



Sponsorship Kit



DON'T JUST FOLLOW. HELP US LEAD.

Cyber Initiatives Group

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



Sue Gordon Former PDDNI | Brad Smith President, Microsoft



Kevin Mandia CEO, Mandiant | David Petraeus Former Director, CIA



CIG Principals

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.



Gen. Michael Hayden (Ret.)
Former Director, CIA and NSA



Gen. Keith Alexander (Ret.)
Co-CEO, IronNet / Former Director, NSA



RADM Mark Montgomery (Ret.)
Former Executive Director, U.S. Cyberspace Solarium Commission



The Honorable Susan Gordon
Partner, Gordon Ventures / Former PDDNI



Gen. David Petraeus (Ret.)
Chairman, KKR Global Institute / Former Director, CIA



Teresa Shea
Former VP of CODEX, Raytheon Intelligence and Space



Kevin Mandia
CEO, Mandiant



Rick Ledgett
Former Deputy Director, NSA



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



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Robert Hannigan
Chairman, BlueVoyant / Former Director, GCHQ



Kelly Rozumalski
Senior VP, Booz Allen Hamilton;
Exclusive Knowledge Partner



Jeanette Manfra
Dir. of Risk & Compliance, Google Cloud / Former A/S for Cybersecurity and Communications, DHS



Kelly Bissell
CVP, Microsoft



Glenn Gerstell
Former General Counsel, NSA



Debora Plunkett
Former Director of Information Assurance, NSA



Stuart Solomon
President, Recorded Future



Paolo Dal Cin
Lead, Accenture Security



Christopher Krebs
Partner, Krebs-Stamos Group



Matt Hayden
Former A/S for Cyber, Infrastructure, Risk and Resilience Policy, DHS

CIG By the Numbers

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