



THE BIG CONN

TAKING BACK CONTROL



at **The Manor**

August 21st 4pm-7pm
September 10th 4pm - 7pm
September 23 4pm-7pm

The mission of this 3-part event series is to educate and inform people on the current wide range of fraud activities designed to deceive for financial gain and what preventative action to take. While the audience is 55+, fraud does not discriminate. Together with our passionate partners in helping protect people against such fraudulent activities, we want to alleviate the stigma that a person is a willing participant in a scam when in reality, they are the victim regardless of age.

“The Big Conn” is a live interactive experience that focuses on protecting our community members lifestyle and all of the things they love: family, finances, travel, leisure, health, entertainment, and retail.

Attendees will master the art of recognizing scams, identifying red flags, managing the problem, and implementing effective solutions...all with a glass wine, fun games, prizes, and fantastic eats!



event info - community insights - partner ROI

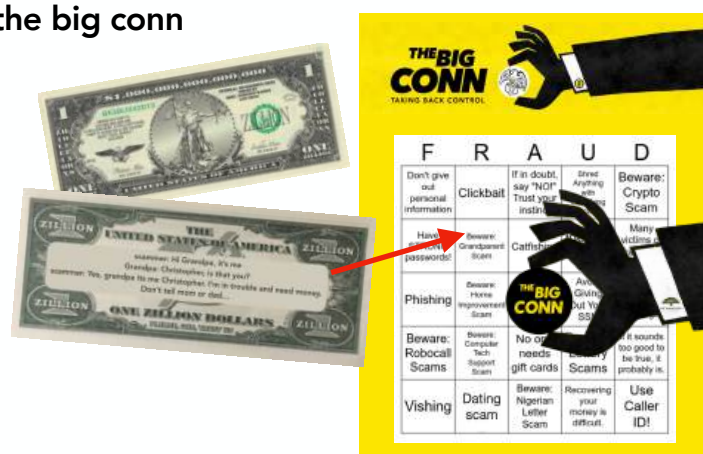
- direct access to 2,820 households through multiple channels
 - average resident age: 67
 - over 200 veterans
 - 80% married couples
 - 95% homeowners, some renters
 - 70% college educated
 - strong mix of Florida natives and northern transplants
 - affluent audience with substantial discretionary spending
 - homeowners with high property values
 - active consumers who prioritize quality and service
 - brand loyal customers who value established relationships
 - seasonal residents and year-round homeowners
 - (3) events: 8-21, 9-10, 9-23
 - online access: 75,000 monthly impressions
 - 5,000 residents mailing list
 - pre-during-post event coverage
 - new audience within relevant community
 - brand / service awareness and positioning
 - post event analytics
- NOTE: the most important aspect of the partners experience is the attendee path, in which an interactive game has been created to ensure attendees visit each partner to engage and receive information.

gamification: the big conn

The event theme re: fraud/scam detection/prevention, will be strengthened and anchored with an interactive game, “the big conn.”

A “scam-vengeer hunt/bingo” scenario engages attendees inside an environment programmed with challenges to encourage interaction, networking, and active participation with other attendees, and all participating partners making for a more dynamic and enjoyable event. This approach will ensure all partners have face-time with attendees.

Each interaction involves simulations, problem solving, quizzes, and clues related to specific fraud/scam scenarios ex: phishing, identity theft, ponzi scheme, imposter scam, and various financial scams. The attendees will receive big conn play money with a question for the attendee to match on their bingo scam card. Once they spell out “FRAUD”, as deemed correct, the card will be placed into a grand prize drawing to be announced at the closing ceremony.



