



# **THE BIG CONN**

TAKING BACK CONTROL



at **The Manor**

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

# the big conn event series mission

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.

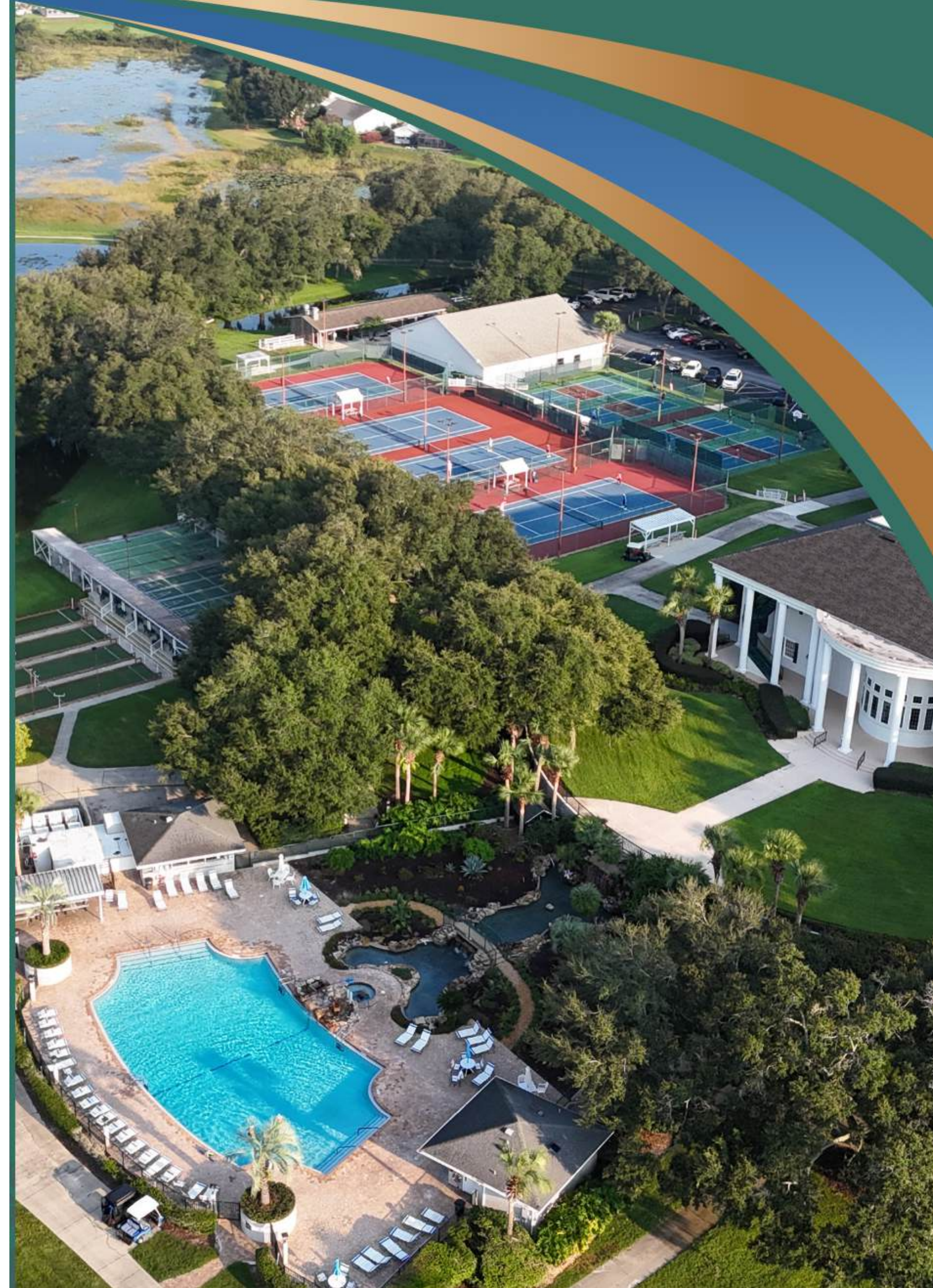
“The Big Conn” is a live interactive experience that focuses on protecting your lifestyle and all of the things you love. Family, finances, travel, leisure, health, entertainment, retail.

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!



