



# The Intelligence Community, LLC

Prudentia - Cura - Integritas

## ABOUT THE COMPANY

The Intelligence Community LLC (TIC) operates several virtual and real world networks of national security professionals including [The Intelligence Community LinkedIn group](#) with over 42k members and monthly growth of over 1200 new members. TIC also owns the following unclassified web domains and social network channels making it an outlet for emerging media, strategic communications and business development in the national security sector:

[www.TheIntelligenceCommunity.com](http://www.TheIntelligenceCommunity.com) - currently being developed as a clearinghouse for services and products relevant to the US Intelligence Community and private partners. Contact [graham@theintellcomm.com](mailto:graham@theintellcomm.com) for capabilities.

[www.TheIntelligenceCommunity.org](http://www.TheIntelligenceCommunity.org) - currently a member site with premium content and community interaction for paying members (\$59.99 annually). The site currently has over 2500 members.

[www.TheIntelligenceCommunity.net](http://www.TheIntelligenceCommunity.net) - currently under development as a hub site for intelligence related non-profits in order to deconflict events and share resources. TIC is a member of [ICAN](#).

**The Intelligence Community Facebook group** (for promotion of merchandise and opportunities)

**@TheIntellComm on Twitter** (for engagement with IC stakeholders on Twitter)

**TheIntellComm on YouTube** (for interviews with industry personalities and leaders)

Additionally, TIC operates a **worldwide, virtual internship program** with over 130 active interns. These interns form a loyalty group within the TIC social network in order to help moderate discussion, create content and respond to organizational needs. The vision for this group is to grow it into a network of several thousand dedicated analysts and liaisons who curate great content and connect each other for opportunities. We see these two roles (analysts and liaisons) as addressing two critical needs addressed in the *9-11 Commission Report*, managing big data in a smart way and increasing connectedness in a compartmentalized industry.

## SPONSORSHIP OPPORTUNITY

Sponsorship is more than advertisement. By Sponsoring TIC, your company is positioning itself in front of a new forum for national security professionals in a place where college graduates, recent military retirees and senior leaders are looking to find the next generation of products, services and opportunities within the Intelligence Community and national security professionals. This document is an overview of our current Sponsorship opportunities, but we are open to exploring other options that fit your company profile, benefit our community and serve the interests of the US Intelligence Community. TIC is also a clearinghouse for products and services within the US Intelligence Community. The company is uniquely positioned to provide strategic communications, talent recruitment, crowd sourcing and consulting services in the national security space. TIC Sponsors, Partners and Affiliates are routinely mentioned in weekly messages to [The Intelligence Community](#) group on LinkedIn. Get current statistics on the LinkedIn group membership [here](#):

**Email Kurt Marisa, our Director of Business Development for more info.**

**[Kurt@theintellcomm.com](mailto:Kurt@theintellcomm.com)**

**CONTACT**  
**Kurt@theintellcomm.com**  
**TO DISCUSS DETAILS**

**A LA CARTE**

**NON-PROFIT PARTNER  
ASSOCIATION /  
EXCHANGE AGREEMENT**

**Bronze /\$1000** **Silver/ \$3000** **Gold/ \$5,000** **Platinum/ \$10,000**

**BUY BUY BUY BUY**

Corporate Credit for Membership Drive			2 weeks	30 days	90 days
Manager Broadcast of Events to Community on LinkedIn and Email			4 events/yr	8 events/yr	Unlimited Unlimited
Company profile, logo and your link w/ detail on website sponsor listing page		On Non-Profit Partner Page	Yes	Yes	Yes Yes
Corporate name included on LinkedIn Mass Messaging			Yes	Yes	Yes Yes
Corporate name (link optional) included on Website mass emails	\$100/email		Yes	Yes	Yes Yes
Host a Webinar free to attend (promoted on LinkedIn)	\$500, hosted on Fuzebox and listed with Eventbrite, promoted through LinkedIn	Yes	Yes	Yes	Yes Yes
Splash Page on TheIntelligenceCommunity.com	\$800/yr			Yes	Yes (up to 5 hours free and will include quote for additional time)
Conduct a focus group	Contact for quote				(up to 5 hours free and will include quote for additional time)
Consulting Services: Social Media Optimization, Business Development, Capture, Technical Writing	20% of gross for successful referral to new business or \$120/hr for consulting services				(up to 5 hours free and will include quote for additional time)
728x90 Ad, Rotating Top of every page					(1 year)
210x90 Ad, Rotating Right side top					(1 year)
120x60 Ad, Rotating Right Side Middle				(1 year)	
88x31 Ad, Rotating Right Side Middle			(1 year)		
Featured Content: Hyperlink to organization event or product, Right Side of front page	\$200/mo				Unlimited (one at a time)
Featured Content: 180x150 Ad, Rotating Side of front page, Bottom	\$400/mo			2 ads/yr (one at a time)	5 ads/yr (one at a time)
SME Referral Program					
Contract Referral Program	20% of gross for successful referral to new business or \$120/hr for consulting services				
Host a Paid Webinar (promoted on LinkedIn)	50% split on admission fees, hosted by Fuzebox and Eventbrite, promoted through LinkedIn				
Affiliate Agreements	20% of gross sales				
Co-Branded Live Events	Contact for quote				
Host a course online (through co-branded and promoted channel of Udemy.com)	Contact to discuss partnership opportunities				

# Full Explanation of Sponsor Benefits and Strategic Partner Opportunities

## **Corporate Credit for Membership Drive**

The Intelligence Community LLC manages two distinct, overlapping virtual communities, “The Intelligence Community” group on LinkedIn, a large, open and free group; and [www.TheIntelligenceCommunity.org](http://www.TheIntelligenceCommunity.org), an exclusive, content rich and dynamic social space for professional collaboration. Both communities offer unique value to Strategic Partners and Corporate Sponsors. As a Sponsor, your company will be given credit for a promotional window for discounted membership. On a weekly basis, LinkedIn group members will be invited to join [www.TheIntelligenceCommunity.org](http://www.TheIntelligenceCommunity.org) at the discounted price thanks to your Sponsorship. Your company link will be included in the LinkedIn announcement and any targeted emails to our member lists.

