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PODCAST

Sponsorship Partnership Opportunity 2026

Why Cyber Made Human?

The cybersecurity industry has operated in an insular fashion for too long. In 2026, cyber is no longer a niche skillset; it's an essential part of our day-to-day lives and businesses.

The UK has a digital literacy problem, this is because most cyber and emerging tech companies fall into three traps:

- Fear-led with scary visuals.
- Jargon-heavy acronyms make the message feel abstract and opaque.
- Repetitive branding and messaging: many cybersecurity solutions are indistinguishable, making it hard for decision-makers to discern differences.

Show Purpose: **To challenge the cyber and tech industry to communicate more effectively and show what good communication looks like in practice. Make cyber and emerging tech understandable through sharp, human conversations that translate complexity into clarity.**

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"My goal is to make cybersecurity simple by removing complex language and uncovering human stories. We often hear that 'humans are the weakest link in cybersecurity', Cyber Made Human aims to tackle this through educational and entertaining content."

Host Alice Violet

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Show Breakdown

Cyber Made Human is a video podcast that makes cyber and advanced tech understandable, human, and commercially relevant. Each episode, we cover a timely complex topic such as post-quantum encryption, blockchain, open-source intelligence, or social engineering.

Produced by: Alice Violet Creative

Format: 25-50 minute video podcast with one to two guests per episode.

Cyber Made Human Bookshelf: Host and guests share a read that changed their thinking.

Host: Alice Violet

Schedule: New episodes released every three weeks with 4 x social media videos

Platforms: Spotify plus all major audio platforms, YouTube and social media.

Target audiences: Business leaders, cyber and tech experts/enthusiasts

In addition to our usual episodes, we host live episodes with audiences at events such as Gloucestershire's Tech Week.

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2025 in Numbers

Cyber Made Human has experienced great growth since its inception. In 2025, we published 10 episodes between April and December. We received a total of 56,000 listeners across all platforms.

Our top stats from YouTube:

- 4,100 average monthly viewers
- 99.5% first-time viewers
- 76% increase in subscribers
- 265,700 total search impressions
- 424% increase in likes
- 124% viewer increase
- 315 total subscribers

Our top stats from Spotify:

- 999% new audience increase
- 162% follower increase
- 80% more views than in 2024
- 75% higher rating than other shows
- Shared 89% more than other shows
- Top 30% of videos viewed on Spotify

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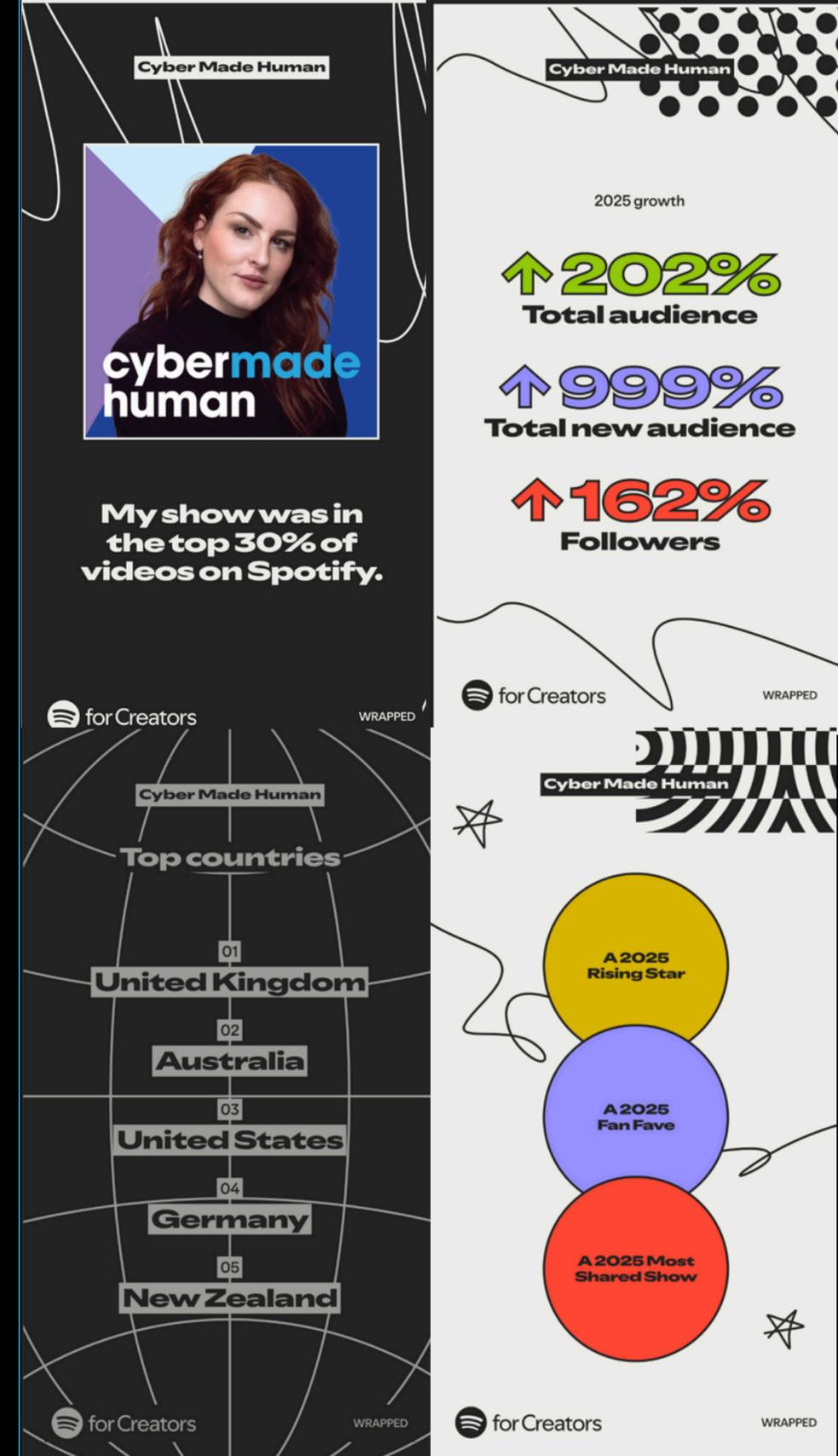
Topics

