

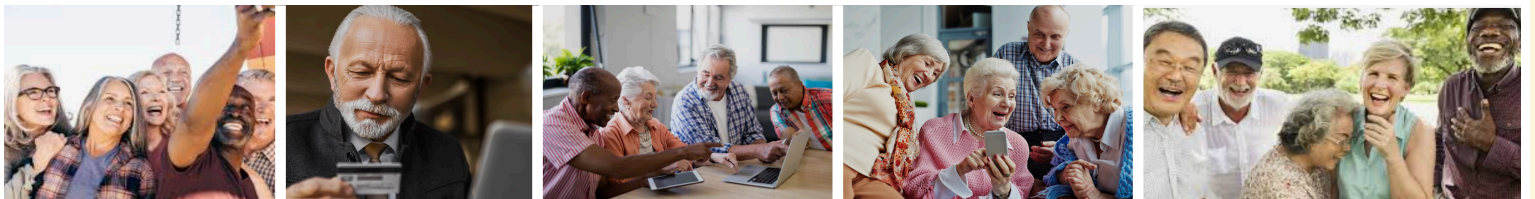


SAFER HORIZON is a high-energy, interactive fraud prevention summit. As a **women-owned** landmark event, we replace "fear-based" lectures with an upscale marketplace where the 55+ community reclaims control of their data. We move beyond simple awareness into real-time fraud prevention, empowering our community to see past the scam, end the stigma, and find peace of mind.

Older adult fraud is an epidemic with a \$3.4 Billion annual loss with a projected 1000% surge in 2026

Three Audiences. Two Specialized Formats. One Mission.

MAY 6: SPRING LAUNCH	MAY 7: SPRING LAUNCH	AUG: GRAND FORUM	OCT 16: GRAND FORUM
<u>Summerfield (Del Webb Spuce Creek)</u>	<u>Arlington Ridge</u>	<u>Arlington Ridge</u>	<u>Summerfield (Del Webb Spuce Creek)</u>
Experience: Workshop + Panel Discussion	Experience: Workshop + Panel Discussion	Safer Horizon Fraud Prevention Experience	Experience: The Grand Marketplace (tentpole Event)
Audience: 60+ Early Adopters	Audience: 75+ Early Adopters	Audience: 1000+ Strategic Reach (open to Public)	Audience: 600+ Strategic Reach
Focus: Digital Shield Assessment	Focus: Mass Category Anchor	Focus: Expert Activation	Focus: Expert Activation
10AM - 12PM (2hrs)	10AM - 12PM (2hrs)	11AM - 2PM (3hrs)	11AM - 2PM (3hrs)



THE STRATEGIC ASSIST	DIRECT PARTNER VALUE
Market Exclusivity	Category Lock: Positioned as the sole vetted authority in your industry and region for the entire 11,000-resident 2026 series. (Del Webb + Leesburg Communities)
Inbound Authority	Resource Management: We manage the administrative flow, ensuring your team is free to focus exclusively on advocacy.
Plug & Play Infrastructure	Turn-Key Environment: We manage all venue logistics, custom event branding, and professional staging. Just bring your kit and your expertise.
Multi-Channel Legacy	2026 Authority: Your "Expert Tip" is hard-coded into our physical and digital Resource Guides, kept in-home for a full year.



SAFER HORIZON is engineered to bypass the traditional 6–12 month "Trust Cycle" through direct, hands-on homeowner advocacy. Regardless of your industry, the biggest expense in this market is the **time it takes to earn trust**. Our Series is designed to put you 'in the trenches' with 1,200 high-intent residents. By the time our October Grand Forum arrives, you are a recognized **Community Sentinel**.

THE CONVERSION ENGINE: FROM AWARENESS TO ADVOCACY

STAGE	THE ACTION	THE PARTNER OUTCOME
DISCOVER	Digital Shield Assessment	Immediate Need: Residents identify a security gap; you are the on-site expert they turn to for the solution.
AUTHORITY	Interactive Panel & Gamification	Expert Commentary: You anchor the stage, providing rapid-fire professional insights as residents participate through live gamified challenges.
ENGAGE	Security Passport (Aug-Oct Only)	Verified Traffic: The passport drives residents directly to your station for a specific "Expert Stamp," guaranteeing one-on-one engagement.
SOLVE	Expert Theater (Aug-Oct Only)	High-Intent Inbound: Partner hosts reoccurring workshops for attendees who have selected into your specific industry.

1 New Client Relationship + 4 Events = 300%-500% ROI

TIER	INVESTMENT (ALL 4 Events)	DIGITAL & MEDIA AUTHORITY
THE VISIONARY (Presented by...)	\$4,500	Physical: 20×20 Lounge-Style footprint at Tent Pole events (Aug–Oct) Digital: Web bio + link, community e-blasts to 11,000+ residents Program: Game Show segment + Panel participation (ALL events) Value: Maximum multi-channel exposure and high-touch engagement
THE SENTINEL	\$2500	Physical: 10×10 footprint at Tent Pole events (Aug–Oct), recurring 15-min workshop sessions; category exclusivity Digital: Toolkit profile with bio + link Program: Panel seat + Game Show segment (ALL events) Value: Targeted engagement with focused exposure and category authority
THE ADVOCATTE	\$1000	Dual Activation: 6' Table at Aug - Oct events (no panel seat or gameshow) High-Volume Reach: Direct access to attendees during the two largest series dates. Digital Listing: Business listing within Trusted Partner Page with backlink.
DIGITAL ADVOCATE	\$750	2026 Annual Resource Guide: Website inclusion + E-newsletters: 11,000+ resident database + backlink to partner site

THE BIG CONN

TAKING BACK CONTROL



The Plantation at Leesburg Pilot Program Insights - 2025



community insights & event series metrics

- online access: 75,000 monthly impressions
- 5,000 residents mailing list
- 65% email open rate
- pre-during-post event coverage
- new audience within relevant community
- brand / service awareness and positioning

- 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

Tentpole Event Metrics

- (3) tent pole events
- 8/21/25, 9/10/25, 10/01/25

- Total Attendees:
- 1550

- Duration of Events:
- 3.5hrs

- Engagements
- overall engagement rate of 90%
- booth visits, sessions, gamification

Workshop Metrics

- Weekly Workshops to date:
- (16) workshops
- (2) every Thursday (beginner and advanced)

- Attendees to date:
- 250

- 1:1 appointments
- 40+ residents

Partner ROI

- Average partner ROI:
- 200%

ESTIMATED \$500,000 SAVED
reported by Operation S.A.F.E as result of program

Event and Program Partners