## **Manager Broadcast of Events to Community on LinkedIn and Email**

Our LinkedIn group and website both offer multiple channels for advertisement of job fairs, conferences, expos and lectures. As these groups continue to grow, Sponsors have the opportunity to have their events highlighted in messages to the community, as a “Manager’s Choice” on LinkedIn, emailed to our website members in a dedicated message, and have it shared to our Twitter following @theintellcomm.

## **Company profile, logo and your link w/ detail on website sponsor listing page**

On [TheIntelligenceCommunity.com](http://TheIntelligenceCommunity.com), Affiliates and Sponsors are listed with company logos and links.

## **Corporate name included on LinkedIn Mass Messaging**

Sponsor names are included in every weekly email blast to the LinkedIn group according to Sponsorship levels.

## **Corporate name (link optional) included on Website Mass Emails**

With our website community we have the ability to do targeted emails based on security clearance level, language spoken, computer coding skills, and the list goes on. This service is part of Sponsorship but may also be purchased a la carte.

## **Host a Webinar free to attend (promoted on LinkedIn)**

[TheIntelligenceCommunity.com](http://TheIntelligenceCommunity.com) is partnering with Fuzebox, Eventbrite and Udemy to provide several options for streaming and prerecorded content. If you are interested to promote your company’s products, thought leadership or opportunities, you might choose to host a webinar or course that is free for our members to attend.

## **Splash Page on [TheIntelligenceCommunity.com](http://TheIntelligenceCommunity.com)**

Sponsors are given a dedicated splash page, visible on a drop down menu at [www.TheIntelligenceCommunity.com](http://www.TheIntelligenceCommunity.com). A splash page can be used for content such as webinars, articles, events and product ads that are specific to your brand. Links to the splash pages will be incorporated into periodic groups mailings.

## **Conduct a focus group**

One of the most powerful aspects of our network is the ability to drill down and conduct a highly curated focus group. While this service varies in price according to the specifics of the requirement, Platinum Sponsors get the first five hours free.

## **Consulting Services: Social Media Optimization, Business Development, Capture, Technical Writing**

Our network is on the leading edge of determining how the IC should engage in the new environment of social/professional media forums. We provide coaching for your company based on our experience screening thousands of LinkedIn profiles. Additionally, we have easy access to Agency and private sector leaders in our community. If your Business Development team is looking to accelerate or outsource some of their work, we’re available on an hourly basis to assist. Contact [graham@theintellcomm.com](mailto:graham@theintellcomm.com) to discuss.

## **Banner Advertising on [www.TheIntelligenceCommunity.org](http://www.TheIntelligenceCommunity.org)**

### **728x90 Ad, Rotating Top of every page**

For Platinum Sponsors only.

### **210x90 Ad, Rotating Right side top**

For Gold Sponsors only.

### **120x60 Ad, Rotating Right Side Middle**

For Silver Sponsors only.

### **88x31 Ad, Rotating Right Side Middle**

For Bronze Sponsors only.

### **Featured Content: Hyperlink to organization event or product, Right Side of front page**

Available a la carte and as a benefit for Sponsorship

### **Featured Content: 180x150 Ad, Rotating Side of front page, Bottom**

Available a la carte and as a benefit for Sponsorship

### **SME Referral Program**

We have easy access to Agency and private sector leaders in our community who can serve as consultants, subcontractors and advisors for your next contract. Additionally, we can help you connect with a great speaker for your next live event. Give us the criteria, and we'll produce a list of candidates.

### **Contract Referral Program**

Are you a subcontractor looking for a prime? Are you outside the IC looking for new business in the IC as a new market? We can help to connect you with new clients. As a Strategic Partner with The Intelligence Community LLC, you provide us with your criteria for new business and we'll send periodic suggestions for collaboration within our network.

### **Host a Paid Webinar (promoted on LinkedIn)**

TheIntelligenceCommunity.com is partnering with Fuzebox, Eventbrite and Udemy to provide several options for streaming and prerecorded content. If you have a course or lecture that you would like to deliver to our network for a fee, we can arrange for a revenue share.

### **Affiliate Agreements**

We would love to help you sell your products and advertise your events. Contact us to discuss how we can get more traffic, clients and attendees where you want them to go.

### **Co-Branded Live Events**

Our virtual community is always looking for ways to connect in the real world. If you are hosting an event that is in line with our objectives and values, we can discuss co-branding the event to attract more of our members, provide speakers, moderators and panelists in ways that make it a win-win.

### **Host a Course Online (through co-branded and promoted channel of Udemy.com)**

TheIntelligenceCommunity.com is partnering with Fuzebox, Eventbrite and Udemy to provide several options for streaming and prerecorded content. If you have a course or lecture that you would like to deliver to our network for a fee, we can arrange for a revenue share.

*Email Kurt Marisa at [Kurt@theintellcomm.com](mailto:Kurt@theintellcomm.com) to explore opportunities to enhance your business development strategy with services from The Intelligence Community LLC. Sponsors, Affiliates and Featured Content are routinely mentioned in weekly messages to The Intelligence Community group on LinkedIn.*

*Click [here](#) for up to date statistics on our LinkedIn Group including location, experience, etc. TIC delivers a weekly email to all LinkedIn group members with highlights from our Sponsors.*