



NEWS

Latest news

THE CIPHER
BRIEF

Experts on National Security

SPONSORSHIP KIT 2022

“PROVIDING DEEPLY-EXPERIENCED APOLITICAL CONTEXT
AROUND NATIONAL SECURITY ISSUES OF THE DAY.”

“

THE CIPHER BRIEF MEANS
INTELLIGENCE FOR BUSINESS. AND
BUSINESS HAS NEVER NEEDED A
MORE CLEAR GLOBAL PICTURE THAN
NOW. SEASONED INTELLIGENCE
PROFESSIONALS SPEAK FREELY AND
CANDIDLY EVERY DAY ON THE CIPHER
BRIEF AND BRING THEIR INTELLECT,
THEIR EXPERIENCE, AND THEIR
GLOBAL NETWORKS TO BEAR ON WHAT
WILL BE TOMORROW'S NEWS.

GENERAL MICHAEL HAYDEN

FORMER DIRECTOR OF THE NSA AND CIA

”

ABOUT THE CIPHER BRIEF

The Cipher Brief is an online news publication focused on national security and intelligence news and [expert](#) insights. Where other news organizations tell you what happened, The Cipher Brief tells you what it means by working with a network of uniquely qualified experts who help provide context to events that impact national security.

We publish daily via our digital platform, a daily newsletter, podcasts and annual in-person events. The company was founded in 2015 by former CNN Intelligence Correspondent Suzanne Kelly and pulls together many of the world's most deeply-experienced national security experts.

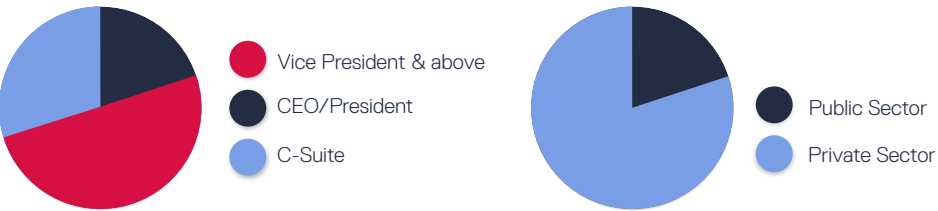


THE CIPHER
BRIEF

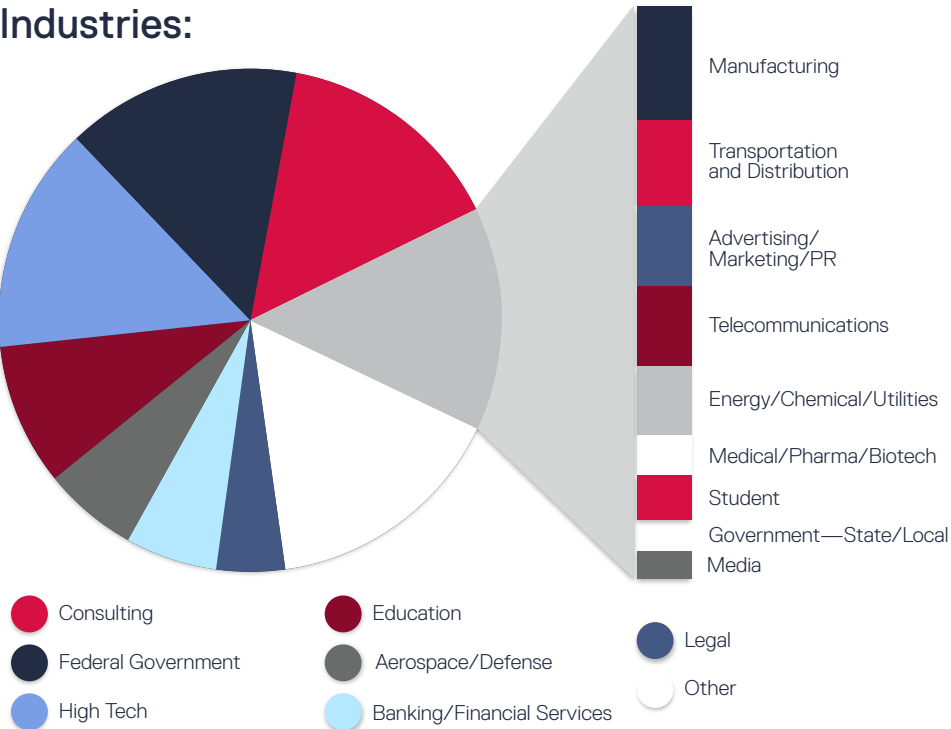
Experts on National Security

OPPORTUNITIES

About the TCB Audience



Industries:



Top locations for subscribers:



GOV attendees & subscribers come from:

White House
US Senate
US House of Representatives
US Department of State
Office of the Secretary of Defense
Office of the Director of National Intelligence
US Department of Homeland Security
Central Intelligence Agency
Defense Intelligence Agency
National Geospatial-Intelligence Agency
US Army
US Air Force
US Navy
US Marine Corps
US Chamber of Commerce
US Customs and Border Protection
Cybersecurity and Infrastructure Security Agency
New York Police Department
Privacy and Civil Liberties Oversight Board

Media outlets that have attended briefings have included:

Associated Press
Bloomberg Government
C4ISRNET
CBS News
CNN
CyberNews
CyberScoop
E&E News
FCW
Federal News Network
Inside Cybersecurity
Japan Broadcasting Corporation
MIT Technology Review
NBC
Politico
Reuters
The Wall Street Journal
Washington Post
Washington Times
New York Times
Defense One
NPR

Companies that attend our events include:

Accenture
Altair Engineering Inc.
Amazon
AMN Healthcare
AT&T
Avantus
AWS
Babel Street
Baker McKenzie
Booz Allen Hamilton
CACI
Camber Systems
Center for Strategic and International Studies
Chatham House
Chertoff Group
Cisco Systems
Core4ce
Cyware
Deloitte
Fidelity Investments
Finite State
GDIT
Google
Harvard University
IBM
In-Q-Tel
Johns Hopkins SAIS
King's College London
Lafayette Group, Inc.
Lockheed Martin
Mandiant
Martin+Crumpton Group
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Morgan Stanley
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New North Ventures
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NTSC
Pacific Northwest National Laboratory
Palo Alto Networks
Primer
Sullivan & Cromwell LLP
Recorded Future
Resecurity
The Boeing Company
United Airlines
University of Michigan
ZenBusiness & more...

NATIONAL SECURITY EXPERT BRIEFINGS

The Cipher Brief’s 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 to participate in conversations around AI, ML, cyber, and other pressing national security initiatives. 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 with national security influencers.

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 sponsor to provide a 5-minute welcome message during the session

THE CIPHER BRIEF'S 2022 THREAT CONFERENCE

The Cipher Brief's 2022 Threat Conference will take place in October 2022. This 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. [Click here for the 2022 prospectus.](#)

Thank you to our 2021 sponsors: Accenture, Mandiant, Primer, Recorded Future, Booz Allen Hamilton, Babel Street, Core4ce, Deloitte, In-Q-Tel, NTSC, Cyware, Resecurity, Avantus, New North Ventures, Finite State, Camber Systems, and Lance Toland Associates

There are four levels of sponsorship available.

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



THE 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, Mandiant CEO Kevin Mandia, General David Petraeus, former NSA Deputy Director Rick Ledgett and former PDDNI Susan Gordon to name just a few. 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

CLICK HERE TO BECOME A MEMBER



NOW LAUNCHING THE CYBER INITIATIVES GROUP, A CIPHER BRIEF PROPERTY

WHAT IS THE CYBER INITIATIVES GROUP?

The Cyber Initiatives Group (CIG) is an exclusive group of cyber leaders who work together to innovate new ideas and stay on top of market trends. Moderated by Suzanne Kelly, the CIG hosts virtual briefings and summits designed to help group members innovate and co-create solutions to the emerging cyber-related national security challenges we face. This unique group from both the public and private sectors is designed to help advance cybersecurity reform and innovation.



Presented by Suzanne Kelly, CEO and Publisher of The Cipher Brief, which has a following of 30K national security-minded leaders from both the public and private sectors

ABOUT OUR INAUGURAL EVENT

THE CYBERSECURITY SUMMIT

A 3-Day Virtual Conference
March 23-25, 2021

Co-hosted by Cipher Brief CEO & Publisher Suzanne Kelly and former NSA Deputy Director Rick Ledgett

Fresh perspectives from well-recognized cyber thought leaders including these below, with a cyber exercise led by Dmitri Alperovitch



Brad Smith
Microsoft President



Kevin Mandia
FireEye CEO



Brandon Wales
Acting CISA Director



Hon. Susan M. Gordon
Former PDDNI



Dave Luber
NSA Deputy
Cybersecurity Director



Mark Warner
Chair of the Senate Select
Committee on Intelligence;
Virginia Senator