# Table of Contents

- about us - the Plantation at Leesburg
- community insights and partner ROI
- what we know
- “the big conn” event
  - event programming
  - the big conn game
  - event layout
- partnership opportunities
  - tier packages
  - a la carte opportunities
  - customization



# community insights & partner roi

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## ABOUT US: The Plantation at Leesburg

Nestled in the heart of Central Florida, The Plantation at Leesburg offers an unparalleled active adult lifestyle in a prime location. Just a short drive from the enchantment of Disney World and conveniently situated between the Atlantic and Gulf coasts, our community blends convenience with vibrant living.

### Golf Enthusiast's Paradise

Our community proudly features two championship 18-hole golf courses: Otter Creek Golf Course and Cranes Roost Golf Course. Both courses boast fully stocked pro shops, top-notch practice facilities, and welcoming clubhouses where residents gather for tournaments, social events, and casual dining. Vibrant Community Living The Plantation is home to over 5,000 residences, ranging from cozy villas to spacious single-family homes, all set within our beautifully landscaped, access-controlled community.

### Our Residents Enjoy:

- Over 100 active clubs and interest groups
- Three state-of-the-art activity centers
- Multiple swimming pools, tennis, and
- pickleball courts
- Fitness centers
- Beautifully maintained walking trails
- Year-round social events and activities

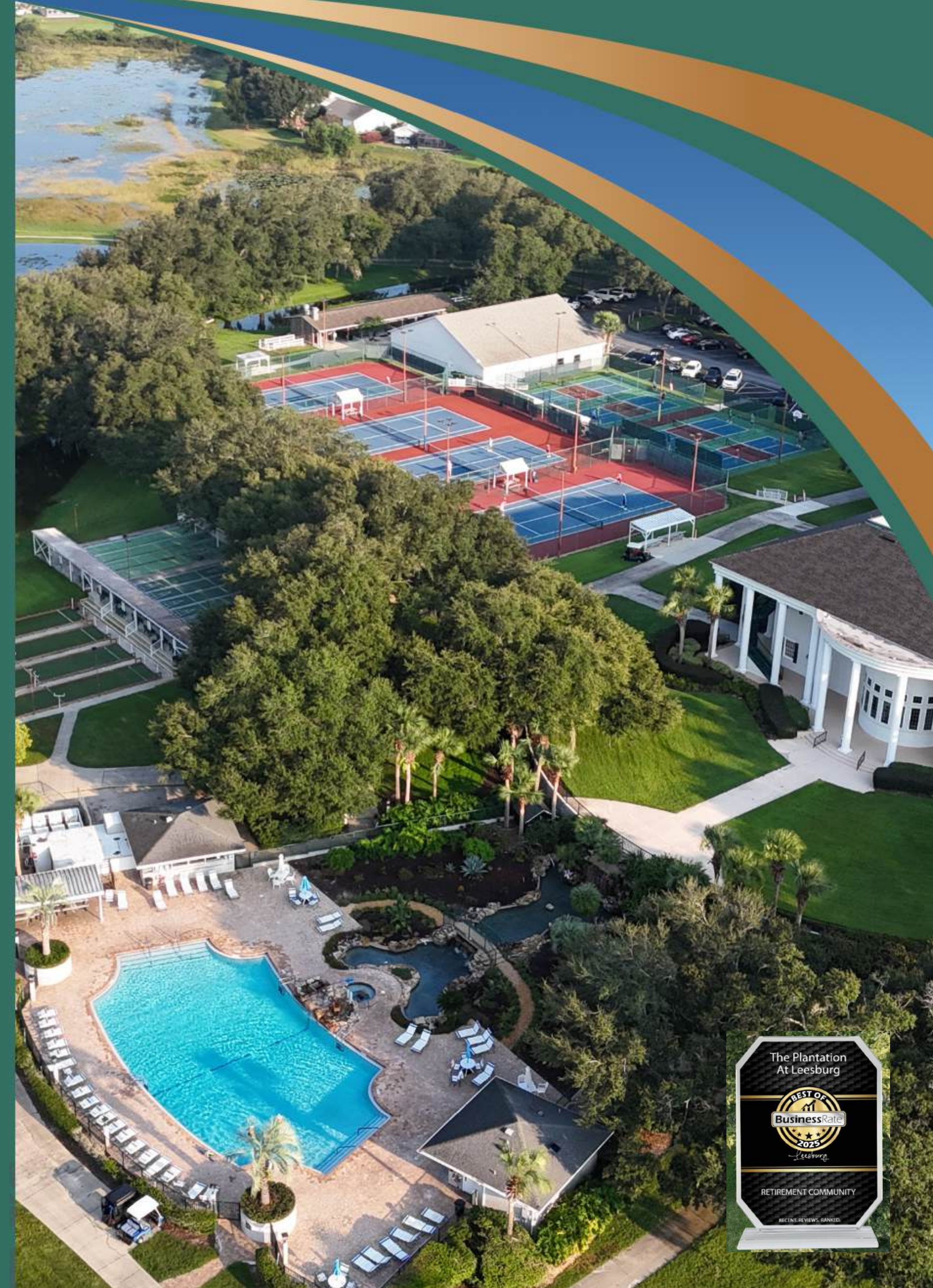
Our diverse community welcomes residents from across the country, creating a rich tapestry of experiences and friendships. Many describe life at The Plantation as the "permanent vacation" they've always dreamed of active, engaging, and surrounded by the natural beauty of Florida. Join us and discover why The Plantation at Leesburg isn't just a place to live. It's a lifestyle to embrace!

