EDGE District WiFi

Sponsorship Opportunity

IN PARTNERSHIP WITH

Downtown St. Petersburg's EDGE District is a **global destination and ideal urban living place**. Rooted in a rich history of pioneering and industry, the district features restored buildings, landscaped corridors with majestic palms, public art, and eclectic shopping, dining, and cultural experiences. The district's authentic, safe and beautiful environment promotes a connected, active community.

ABOUT EDGE district

42
Median Age

13%
25-34

15%
35-44

14%
45-54

2,285
District Daytime Population

28
Restaurants, Bars and Coffee Shops

19
Shops and Retailers

80+
Other Local Businesses Serving the Community

All located within a vibrant and active

0.8
Square Miles

SOURCE: EDGE District Master Plan, 2017

WHO IS GOZONE WIFI?

Our Story

- Based in downtown St. Petersburg, Florida
- Began commercial operations in 2014
- Founded by a public WiFi pioneer with a history of working with the largest global mobile carriers
- Our leadership brings 20 years of experience in the public WiFi hotspot industry
- GoZone WiFi has developed 3 Software-as-a-Service (SaaS) platforms that enable the monetization of public WiFi Networks
- Currently operating hotspots in seven countries
- Serving venues from coffee shops to entire cities

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OPPORTUNITY

- Access to WiFi varies at each unique business
  - ✓ **Opportunity to provide a consistent and branded WiFi experience**
- District visitors want seamless online connectivity
  - ✓ **Opportunity to advertise to a highly engaged mobile audience**
- Businesses offer free guest WiFi with an additional hassle of passwords and no business ROI
  - ✓ **Opportunity to save staff time and increase marketing potential**

Advertise to over 5,000 engaged EDGE District residents and visitors every month.

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THE SOLUTION

WiFi makes communities, stronger, smarter, and more accessible.

- Smart WiFi is installed at local businesses throughout the district
- Sponsors advertise on district network and cover infrastructure costs
- Residents and visitors have access to free, ubiquitous district WiFi
- District host locations receive guest insights and marketing solutions

Source: www.idtheftcenter.org/images/surveys_studies/PublicWiFiUsageSurvey.pdf

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WHY WIFI?