Hon. Leslie Ireland
Board Member,
CitiGroup; Former A/S
for Intelligence and
Analysis, USDT



Dmitri Alperovitch
Silverado Policy
Accelerator Executive
Chairman; former
CrowdStrike Founder

MEDIA PARTICIPATION FROM

The New York Times NPR CNBC Bloomberg
The Washington Post CNN Defense One Cybernews
The Wall Street Journal ABC MIT Technology Review Yahoo News
Politico

EVENT STATISTICS

>1,200
REGISTERED ATTENDEES

93%
RATED THE SUMMIT
AS ONE OF THE BEST
CYBER EVENTS

24%
AT THE DIRECTOR LEVEL
OR ABOVE

17%
PUBLIC SECTOR
DECISION-MAKERS AND
INFLUENCERS

20%
OPTED IN TO RECEIVE
COMMUNICATION FROM
EVENT SPONSORS

TESTIMONIALS

“The Cipher Brief’s Cybersecurity Summit unquestionably ranks with the very best of the numerous cyber conferences in which I have participated. The level and range of expert dialogue are always unmatched, and the agenda unerringly focuses attention on the issues that are most critical to government and the private sector. Beyond that, the expert-led sessions and simulation exercises do a wonderful job of providing the audience insights into the thinking of policy makers and consistently spotlight the gaps in our cyber organizations’ authorities, resources, and capabilities.”

— General David Petraeus, former Commander of the Surge in Iraq, US Central Command, and Coalition and US Forces in Afghanistan, and former Director of the CIA

“The Cipher Brief hit a grand home run with The Cybersecurity Summit. The speakers were broadly diverse, often provocative, and always enlightening. The cyber exercise was especially well done; it certainly brought to light some useful ‘it’s not as easy as it looks’ insights. In summary, a great job; maybe the best such session I’ve experienced.”

— Lt Gen James R. Clapper, Former U.S. Director of National Intelligence

“The Cipher Brief’s Cybersecurity Summit is unlike anything I have attended in terms of both the level of expertise and the range of perspectives on cybersecurity issues.”

— Matt Olsen, Chief Security and Trust Officer, Uber

SPONSORSHIP PACKAGES

*The advancement of cyber reform and innovation cannot happen with large private sector companies alone. To truly innovate against emerging cyber-related national security challenges, we need the involvement of smaller organizations as well. That’s why we’re glad to be able to offer discounts for companies with 50 or fewer employees.

Red Team Sponsorship | Inquire

• Custom-built packages available for purchase

Blue Team Sponsorship | \$45K*

- Speaking opportunities at our virtual briefings and summits
- Submit independent articles and contribute to quarterly publications
- Advertisements to grow recognition of your brand’s leadership and innovation in cyber
- Your company’s branding featured prominently on the CIG website, in quarterly newsletters and during event promotion

Purple Team Sponsorship | \$25K*

- Submit independent articles and contribute to quarterly publications
- Advertisements to grow recognition of your brand’s leadership and innovation in cyber
- Your company’s branding featured prominently on the CIG website, in quarterly newsletters and during event promotion



JOIN THE DISCUSSION ON
NATIONAL SECURITY AND
CYBER AT OUR WEBSITE
Visit cyberinitiativesteam.com today!

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

[CLICK HERE TO SUBSCRIBE](#)



THE OPEN SOURCE PODCAST

The Cipher Brief produces a high-level daily podcast M-F on global events that impact national and business security. Hosted by Cipher Brief CEO & Publisher Suzanne Kelly and COO Brad Christian, this podcast has gained traction with an average monthly download of 25K and had emerged as one of the most well-respected daily podcasts in the national security space from those who once received daily classified briefings.

Branding Opportunities Include:

- Sponsorship includes: a mention off the top that the podcast is sponsored by your organization with a brief ad to be read live during each sponsored podcast.
- A thank you read live at the end of each sponsored podcast.

[CLICK HERE TO LISTEN](#)



"*The Cipher Brief* offers insights from a large number of deeply-experienced national security experts. Their articles are the result of decades of immersion in the critical issues facing the world today as well as the public and private sector decisionmaking associated with these problems. There is no other source with such a network of expertise."

Norm Roule, Former National Intelligence Manager for Iran, ODNI

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



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