## A Self-Managed Community

For 35 vibrant years, The Plantation at Leesburg has stood as a beacon of community and excellence. Originally nurtured by its builders, the property transitioned in 2008 to the capable hands of a newly elected Board of Directors (BOD). This marked a new era where the BOD took the reins, steering the community with fresh vision and vigor. Throughout these dynamic decades, the Management Team has been a constant presence, evolving from welcoming new homeowners to executing the innovative policies and procedures set forth by the BOD. Faces may have changed, but the unwavering commitment to excellence has not.

### Explore Our Community

Staying active at The Plantation at Leesburg is not only the easiest thing you'll ever do. It's fun! Whether you prefer dressing up or keeping it casual, there's something for everyone. With a variety of activities and events tailored to all interests, you will always find something to enjoy. Whether it's joining a fitness class, exploring scenic walking trails, or participating in community clubs, The Plantation offers endless opportunities to stay engaged and active. Come experience the vibrant lifestyle that makes every day feel like a celebration!



# community insights & partner roi

- (3) events: 8-21, 9-10, 9-23 (4pm-7pm)
- 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
- 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



what we know about fraud

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# what we know

Fraud and scams involve deceptive practices aimed at stealing personal information. Fraud is financial theft without your permission or knowing, typically involves stolen information like credit card numbers. Scams trick victims into willingly providing information or money.

**Both are widespread and can effect anyone regardless of age or background.** Understanding common tactics and warning signs is crucial for prevention.

## types of scams: *not limited to*

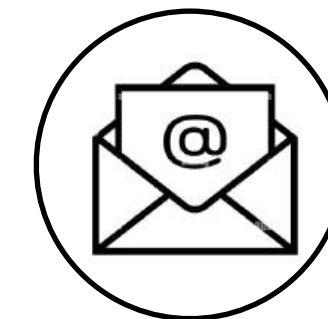
- romance
- blackmail
- identity theft
- financial / investment
- real estate / home related
- charity
- insurance
- IRS
- debt collection
- religious
- DMV / tolls
- sweepstakes

## warning signs: *not limited to*

- pressure to act immediately
- unusual payment requests
- requests for personal information
- too-good-to-be-true offers



