

# Cyber Initiatives Group

## WHAT IS THE CYBER INITIATIVES GROUP? \_\_\_\_\_

The Cyber Initiatives Group is a first-of-its-kind group of professionals from a variety of professional backgrounds who are committed to coming together to help innovate the way forward as technologies evolve and cyber threats grow. Our principals include former heads of the NSA, the CIA, CISA and some of the world's leading private sector companies both big and small.

We'd love to welcome your organization to the Cyber Initiatives Group. Thank you for your interest in not just following but helping us lead.



Presented by Suzanne Kelly, CEO and Publisher of The Cipher Brief, which has a following of 36K national security-minded leaders from both the public and private sectors

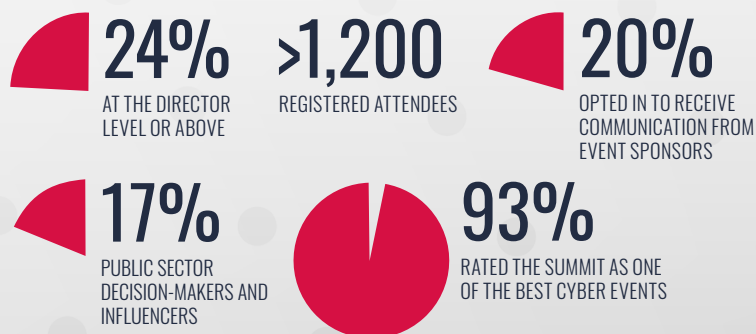
## ABOUT OUR INAUGURAL EVENT \_\_\_\_\_

# 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














## EVENT STATISTICS \_\_\_\_\_



## MEDIA PARTICIPATION



## PRINCIPALS COMMITTEE \_\_\_\_\_

-  Gen. Michael Hayden (Ret.)  
Former Director, CIA and NSA
-  Gen. Keith Alexander (Ret.)  
Co-CEO, IronNet / Former Director, NSA
-  The Hon. Susan M. Gordon  
Partner, Gordon Ventures / Former PDDNI, ODNI
-  Gen. David Petraeus (Ret.)  
Chairman, KKR Global Institute / Former Director, CIA
-  Teresa Shea  
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
-  Dmitri Alperovitch  
Executive Chairman, Silverado Policy Accelerator
-  Robert Hannigan  
Chairman, BlueVoyant / Former Director, GCHQ
-  Jeanette Manfra  
Dir. of Risk & Compliance, Google Cloud / Former A/S for Cybersecurity and Communications, DHS
-  Jim Allen  
Executive VP, Booz Allen Hamilton; Knowledge Partner
-  Kelly Bissell  
Global Security Lead, Accenture

## TESTIMONIAL \_\_\_\_\_

"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."

—Gen. David Petraeus, former Commander of the Surge in Iraq, US Central Command, and Coalition and US Forces in Afghanistan, and former Dir. of the CIA

# 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.

## Platinum Level Sponsorship | Inquire ---

- The opportunity to assign one delegate to the CIG Principals Group and for that person to appear on the CIG website as a member of the group
- Invitations to all CIG Principals Planning Meetings (four per year) (Note: Principals Meetings are where ideas are discussed for agenda topics for CIG virtual summits)
- Premium speaking opportunities at our virtual briefings and summits
- Opportunity to submit up to 12 articles per year and one link per quarter to a cyber-related special report — for publication on website and in quarterly publications (Note: All articles must be thought leadership in nature and cannot advocate for any company, service or product. Links will be introduced with a short synopsis of the findings of the study or report with a link to the original report)
- Premium advertisement on the CIG website and in quarterly newsletters
- Sponsor call-outs on social media channels
- Live social media coverage during the events
- Opt-in attendee list with names and contact information

## Premier Level Sponsorship | \$45K ---

- Speaking opportunities at our virtual briefings and summits (Note: format at discretion of the Cyber Initiatives Group and dependent on topic and expertise)
- Opportunity to submit up to 8 articles per year for publication on website and in quarterly publications (Note: All articles must be thought leadership in nature and cannot advocate for any company, service, or product)
- Premium advertisement on the CIG website and in quarterly newsletters
- Sponsor call-outs on social media channels
- Opt-in attendee list with names and contact information

## Supporting Level Sponsorship | \$25K ---

- Opportunity to submit up to 4 articles per year for publication on website and in quarterly publications (Note: All articles must be thought leadership in nature and cannot advocate for any company, service, or product)
- Advertisement on the CIG website and in quarterly newsletters