

# SPONSORSHIP OPPORTUNITY

Invest in supporting the  
protection of children online

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Friendly WiFi – It's good to know.



## WE ARE FRIENDLY WiFi

Friendly WiFi is the world's first certification standard for public WiFi. Friendly WiFi was initiated by government and the UK's largest WiFi providers. It is an essential annual certification process to check inappropriate material or content is blocked. It is a colourful and attractive signpost for children and young people to follow as they take their journey down the high street, live it up on holiday or quite simply whilst they are travelling, or out surfing the net anywhere.

The signpost tells them that they are safe from exposure to inappropriate images and content when they are using public WiFi. With the safety of our children and young people at the forefront of thoughts of all parents, the world is changing. There are increased threats of lasting damage caused by online harms, there is never a more important time to get involved in protection children online. More and more businesses see it at the top of their Corporate Social Responsibilities as well as something that they are passionate about.

## HOW WE HAVE PUT 'FRIENDLY' IN WiFi

The high street and anywhere you travel or visit is lit up by 'Free WiFi' signs everywhere. Quite often we, our children and young people are enticed by the lure of being able to surf for free whilst we shop or enjoy ourselves. The web is a wonderful place and is an essential tool for learning, leisure and shopping but www. can also mean;

- **Worrying for parents and adults what can be viewed on WiFi if unfiltered**
- **Warnings that should be displayed if WiFi being used is unfiltered**
- **Weakness of the brand if they don't tell their customers that their WiFi is safe or if they don't make it safe**

Friendly WiFi independently checks that the WiFi provided meets an industry standard of ensuring that child sexual abuse material and pornography are filtered out and this stops this type of content from being viewed and accessed by anyone using the WiFi. The brand goes through a certification process and then is very proudly presented with the Friendly WiFi symbol. It's great for the brand as they can shout about this to their customers, show it on their windows, in their venues and ensure that their customers have someone to get in touch with should they be concerned.







# SOME FRIENDLY WIFI FLAG FLYERS.....



**DO YOU PROVIDE WiFi AT YOUR VENUE or LOCATION?  
DO YOUR CUSTOMERS KNOW YOUR WiFi IS SAFE?**

**APPROVED**

**CUSTOMERS OF THESE GREAT BRANDS DO!  
JOIN THEM BY SHOWING YOUR PUBLIC WiFi SERVICE IS CERTIFIED AND SAFE FOR CHILDREN TO USE.**

To become certified simply apply at [www.friendlywifi.com](http://www.friendlywifi.com)

**DO YOU PROVIDE WiFi FOR YOUR PASSENGER TRANSPORT TERMINALS AND VEHICLES?  
DO YOUR PASSENGERS KNOW YOUR WiFi IS SAFE?**

**APPROVED**

**PASSENGERS OF THESE GREAT BRANDS DO!  
JOIN THEM BY SHOWING YOUR PUBLIC WiFi SERVICE IS CERTIFIED AND SAFE FOR CHILDREN TO USE.**

To become certified simply apply at [www.friendlywifi.com](http://www.friendlywifi.com)

**CERTIFICATION TO SHOW YOUR HOSPITAL & HEALTHCARE LOCATIONS ARE SAFE  
DO YOUR PATIENTS AND VISITORS KNOW YOUR WiFi IS SAFE?**

**APPROVED**

Approved locations displaying the Friendly WiFi symbol have proved their service blocks access to pornography, images and videos of explicit content and web pages known by the Internet Watch Foundation to host indecent images of children.

**PATIENTS & VISITORS OF THESE LOCATIONS DO!  
JOIN THEM BY SHOWING YOUR PUBLIC WiFi SERVICE IS CERTIFIED AND SAFE FOR CHILDREN TO USE.**

Visit [Friendlywifi.com](http://Friendlywifi.com) to apply or email [info@friendlywifi.com](mailto:info@friendlywifi.com)



## Top 10 Mobile Internet Statistics UK

- In 2021, there were more than 62.3 million mobile internet users in the UK.
- In 2021, the mobile internet user penetration rate in the UK reached 91.43%.
- In 2020, internet users in the UK spent between two and three hours on the internet daily.
- In April 2021, Google mobile market share reached 97.76%.
- By the end of 2025, the number of monthly active mobile internet users in the UK might reach 17 million.
- In April 2021, 50.47% of all internet users connected to the internet via mobile.
- For 46% of mobile users in the UK, smartphone usage has increased during the pandemic.
- In January 2022, mobile connections in the UK accounted for 105% of the total population.
- In 2020, about 50% of mobile phone users in the UK said they used their mobile phones to surf the internet, while 37% said they used their phones to access social networks.
- In June 2020, Britons used 415 million gigabytes worth of mobile data.