F	R	A	U	D
Don't give out personal information	Clickbait	If in doubt, say "NO!" Trust your instincts.	Street Vending	Beware: Crypto Scam
Have passwords	Beware: Charitable Scam	Catfishing	Many Scams	Many Scams
Phishing	Beware: Home Improvement Scam	No of needs gift cards	Scams	It sounds too good to be true, it probably is.
Beware: Robocall Scams	Beware: Computer Tech Support Scam	Beware: Nigerian Letter Scam	Recovering your money is difficult.	Use Caller ID!
Vishing	Dating scam			



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partnership opportunities

associate (\$750): 8 spaces

- vendor table (6')
- your company logo on all event marketing materials
- community email
- digital screens
- welcome signage / step and repeat
- sponsorship gift

partner (\$1500): 4 spaces

- everything in the associate package, plus ...
- 10x10 vendor booth
- pop-up banner/signage
- branded workshop
- 30-second promo video before the keynote session.

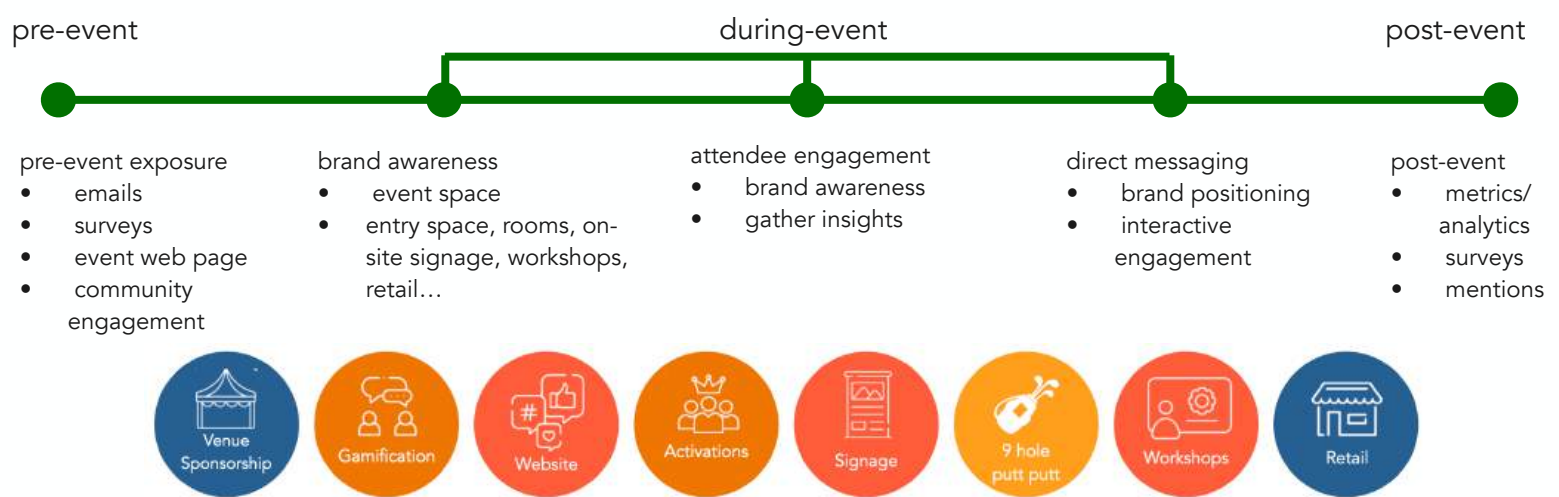
principle (\$2500): 1 space

- everything in the associate and partner packages, plus...
- venue sponsorship
- the big conn presented by (your company)
- additional signage throughout community

Customization opportunities available to ensure mutual benefit and ROI between event and partner.



a la carte partner packages by event lifecycle stage



- A La Carte Opportunities :**
- pop-up cafe (coffee/treats): \$1200
 - wine lounge: \$1000
 - gamification: \$550
 - photo booth: \$650
 - retail promenade: \$450 (local artisans)
 - golf experience (9-hole putt putt course): \$1500
 - option to sponsor holes
 - golf cart demo
 - customize and activation
 - we will work with you to create and activation
 - cost tbd