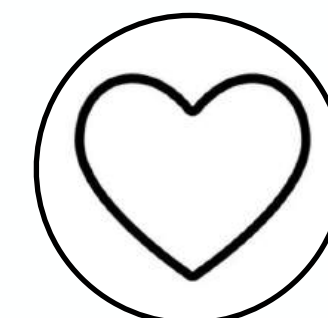
\$5.7B  
investment scams



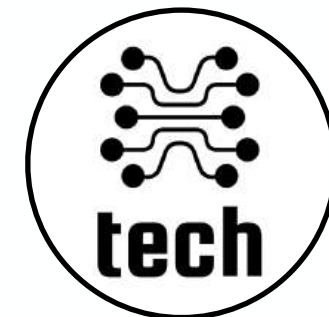
\$382M  
business email scams



\$2B  
bank transfer scams



\$357M  
romance scams



\$590M  
tech support scams



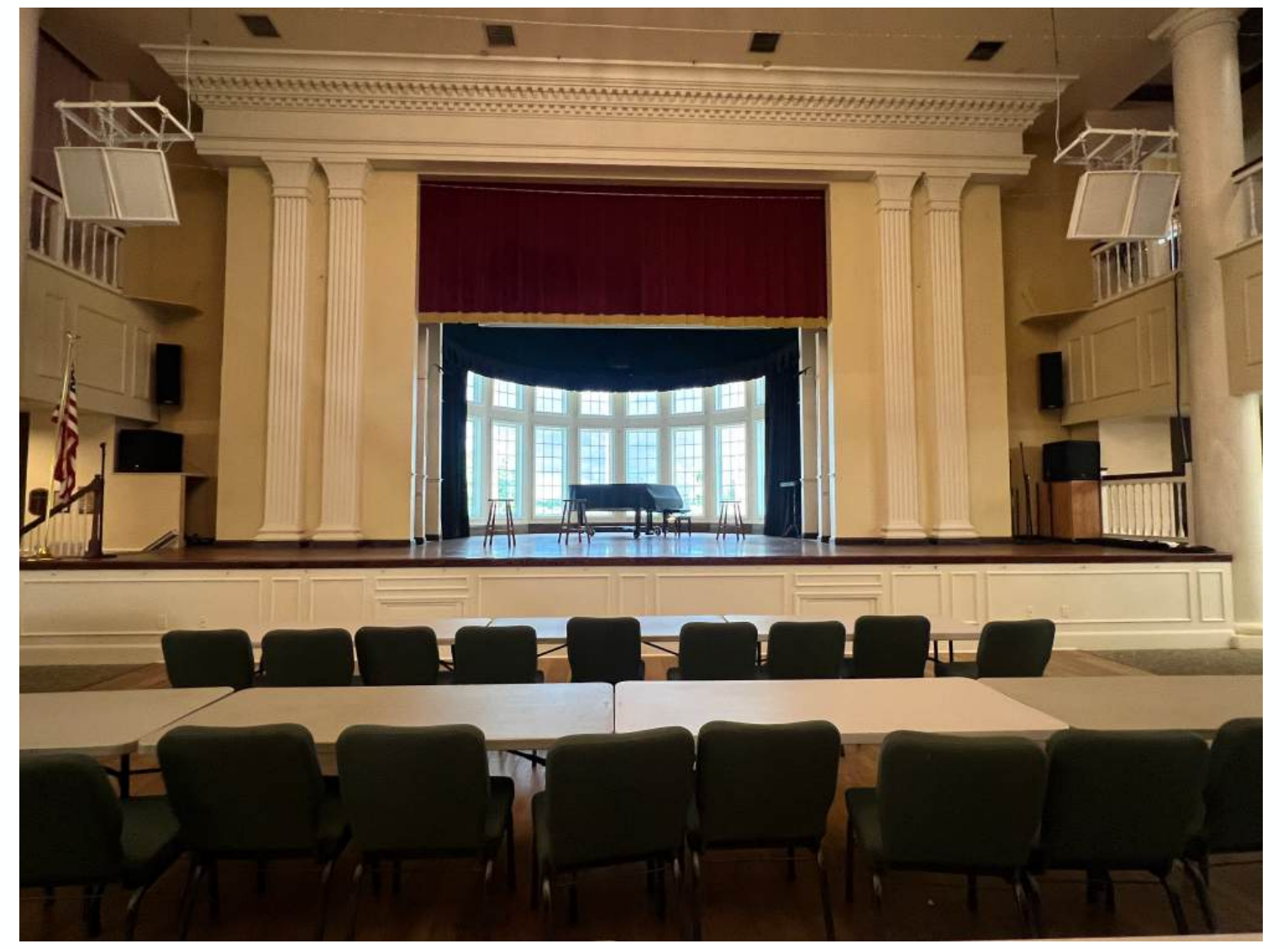
\$180M  
government scams

2024 → 2.6M fraud reports → \$12.5B reported lost resource: federal trade commission

about: the big conn

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venue space: the manor

# the big conn - event programming

The Big Conn event has been designed to support residents of the Plantation at Leesburg, 55+ community, and their families, and friends. Through pre-promotional efforts, many residents will have pre-registered for the event and workshops. For those who have not pre-registered, they will be able register for the days workshops and activities at point of check-in.

