it. He said he did it himself. Fantastic. I'm so proud of Chris after working with him for so long and then seeing how he's done the podcast and how it's grown over the years. I was glad I could see it live.” - Secureworld 2024 attendee

“When we come to events like thi during Black Hat, we get to be a part of a podcast AND we get to listen to a podcast. We get to hear insights from individuals and experts that we couldn't get in many other people's work. Insights from Chris that get very deep, as technical as you need to go, to something that will cover an industry as a whole. That allows me to very quickly, take that data and insight and knowledge, bring that back to my company and the customers that I'm working with, and help them learn from the knowledge and experience of other folks.” - Blackhat 2023 attendee

“INCREDIBLE!!! You can see the crowd behind me. Not only was it tough to get out of that crowd, it's going to be tough to get back in.” - Private Event attendee

SPONSOR TESTIMONIALS

“TuxCare has had an exceptional experience working with BarCode and highly recommends the podcast to other organizations looking to advertise in the live podcast realm. Not only is BarCode a top-quality podcast, but the team behind it is also fantastic to work with. Chris is extremely knowledgeable about cybersecurity and covers topics that are at the forefront of the industry. His expertise and insights have been invaluable in creating compelling content that resonates with listeners.” - Senior Social Media Manager at TuxCare

“Our sponsored live podcast event had a really laidback format that was engaging and entertaining. Chris always brings interesting topics and prominent guests to the mic. The in-person networking opportunity was fun and the drinks served at chosen venue were also outstanding! It's a great way to break the monotony of standard cybersecurity happy hours. INSTANT R.O.I” - Marketing Manager at GCR2

“The BarCode Sponsorship definitely helped us reach out and connect with the local security community. Chris is personable, insightful, and the pod provides a relaxed atmosphere to engage security practitioners in a new way. Our mission as an organization is to provoke conversations about the real effectiveness of a business's security and BarCode definitely aligned with that mission.” - Senior Account Executive at Horizon3

RECORDED PODCAST PRICING

SILVER	GOLD	ULTIMATE
1 Pre-Roll Ad	1 Pre-Roll Ad	1 Pre-Roll Ad
1 Mid-Roll Ad	1 Mid-Roll Ad	1 Mid-Roll Ad
2 Social Media Posts	4 Social Media Posts	1 Post-Roll Ad
1 Newsletter Feature	1 Newsletter Feature	4 Social Media Posts
Inclusion in Shownotes	Inclusion in Shownotes	1 Newsletter Feature
	Short Form Interview (Episode w/Guest Partner) 20 -25 mins	Inclusion in Shownotes
		Long Form Interview (Episode w/Guest Partner) 45-50 mins
		Co-Branded SWAG Giveaways on Social Media 'X' Page or LinkedIn (SWAG Value \$300 - \$500) Examples: T-Shirts, Hoodies, Caps, Stickers, Yetis, etc.
\$2500	\$4500	\$7000

If you have other ideas you'd like to incorporate, we're flexible. Our goal is to help you reach your goals and objectives through partnering up with us to provide your potential business partners with engaging and entertaining content!

BOOK TODAY!

INFO@BARCODESECURITY.COM

LIVE EXPERIENCE PRICING

GOLD	ULTIMATE
Stage Branding (logo on platform)	<i>Everything in GOLD, plus:</i>
5 social media marketing posts	Featured interview segment during event (10 mins)
Vendor Booth or Exhibit Space	Spotlight in Newsletter
Up to 2 minute intro	(1) Pre-Roll on future episode
Inclusion in the shownotes	(1) Mid-Roll on future episode
Full Registration List	Logo on Custom Coasters
Allow Branded Giveaways	
\$10,000	\$15,000

*Excludes Travel and Venue Rental Expenses



PRIVATE EVENTS



HAPPY HOURS



CONFERENCE
EVENTS



CORPORATE
PARTIES



NETWORKING
MIXERS



PRODUCT
LAUNCHES

If you have other ideas you'd like to incorporate, we're flexible. Our goal is to help you reach your goals and objectives through partnering up with us to provide your potential business partners with engaging and entertaining content!

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