

2020 CIPHER BRIEF ADVERTISING & SPONSORSHIP OPPORTUNITIES

BRAND NEW NATIONAL SECURITY EXPERT BRIEFINGS

Our *National Security and Business Security Briefing Series* brings together an incredibly impressive group of national security influencers and experts from the public and private sectors. Many of our own CIPHER BRIEF [experts](#) participate in the sessions as well, making it an incredibly unique and valuable opportunity to connect and engage.

*Featured experts and guests include: former NSA Director **Keith Alexander**, DHS Secretary **Michael Chertoff**, former PDDNI **Susan Gordon**, former Homeland Security Advisor **Tom Bossert**, former CENTCOM Commander **General Joseph Votel**, former Acting Chief of Staff of the US Army **General Jack Keane**, former CIA **Director General David Petraeus (Ret.)**, former NSA General Counsel **Glenn Gerstell**, Ambassador **Joseph DeTrani**, **General Philip Breedlove (Ret.)**, Vice Admiral **Mike LeFever (Ret.)**, former Senior CIA Operations Officer **Steven Hall**, CISA Director **Christopher Krebs**, former Chairman of the Joint Chiefs **General Martin Dempsey (Ret.)**, former National Intelligence Manager for Iran at ODNI, **Norm Roule**, and former Deputy Director of the NSA, **Rick Ledgett**.*

Branding Opportunities Include:

- Company logo included on all briefing invitations
- Company logo included in briefing slide deck
- One paragraph 'Word from our Sponsoring Partners' in The CIPHER BRIEF's Daily newsletter that will run for one full week during the briefing series (our newsletter reach is nearly 30K opt-in subscribers)
- Opportunity for the sponsor to provide one 5-minute welcome message to attendees during one of the summer briefing sessions (to be decided with The CIPHER BRIEF)

THE CIPHER BRIEF'S 2020 THREAT CONFERENCE

The CIPHER BRIEF's 2020 Threat Conference is a highly regarded, invite-only national security conference that focuses on expertise and engagement, not politics, as we consider threats to the nation, threats to business, emerging technologies and investing in new security solutions.

Our invited guests spend two and a half days with national security leaders from the public and private sectors attending briefings and engaging in exercises that communicate the complexity of the issues we're facing while uncovering opportunities for greater public-private collaboration. *This year's event is scheduled for **September 13-15** at The Cloister Resort in Sea Island, GA.*

***Join current sponsors:** R9B, Accenture Security, Mission Solutions Group, Expanse, Trinity Cyber, In-Q-Tel, Palantir, NTSC, TransUnion, Cooley, NTSC, Gates Defense, Primer, Garda World, SAP NS2, Edgeworth, INSA, Lance Toland Associates in demonstrating your commitment to supporting this incredibly valuable engagement opportunity.*

There are three levels of sponsorship available. Contact Brad Christian for details at bchristian@thecipherbrief.com

Branding Opportunities Include:

- Company logo included on conference website – www.tcbconference.com
- Company messaging included in The Cipher Brief's Daily Newsletter
- Custom events during conference available at higher sponsorship level
- Live Action OpEd speaking opportunities on thought leadership issues available at higher sponsorship level
- Personalized thank you to our sponsor on all Cipher Brief social media platforms

BRAND NEW THE DAILY BRIEF NEWSLETTER

The Cipher Brief's Daily Newsletter reaches an audience of nearly 30K opt-in readers including government officials, agencies within the IC, DoD, Congress, global business leaders, former senior national security officials, and leading academics.

Branding Opportunities Include:

- A welcome banner at the top of the newsletter featuring your company's name and logo
- A one-paragraph company message included in The Cipher Brief's daily newsletter
- Personalized thank you to our sponsor on all Cipher Brief social media platforms

BRAND NEW THE STATE SECRETS PODCAST

Sponsor fascinating conversations on-the-go with national security leaders from the public and private sectors. Past guests have included: *former PDDNI **Susan M. Gordon**, CISA Director **Christopher Krebs**, NCSC Director **Bill Evanina**, General **Stanley McChrystal** and former DHS Director, **Michael Chertoff**.*

Branding Opportunities Include:

- Recognition of your organization at the top of the broadcast as a sponsor
- A 2 minute 'Word from our Sponsor' included in the body of the podcast
- A thank you to our sponsor at the end of the podcast
- Thank you to the sponsor on all Cipher Brief social media platforms

BRAND NEW SPONSOR-DRIVEN CONTENT

Put your organization's thought leaders in front of our exclusive Cipher Brief audience via sponsored columns on national security topics and sponsored virtual briefing sessions on relevant national and business security issues. The Cipher Brief professionally hosts the briefings.

Branding Opportunities Include:

- Column published as a 'Sponsored Thought Leadership' post on The Cipher Brief website
- Promotion of the column included in The Cipher Brief's daily newsletter
- Column promotion on all Cipher Brief social media platforms

BRAND NEW CYBER INITIATIVES GROUP

The Cipher Brief's Cyber Initiatives Group is co-chaired by a host of cyber experts including: **General Michael V. Hayden**, **General Keith Alexander**, FireEye CEO **Kevin Mandia**, **General David Petraeus**, former NSA Deputy Director **Rick Ledgett** and Uber CSO **Matt Olsen**.

The CIG brings public and private sector leaders together with a specific focus on cyber threats, best practices and how to tackle emerging issues. Sponsorship of TCB's CIG includes virtual event hosting and logo representation. Check out our [dedicated website](#).

Branding Opportunities Include:

- Underwriting of the CIG for a full year with branding of all sessions
- Speaking opportunities at CIG events (virtual and in-person)
- Opportunities to engage other members and interviewees
- Thank you to the sponsor on all Cipher Brief social media platforms

Please contact Brad Christian at bchristian@thecipherbrief.com for more information on sponsorship opportunities.