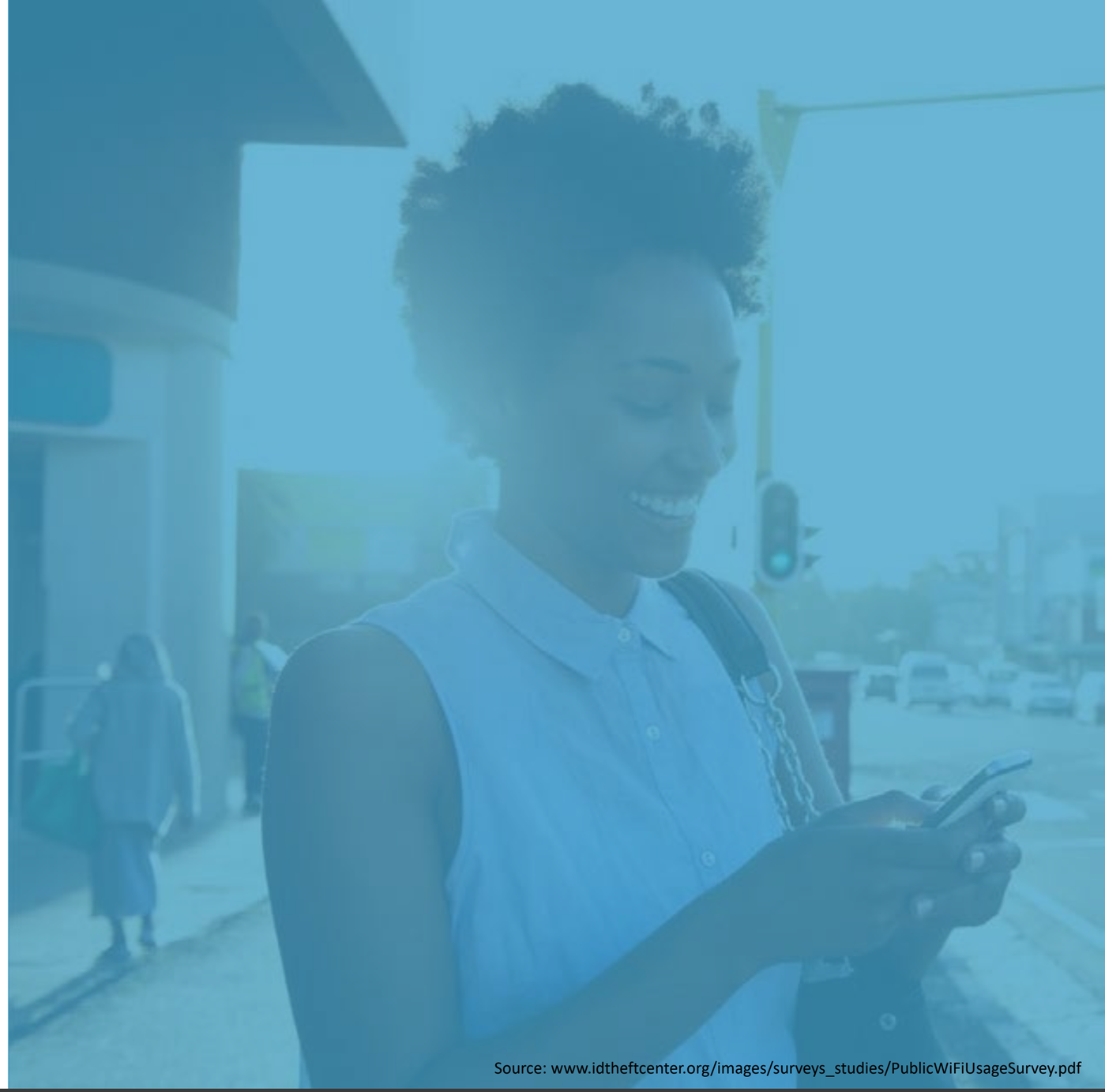
78%
of people use public WiFi once a month

41%
of people use public WiFi once a week

75%
of these connections are in a coffee shop or restaurant

13 Million
WiFi Hotspots in 2015

23.4 Million
WiFi Hotspots in 2018



Source: www.idtheftcenter.org/images/surveys_studies/PublicWiFiUsageSurvey.pdf

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COMMUNITY BENEFITS

GUEST AND VISITOR BENEFITS

- Free and secure WiFi access throughout the district
- Simple login process
- Digital engagement with local businesses

LOCAL BUSINESS BENEFITS

- Customized and branded WiFi login page
- Gain guest insights and marketing platform
- Increased local visibility

EDGE DISTRICT BENEFITS

- Review district-wide analytics and guest demographics
- Increased brand awareness
- Promote app downloads