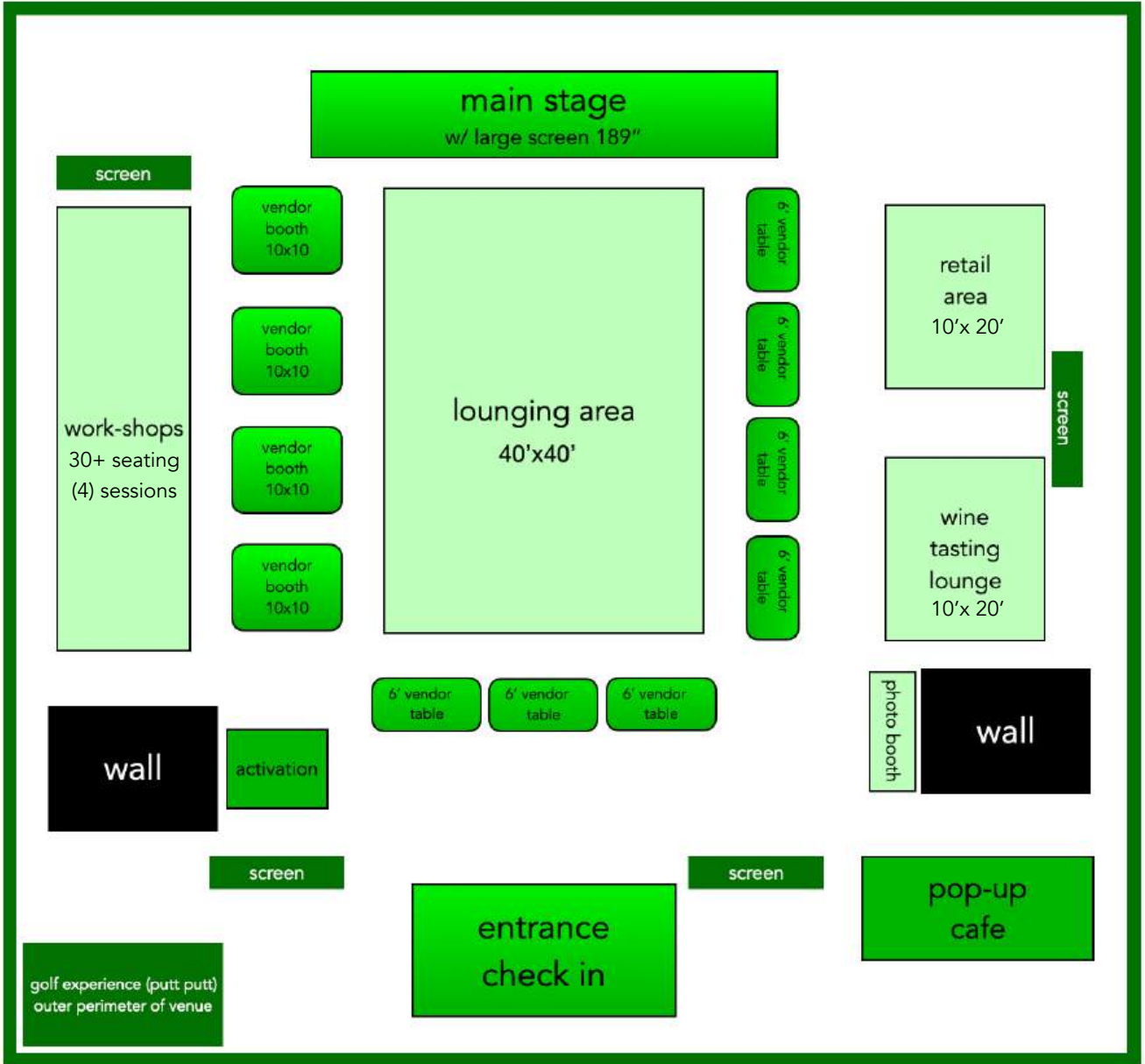
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floor plan *subject to revision



loop driveway



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