

PARTNERING THROUGH SPONSORSHIP

Friendly WiFi - It's good to know.



The Safe Certification
Standard for Public WiFi

Opportunity to become a Sponsor

Friendly WiFi provides a truly exciting opportunity for a sponsor and provides the platform to work in partnership with the world's first safe certification standard for Public & Guest WiFi.

Not many opportunities come along where you can be part of something totally unique, take part in a journey of growth and sponsor something which not only will increase profile and presence but also support and promote online safety for kids, young adults and families.

Sounds fun, innovative and different? You're right, this is what sponsoring Friendly WiFi really brings to the table.

We connect with Government and industry, leading experts in protecting kids online, brands and venues who support and take part in the journey of promoting online health for kids. A UK initiative which is paving the way across the world.

The sponsor who is right for Friendly WiFi will be looking to do something a little bit different with their budget and be innovative in their approach. They will work in partnership with a creative attitude to engage via the industry, brands, consumers and leading experts/authorities in partnership with Friendly WiFi.

Friendly WiFi asked the question, why would a company want to sponsor Friendly WiFi, that question has now turned in to why a company would not want to invest their sponsorship budget into a journey of online safety for kids and families and something totally unique.



WHAT IS FRIENDLY WiFi

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WiFi as we all know is growing everywhere. You can't have a day out, have a coffee, meal or do a bit of shopping without seeing free WiFi on offer and probably using it. Great for engagement with customers and an outlet now for marketing and promoting brands, however, WiFi can present online exposure for kids and families and an unhealthy and uncomfortable browsing environment.

Many WiFi services allow indecent images and pornography to be viewed by all, meaning kids and young adults can be exposed directly but also means that they can become exposed when an adult in their vicinity views such material – this raised many concerns.

Friendly WiFi was initiated by Govt, industry and leading experts in the field of online safety for kids to provide protection. Friendly WiFi independently certifies that a brand or venue's WiFi service blocks out indecent content. This is vital as it ensures that the correct level of filtering is in place or supports the brand or venue to put the correct filtering in place. What is unique is that the brand or venue are then able to display the Friendly WiFi trademark symbol to show to their customers that the WiFi is safe and not just free.

Friendly WiFi is important for CSR in this digital age and really shows that a company cares for online safety which they demonstrate by communication with customers to give them peace of mind that them and their families are safe online. Great for marketing with all the brands and venues being clearly shown on the Friendly WiFi map of certified WiFi venues plus lots of other benefits.



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WHAT'S THE EXPOSURE

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This is vital to the key sponsor and Friendly WiFi provides a recipe different to any other sponsorship opportunity out there

- **Brands** – we work with key brands and venues who have all committed to the journey of online safety and put it at the forefront of their activity.
- **WiFi users** – there are 3 million plus users of Friendly WiFi certified WiFi each month and growing.
- **Industry** – we work with over 250 industry providers of WiFi services who are based all over the world delivering hardware, software, marketing and filtering solutions.
- **Government** – the initiators behind the standard who are at the top of the supporters of online safety and Friendly WiFi. Sets the foundation for working relationship with other areas such as Ofcom, NHS Digital, Department for Education – key Minister backing and support.
- **Charities and specialist organisations** – key drivers in the world of online safety, great support provided by NSPCC, WeProtect, Childnet, BBFC, Internet Matters to name a few.
- **Corporates** – even organisations who don't supply to the industry or have venues that include a WiFi service, they want to get involved and promote messages of online safety – Aviva and Sainsburys Bank are just examples of these relationships.
- **Parents** – via social media and relationships with schools, we are on a mission to drive awareness and education.

JOIN THE FAMILY

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Sponsorship is important to the development of Friendly WiFi to drive the standard into more venues, brands and countries. To further educate kids and parents and to strive to achieve a WiFi service everywhere that blocks out indecent material. It's innovative, it's unique and its for the protection of all of us to create a comfortable and safe browsing environment everywhere. Sponsorship is a great way to get involved and join us on the journey with our growing base of certified customers and supporters.

Some of our Proud Certified Customers



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WHY CHOOSE FRIENDLY WIFI

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Why would you want to sponsor Friendly WiFi

- A different and original way to use a marketing or sponsorship budget - something with a great CSR message.
- Being part of a world's first and an initiative that is unique and growing.
- 3 million plus users of certified Friendly WiFi per month
- Online safety especially for kids and young adults is a hot topic and one that is high on agenda's everywhere at the highest levels – this represents a creative way to show support for online safety and a way to get involved in discussions, activity and standards.
- An inventive way to raise awareness of your products and services by creating positive messages and publicity.
- A platform to engage and interact with potential and existing customers.
- Increased visibility in new areas via different methods which creates brand awareness and credibility.
- CSR is now usually focused on giving back to communities – Friendly WiFi provides a platform to drive online safety in communities everywhere via education and awareness.
- Shows your staff that you support online safety through positive engagement, shows what you are doing to support this subject – a great way to also educate your own staff internally – good for staff morale.
- Unique marketing avenues – education, brands, industry and partners.
- Directors are highly networked at a senior level and this provides strong exposure into many areas.

WHY CHOOSE FRIENDLY WIFI

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Why you should get involved to support the growth and education via Friendly WiFi

- Majority of teenagers want to see access to porn restricted
- Access to porn – most teenagers have been exposed to pornographic material by the age of 12
- 72% of teenagers who had been exposed to pornographic images – said they made them feel uncomfortable
- 1 in 12 of the British public access porn via using public WiFi services
- 71% of the public choose their activity/destination based on the availability of WiFi
- 1 in 6 people globally watch porn using public WiFi services
- Exposure to inappropriate material can cause corruption of children
- Protecting our kids from online porn is everyone's business
- Worldwide, pornography is now treated as a public health crisis

Most popular sectors where porn is accessed using public WiFi:-

- Leisure sector
- Cafes and restaurants
- Airports
- Trains and Buses
- Streets and cities

WHY SPONSOR

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KEY BENEFITS

- Shown as Friendly WiFi Sponsor on all Friendly WiFi marketing material and external activities
- Press Announcement - ministerial statement requested - circulated accordingly
- Social Media - quarterly plan to promote sponsorship, including pre-agreed messaging
- Inclusion in quarterly newsletter to Friendly WiFi clients and supporters
- Quarterly education update to schools - topics agreed and scheduled
- Provision of information for inclusion of safety tips for supporting parents and kids - safety whilst using WiFi
- Recognition by UK Council for Child Internet Safety as Friendly WiFi supporter and partner sponsor

PRICING

Exclusive Sponsor £60k

Sponsor £25k

Partner Opportunity £4.5k

SUMMARY

Provides a totally unique, creative and innovative platform to engage with customers, clients, staff and it shows you care about online safety whilst supporting the growth and development of a world's first standard. Provide the sponsor a soft-touch marketing approach which can create greater Customer loyalty and branding advocacy.

SUMMARY

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There is no other standard of this kind in the world and it is not often a unique opportunity comes along. Online safety is on the agenda in the UK and all over the world and this is topic that won't go away. Being involved at the beginning of this journey will set you aside from your competitors and provides the unique opportunity to help influence the journey and growth of Friendly WiFi whilst engaging via many platforms which will benefit you commercially.



OFFICIAL SPONSOR

To find out more about this fantastic opportunity and discuss it further, please contact:

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"The government is committed to ensuring people have the information and tools they need to stay safe online and we are working with industry to provide the right solutions to online harms, It's great to see businesses empowering users to manage online risks through the use of the Friendly WiFi logo."

Margot James, Minister for Digital and the Creative Industries

Some of our proud supporters..