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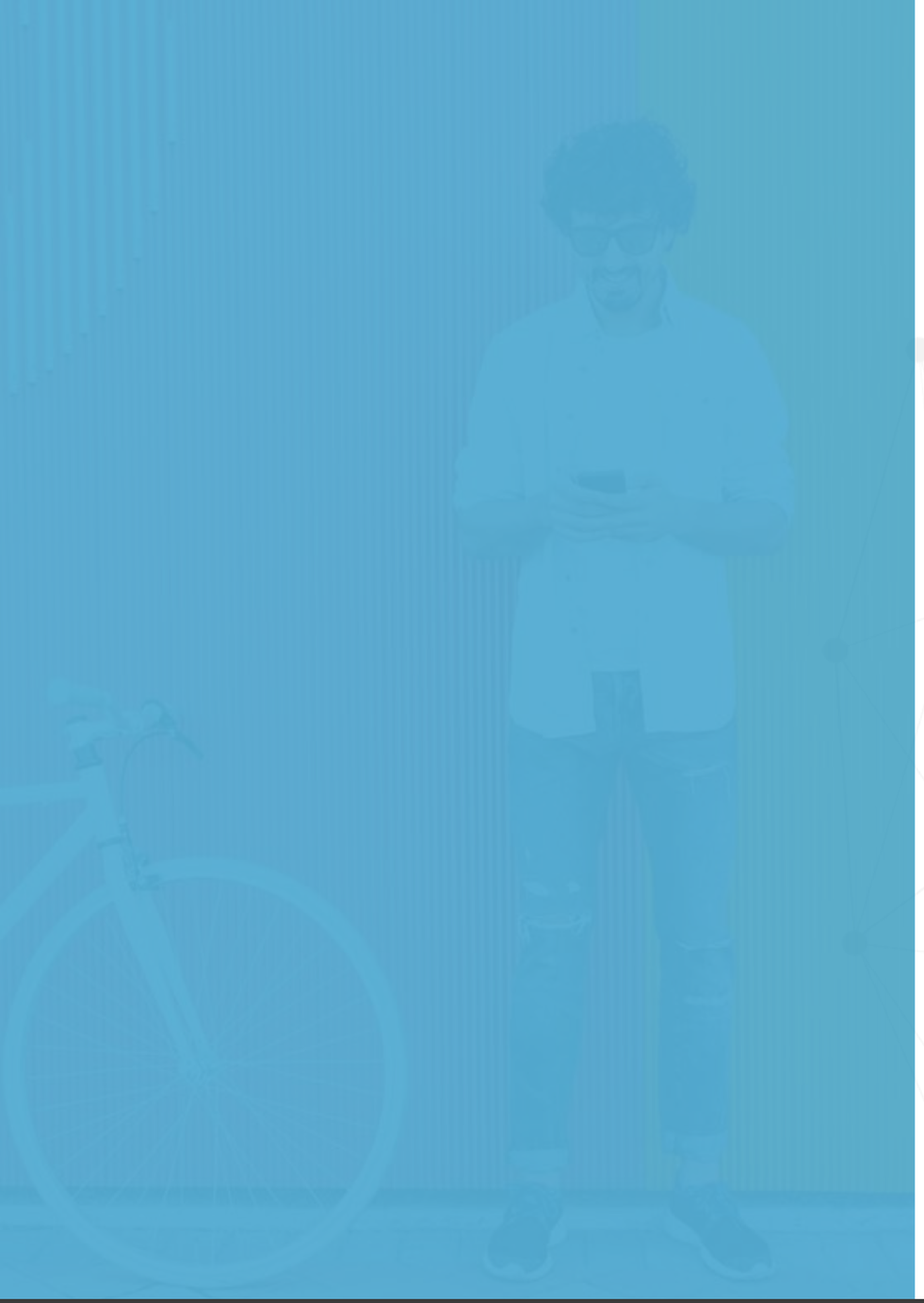
USER EXPERIENCE

BRANDED WIFI
LOGIN PAGE

FACEBOOK LIKE OR
CHECK IN OPTION

LANDING PAGE
REDIRECT

AUTOMATED
BRANDED EMAIL



SPONSORSHIP OPPORTUNITY

Reach a vibrant mobile community with EDGE District Community WiFi

GOLD SPONSORSHIP: $2,500

- ✓ Customized Advertising Landing Page
- ✓ 1-Year Edge WiFi Sponsorship
- ✓ Sponsor Logo on WiFi Login Page
- ✓ Customized Display Ad on WiFi Landing Page – 300 x 250px Above the Fold
- ✓ Sponsor Logo Displayed in Automated Emails Sent to First-Time WiFi Guests
- ✓ Logo Displayed on all Marketing and Promotional Materials Related to EDGE District WiFi
- ✓ Bronze Membership with EDGE Business District Association ($100 value)

SILVER SPONSORSHIP: $1,000

- ✓ 1-Year Edge WiFi Sponsorship
- ✓ Customized Display Ad on WiFi Landing Page – 300 x 250px Below the Fold
- ✓ Sponsor Logo Displayed in Automated Emails Sent to First-Time WiFi Guests
- ✓ Logo Displayed on all Marketing and Promotional Materials Related to EDGE District WiFi
- ✓ Bronze Membership with EDGE Business District Association ($100 value)

Gold Membership with EDGE District Business Association: $400 Upgrade

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