**4:00pm:** Attendee arrival, check in, registration and photo opps, and getting settled within the venue

**4:10pm:** Opening ceremonies will begin by the events director welcoming the residents and outlining the experience as well as partners announcements

**4:20pm:** activations will begin ("the big conn" game, partner tables/booths, activations, wine, retail, cafe...)

**4:30pm:** workshops will begin and close at 6:45pm (1st shop 45min - 2nd shop @ 25min - 3rd shop @ 25min - 4th shop @ 25min)

**6:45pm:** closing ceremonies by the events director

**7:00pm:** event ends

**7:10pm:** strike and load out



# 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-venger 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.

**THE BIG CONN**  
TAKING BACK CONTROL

**F R A U D**

Don't give out personal information	Clickbait	If in doubt, say "NO!" Trust your instincts	Shred Anything with [redacted]	Beware: Crypto Scam
Have STRONG passwords!	Beware: Grandparent Scam	Catfishing	Many victims of [redacted]	
Phishing	Beware: Home Improvement Scam		Avoid Giving Out Your SSN	
Beware: Robocall Scams	Beware: Computer Tech Support Scam	No one needs gift cards	Beware: Lottery Scams	If it sounds too good to be true, it probably is.
Vishing	Dating scam	Beware: Nigerian Letter Scam	Recovering your money is difficult.	Use Caller ID!

**ZILLION** ONE ZILLION DOLLARS

AMERICA'S DEBT IS \$16,000,000,000.000. A TRILLION HERE, A TRILLION THERE, PRETTY SOON WE'LL BE TALKING ABOUT REAL MONEY - ZILLIONS.

scammer: Hi Grandpa, it's me  
Grandpa: Christopher, is that you?  
scammer: Yes, grandpa its me Christopher. I'm in trouble and need money. Don't tell mom or dad...

a bank or company will never ask you for this if they call you

**THE BIG CONN**

THE PLANTATION AT LEESBURG

example



# event activations & layout

*\*layout subject to revision*

## partnerships: educate and inform

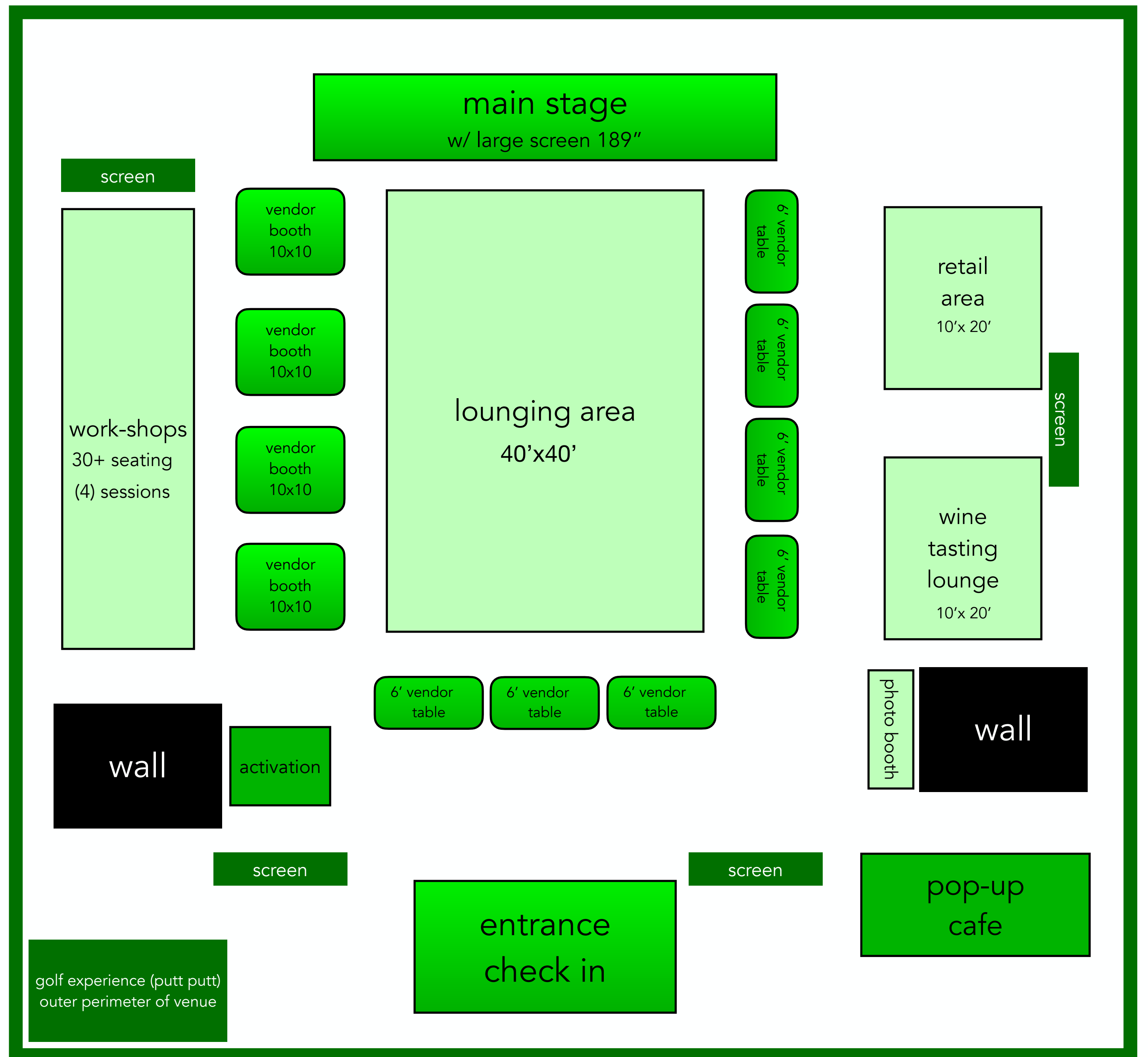
- health insurance
- financial (banking, investing)
- financial security
- AI/tech
- travel
- fitness
- home help
- meal services

