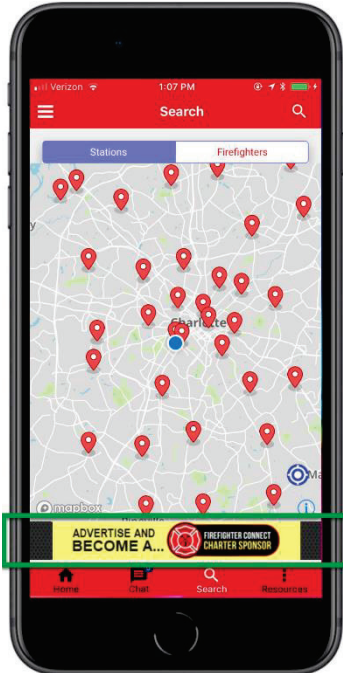


# FIREFIGHTER CONNECT

Effective 9/15/2018

## SPONSOR INFORMATION GUIDE

The FIREFIGHTER CONNECT Mobile App community is a great place for quality sponsors to reach and support firefighters, fire departments, and individual fire stations across the country. Effectively advertise quality products and services while earning and rewarding the trust and loyalty of dedicated firefighters and their colleagues throughout our exclusive mobile app network.



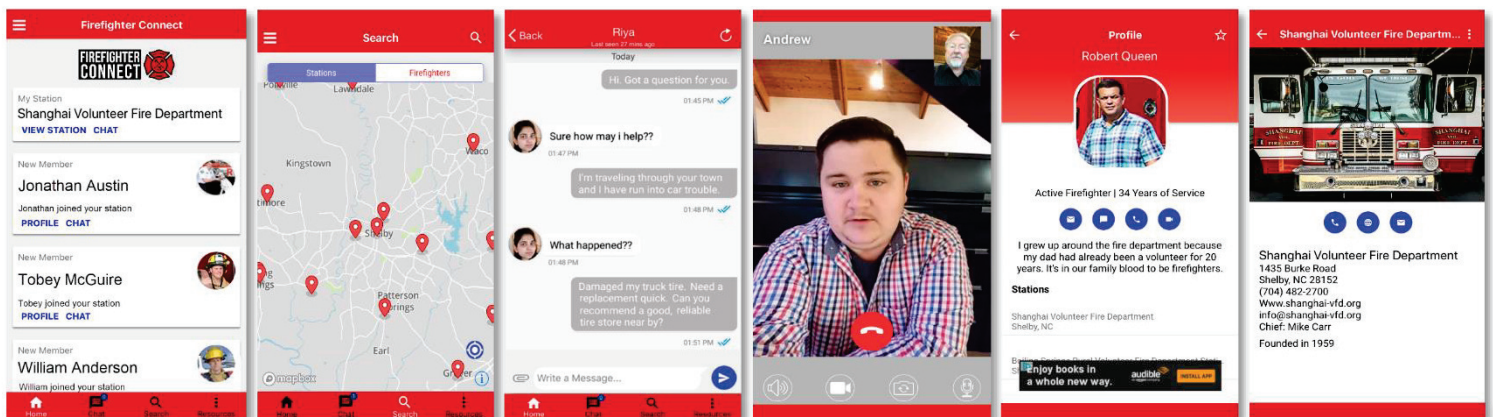
### INITIAL APP 'RELEASE PHASE' SPONSORSHIP PACKAGES

- Lifetime FIREFIGHTER CONNECT "Charter Sponsor" Badge (Certification Seal) Option.
- Ad Category 'Limited Exclusivity' Available to "Charter Sponsors" at Additional Cost.
- In-App Customized 'Ad Banner' in Designated Feature or Content Screen.
- In-App Customized 'Sponsor Showcase' Listing with Link to Sponsor's Website.
- Bonus In-App Customized 'Coupon' Offer within App 'Resources' Placement Available.
- "Charter Sponsor" or "Sponsor" Recognition on FIREFIGHTERCONNECT.com. \*
- Special Recognition in FIREFIGHTER CONNECT Promotional & Membership Email. \*
- Unique Firefighter "Coupon" & "Special Offer" In-App & Email Distribution Option. \*

FLAT RATE 90-DAY PACKAGE RATES BASED ON AD CATEGORY  
(Now Accepting Limited First-Come, First-Served Schedule Commitments)

\*Ad Content Subject to Approval.

## A REVOLUTIONARY MOBILE APP Designed for Firefighters by Firefighters



Contact FIREFIGHTER CONNECT for More Details.

FirefighterConnect.com | (704) 477-0105 | info@firefighterconnect.com

## INITIAL APP “RELEASE PHASE” SPONSORSHIP RATE SCHEDULE\*

The FIREFIGHTER CONNECT mobile app, website, and email communications program offers a wide range of unique and effective advertising sponsorship opportunities to leading companies who want to specifically target and support the more than 1.2 million firefighters who dutifully serve their communities throughout the United States. “Release Phase” advertising packages include “Charter Sponsorships,” “Sponsorships,” and special “Coupon & Discount Offer” opportunities, as well as special incentives to early FIREFIGHTER CONNECT advertisers in the form of “limited” exclusive placement and initial rate lock-in opportunities.

### CHARTER SPONSORSHIPS

“Charter Sponsorships” will be available only for a limited time and will be provided on a first-come, first-served basis. Benefits include: Locking in your introductory discounted ad rate as a “Charter Sponsor” for a minimum 12-month period while our firefighter audience continues to grow, the opportunity to be featured in at least two email broadcast messages per month to be sent to FIREFIGHTER CONNECT users, app and social media followers, and industry representatives, as well as the use of our exclusive “Charter Sponsor” seal in your marketing as long as you maintain your sponsorship.



**LIMITED EXCLUSIVITY BY AD CATEGORY FOR CHARTER SPONSORS** – There will be a limit of just ② “Charter Sponsors” accepted per advertising category. “Charter Sponsorship” ad category designations are reserved on a first-come, first-served basis. (Please note that we also use an automated ad network to provide some of the banner messages that appear within FIREFIGHTER CONNECT which could inadvertently conflict with some advertising categories.)

### STANDARD SPONSORSHIPS

Similar to “Charter Sponsors” except there will be an unlimited number of “Sponsors” for each ad category. Benefits include: Locking in your introductory discounted ad rate as a “Sponsor” for a minimum 12-month period while our firefighter audience continues to grow, the opportunity to be featured in at least one email broadcast message per month to be sent to FIREFIGHTER CONNECT users, app and social media followers, and industry representatives.

### COUPON & DISCOUNT OFFER PROMOTIONS

“Charter Sponsors” and standard “Sponsors” may elect to post “Coupons” or “Discount Offers” that will be listed within the “Resources” section of the FIREFIGHTER CONNECT mobile app. “Coupons” or “Discount Offers” may run concurrent with an advertiser’s “Banner Ad(s)” campaign or they may be purchased separately. Posted “Coupons” or “Discount Offers” must contain a valuable benefit for the participating firefighters, as well as contain clear and easy to follow redemption instructions. Offers will be presented in the form of descriptive “text messages” of up to one hundred (100) characters in length and may also contain a link leading to the advertiser’s designated website, promotional landing page, or social media content.