Topics we've covered:

- The Pros and Cons of Using AI for Therapy
- Top Horror Stories in Cyber and AI
- Inside a romance scam
- Tales from a former hacker
- Hidden Stories of Signals Intelligence
- Cybersecurity Secrets of the Ultra-Rich
- Deepfakes & AI Ethics
- What It's Really Like Securing Critical Infrastructure
- The Future of Blockchains and Quantum Decryption
- What Happens When Big Tech Says No to Government?
- AI Ethics, Silicon Valley Culture & Startups

Topics planned for 2026:

- Cyber trends for 2026
- Open source intelligence for counter terrorism and vulnerability testing
- The rise of the corporate state with tech giants
- Deepfakes impact on social engineering
- Inside the hack: dive into what caused a large outage, such as Harrods or Jaguar Land Rover

Top 2025 Episode

From the development of computers to codebreaking in WW2, Alice and Reid discuss untold stories from Signals Intelligence and what this means for the future.

THE SECRET HISTORY OF SIGNALS INTELLIGENCE

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Host Alice Violet

- 15+ years of experience across luxury travel and cybersecurity marketing
- Formerly in marketing at Sophos and Naked Security before launching Alice Violet Creative in 2021.
- Known for turning complex cyber concepts into content and communications that people understand.
- Active member of the UK cyber & tech community and mentor for emerging talent.
- Experienced live host and speaker with appearances on large and small stages across the UK at TechSpark, CyberSips, UK Cyber Week, and The Podcast Show.

The Podcast Show 2025 LONDON

UK CYBERWEEK
EXPO & CONFERENCE

tech*SPARK
the Bristol & Bath growth network

THE PODCAST THAT DEMYSTIFIES CYBER AND TECH

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Sponsorship Opportunity

We're taking on 2 sponsors for 2026. We need £ 30,000+ VAT to produce and promote the show.

Investment
- £15,000 + VAT per sponsor / £1,500 + VAT per episode.
- 10 episodes / 40+ short-form assets / 2 live events planned for 2026.

What this enables
- Sustained high-quality production with multi-camera video.
- Dedicated video-led marketing strategy and growth in audience and reach.
- Expansion of live episodes and industry event presence at spaces such as The Science Festival.
- Source and plan interesting conversations with leaders in cyber and tech.

2025 Sponsors

CYNAM

GOLDEN VALLEY

"Insightful and thought-provoking conversation at the intersection of cybersecurity, creativity and emerging technology – a space that reflects the future we are building here at Golden Valley"

Golden Valley

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What Sponsors Get

Trust

- Talent attraction
- Brand differentiation in a sea of similar messaging
- Content engine: high-quality clips they can reuse
- Affiliation with our guests who are leaders in tech and cyber, e.g. GCHQ, NSIST, University of Gloucestershire.

Every episode

- Sponsor mention in intro + outro (host-read)
- Sponsor logo on video assets
- Sponsor link and copy in show notes / YouTube description
- Minimum of four video posts per episode on social media platforms
- 1 x 30-second advert per episode (host read)

Across 2026

- "Presented by" / "In partnership with" positioning
- Quarterly performance summary (reach, engagement, top clips)
- 1 co-created episode or live event.

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What Sponsors Get Breakdown

Deliverable	Annual Partner (10 eps / 12 months)
On-show integration	10x host-read intro sponsor mention; 10x host-read mid-roll (20–30s); 10x host-read outro mention
Sponsor link placement	1x dedicated sponsor landing page link, 10x episode show notes link + CTA
Short-form video assets (published)	40x edited clips published via CMH channels (minimum 4 per episode)
Static / text promo posts	10x episode announcement posts (1 per ep); 10x sponsor shout-out posts (1 per ep)
Sponsor-ready content pack (for your channels)	40x clips delivered to sponsor (no watermark, caption-ready); 10x pull-quote sets (copy-ready)
Clip licensing rights	12-month licence to reuse all delivered clips + pull quotes on sponsor-owned channels
Tracking & reporting	Quarterly sponsor report: downloads/views, clip views, engagement, link clicks, recommendations
Live event	Partner with us for 1 x live event, where you can have a speaking slot and brand presence.
Mid-Roll ad	30 second ad per episode (host read)

alicevioletcreative.

Let's Partner

1. Book a Sponsorship Partner Meeting with Alice Violet. <u>Book here</u>
   Or email info@alicevioletcreative.com

2. Sign a contract to be a 2026 sponsor with 50% deposit

3. Book a planning call to agree on visual and verbal assets and the angle of adverts with Alice Violet and team.

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