## activations:

- workshops (fraud awareness/prevention)
- Plantation groups
- interactive game: the big conn
- photo booth / step and repeat
- cafe & treats
- wine lounge
- local artisans & retail booths
- golf experience - putt putt course
- phone charging

## attendee swag bags

- event materials
- brand products



partnership opportunities

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# partner opportunities

Associate (\$750): 8 spaces

- vendor table (6') \**customization available*
- your company logo on all event marketing materials
- community email
- digital screens
- welcome signage

Partner (\$1500): 4 spaces

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

Principle (\$2500): 1 space

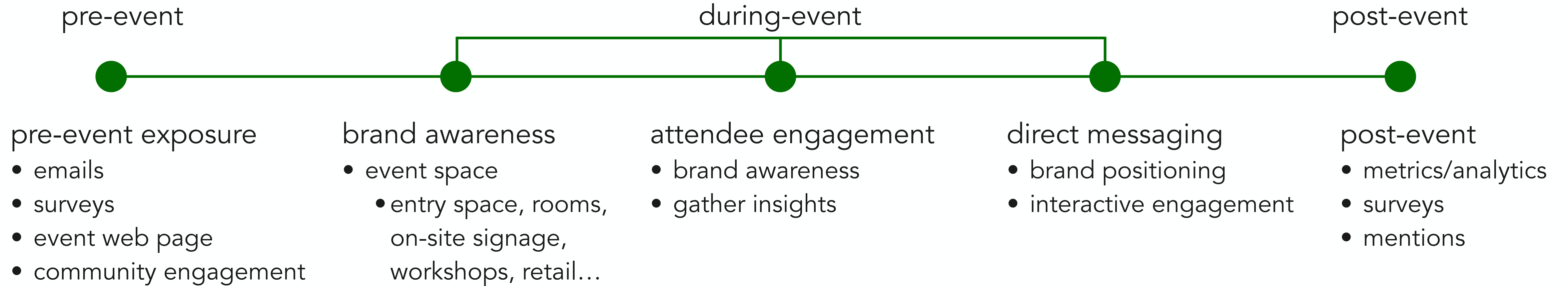
- everything in the associate and partner packages, plus...
- venue sponsorship (the big conn presented by "your company")
  - a branded lounge named after your company

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

20%  
discount sponsoring  
all three events



# 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



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.

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thank you on behalf of the Plantation community

