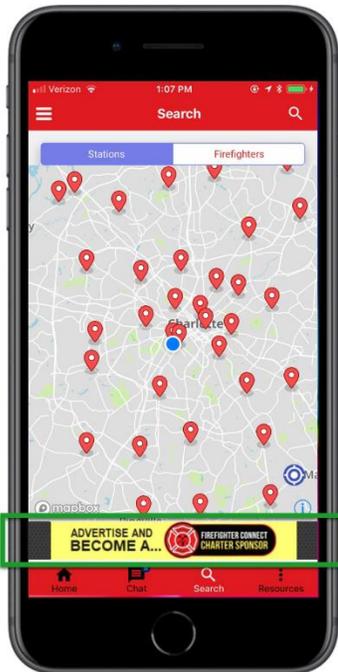


SPONSOR INFORMATION GUIDE

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.



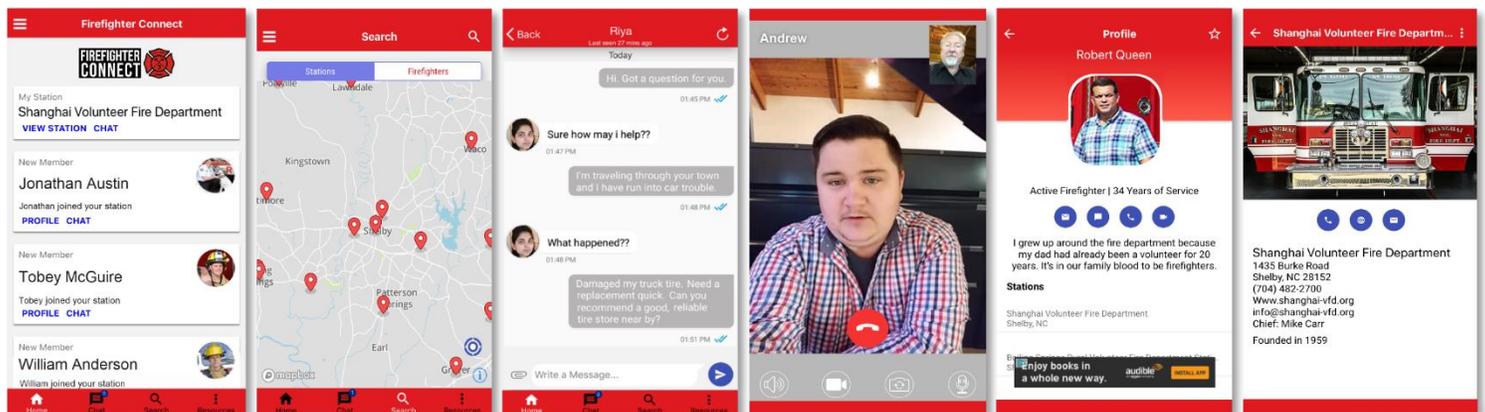
SPONSORSHIP PACKAGES

- 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 with In-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

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. 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.



Effective 04/08/2019

FIREFIGHTER CONNECT APP QUARTERLY RATE CARD

Ad Categories

	Charter Sponsorship	Standard Sponsorship
<u>Tier 1:</u> Apparatus, Turn Out Gear, Air Pack/PPE Systems, Extrication Equipment, Communications, Insurance, Accessory Vehicles	\$2000	\$1500
<u>Tier 2:</u> Apparatus Components, Hoses, Nozzles, Thermal Imaging, Decontamination Systems, Drones	\$1600	\$1200
<u>Tier 3:</u> Boots & Gloves, Collectibles, Emergency Lighting, Education/Training, Others	\$1200	\$900

- * Charter Sponsors are limited to two per category. Charter Sponsors may purchase both spots for exclusivity in that category. Two banner ads (320x50 pixels) and use of the Charter Sponsor seal are included for each Charter Sponsor.
- * Standard Sponsors are unlimited per category. One banner ad (320x50 pixels) is included for each Standard Sponsor.
- * Charter and Standard Sponsors may also list one Discount or Offer in the Resources section of the app.
- * Above quarterly rates are “locked in” until June 30, 2020. Sponsorship can be extended in 90-Day blocks at the same rate for two quarters until December 31, 2020. Rates may adjust late 2020 based on number of app users and traffic. Sponsors will be given a 30-day notice of any rate changes.
- * Rates reflect Net rate amounts and do not include applicable taxes, fees, or agency commissions that may be added.
- * Payments are due by the 20th of the last month of each calendar quarter.

Discounts & Offers Categories

	Rate
Badges, Decals, Awards, and Monuments	\$100
Boots, Footwear, and Gloves	
Clothing – Uniforms, Casual, and Custom	
Collectibles and Jewelry	
Education/Training	
Fundraising	
Hand Tools and Forcible Entry Tools	
Leather Helmets and Shields	
Others	
Single Banner Ad (320x50 pixels)	\$250

- * Above quarterly rate provides Discount & Offer Listing until June 30, 2020. Listings can be extended in 90-Day blocks at the prevailing rate. Advertisers will be given a 30-day notice of the current rate.
- * Rates reflect Net rate amounts and do not include applicable taxes, fees, or agency commissions that may be added.
- * The number of advertising impressions and link engagements cannot be guaranteed.
- * Payments are due by the 20th of the last month of each calendar quarter.

Contact [FIREFIGHTER CONNECT](#) for More Details.

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