Cyber Initiatives Group
Sponsorship Kit

DON’T JUST FOLLOW. HELP US LEAD.
The Cyber Initiatives Group (CIG) is changing the way we collaborate when it comes to cybersecurity by convening high-caliber, productive engagements for a discerning public-private cyber community.

We Produce/Publish

• **Virtual Cyber Summits**: The CIG produces four virtual cyber summits per year, attracting high-level speakers from government and the private sector and drawing thousands of attendees from government, the private sector, media, and academia.

• **Dedicated CIG Email newsletters** that keep you up-to-date on new ways of thinking and collaborating in cyber.

• **The Cyber Initiatives Magazine** features interviews and deeply experienced perspectives on today’s most pressing cyber threats and cyber opportunities.

• **The Cyber Initiatives Group website** featuring Leader’s Corner columns submitted by today’s most prominent cyber thought leaders.
The CIG is a community of cyber professionals led by a group of distinguished professionals with decades of experience. CIG Principals meet four times a year to help set the agenda for CIG Virtual Summits. They bring deep expertise and diverse perspective to the challenges of security, education, and collaboration in cyber.
CIG Summits are where the most important conversations in cyber happen.

100% of survey respondents rated CIG speakers as Excellent

3082 Registered attendees from CIG summits to date

92% of survey respondents rated CIG summits as among the best or the best cyber events they have ever attended

“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.”

—Gen. David Petraeus (Ret.), Former Commander of the Surge in Iraq, US Central Command, and Coalition and US Forces in Afghanistan, and Former Director of the CIA
Sponsorship Packages

For more information, please contact CIG@thecipherbrief.com

Platinum Level Sponsorship | $89k

- CIG Principal Representation — Opportunity to assign one delegate to the CIG Principal’s Group and for that person to appear on the CIG website as a member of the group as well as participation in four CIG Principals Virtual Planning Sessions per year
- Premium speaking opportunities at all quarterly virtual summits
- Opportunity to submit 12 articles per year for publication on the CIG website and opportunity to submit 4 articles per year for publication in the Cyber Initiatives magazine (published quarterly)
- Premium ad placement on the CIG website
- One full-page ad in the quarterly CIG digital magazines
- Summit attendee list with names and contact information from attendees who opt in to receive third-party information
- Two-week sponsorship of the CIG Podcast launching in 2023

Premier Level Sponsorship | $49k

- Speaking opportunities during at least two quarterly virtual summits per year
- Opportunity to submit 6 articles per year for publication on the CIG website and opportunity to submit 2 articles per year for publication in the Cyber Initiatives magazine (published quarterly)
- Premier ad placement on the CIG website
- One half-page ad in the quarterly CIG digital magazines
- Summit attendee list with names and contact information from attendees who opt in to receive third-party information
- One-week sponsorship of the CIG Podcast launching in 2023

Supporting Level Sponsorship | $29k

- Speaking opportunity during at least one quarterly virtual summit per year
- Opportunity to submit 2 articles per year for publication on the CIG website and opportunity to submit 1 article per year for publication in the Cyber Initiatives magazine (published quarterly)
- Ad placement on the CIG website
- One quarter-page ad in the quarterly CIG digital magazines