

Landmark Initiative | First-of-its-Kind Security Expo

WHEN: April 15-16, 2026 | **WHERE:** Del Webb Spruce Creek, Summerfield FL

WHO: 6000 Local Residents - Marion County | **WHY:** To Empower and Protect



A Landmark Initiative:

SAFER HORIZON is a high-energy, interactive security summit. As a **women-owned** and operated landmark initiative, we replace "fear-based" lectures with an upscale, 360-degree marketplace where the 55+ community masters fraud prevention and safeguards their digital legacy.

THE EXPERIENCE: THE SENTINEL QUEST

FLEX™ Activation: Attendees begin at our exclusive Technical Command Center to unlock their **Digital Vault** and complete a neutral security audit.

Informational Transactions: Pre-qualified residents use a **Sentinel Passport** to navigate the floor, engaging with premier experts to close identified security "gaps." Residents finish the journey as **Community Sentinels**, equipped with real-world fraud prevention tactics to defend their home, family, and assets. A completed 360-degree shield earns them a Grand Prize entry.

THE IMPACT

Build lasting security with an ecosystem that turns potential risks into proactive strengths



TIER	INVESTMENT	SUMMIT FOOTPRINT	DIGITAL & MEDIA AUTHORITY
THE VISIONARY	\$3,000	20x20 Exclusive Pavilion	Title Partner: Hero Web Branding + Lead Capture + 10min Keynote
THE SENTINEL	\$1,000	10x20 Pime Hub	Web Bio + Digital Venue Screen + Community e-Blast (50 words) + Digital Swag Bag
THE NEIGHBOR	\$400	6' Table Exhibit	Website inclusion with backlink

Del Webb Spruce Creek Community Insights: Total Homes: 3,250 single-family residences
Resident Population: 6000 residents : Online Access: 74,000 impressions : Avg Age 68yrs

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PILOT PROGRAM INSIGHTS, FLORIDA 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