## SAFE FLAGS FOR THE HIGHSTREET

The attractive Friendly WiFi symbol is a colourful flag that our children and young people can easily recognise and have the comfort that the WiFi that they are using is safe. They can even check before they leave the house to see if the venue that you are going to for a special family celebration has Friendly WiFi by using a unique search directory to find safe public WiFi. If you don't see the flag how do you know it is a comfortable environment for internet browsing.

## HOW MANY SURFERS!

Surfing is becoming more popular and we don't just mean on a surf board. More and more of us and our children surf the internet whilst we are out and about. This is only going to increase with the number of public WiFi hotspots due to triple over the coming years. A recent survey showed that 53% of youngsters own mobile phones by around the age of seven. We use WiFi for all sorts whilst we are out and about such as comparing prices, shopping, checking our emails and of course keeping in touch with friends via the growing social media apps. By the end of 2025, the number of monthly active mobile internet users in the UK might reach 17 million!

## WHERE WE SURF?

Gone are the days were you have to go search for public WiFi hotspots. WiFi is just about everywhere with companies from all sectors looking to engage with their customers using WiFi. Shops, hotels, theme and holiday parks, museums, libraries, planes, trains and automobiles – technology is moving fast, so are the skills of our children and the younger generation. They meet friends, shop and surf, the toddlers go out with parents and surf and find their penguin friends – its everywhere. Unfortunately so is access to inappropriate content and individuals seeking Public WiFi to view such material – it happens where we don't think it does!!



## SUPPORTING ORGANISATIONS

Child internet safety is a subject supported by so many organisations both in the UK and globally. Friendly WiFi is no exception to this and we are privileged to have the support of so many who work tirelessly within the industry to enable our children to surf happy and safe and become educated. They have been on the journey from the start and are fully engaged to create a Friendly WiFi landscape.



## INDUSTRY SUPPORT

The large WiFi providers are fairly well known in the UK and between them they provide a fair amount of WiFi services across the UK. They all have given Friendly WiFi a jump start with their commitment to the Prime Minister to create a minimum standard of filtering across their standard WiFi services. Each of them are completely on board with protecting our children.

## EDUCATION

Our children are developing faster than ever before and our young people are quite often the teachers for their parents where technology is concerned. However, we all once thought as children that we knew best and as adults we now know that we didn't. As part of the development of Friendly WiFi we are committed to working with our industry supporters in educating via schools, and via the education tools provided by our partners. These are great avenues to spread the word of safe surfing and continue to develop with the journey of Friendly WiFi.







## FRIENDLY WiFi SPONSORSHIP OPPORTUNITY

We are excited to be able to offer a sponsorship opportunity for a like-minded organisation who will be our headline sponsor for Friendly WiFi. This is a fantastic opportunity to be involved in the journey of the World's first certification standard for public WiFi. There are a number of engagement platforms that we have identified that will give the headline sponsor great visibility to consumers, industry and government. Our passion is to immerse the sponsor in the great cause of helping to protect our children and young people while they surf away. Our audience comes from a variety of sources from consumers, companies, government and charities.

Ultimately our traffic is consumers who all have an interest in looking after our children and young people and are surfers.

Awareness is driven via the active work that we do in this sector ranging from visibility in public WiFi locations as well as being involved in up and coming campaigns of large brands. International interest is also high creating another avenue for exposure and we have already partnerships overseas with organisations wishing to offer the certification to their Customers. Passionate about what we do we work close with government departments and industry experts ensuring a different level of exposure and credibility.

We have a strong proposition to connect our headline sponsor to the Audience, delivered through the unique experience of Friendly WiFi. Managed and driven from a platform of brand awareness, PR, CSR and industry engagement activities. We are totally committed to being flexible in our approach and will provide bespoke and unique opportunities as agreed in a roadmap.







## FRIENDLY WiFi SPONSORSHIP OPPORTUNITY

The key opportunity is to invest in the journey of providing safe WiFi experiences for children wherever they may be. In addition to exposure, you will be supporting us in driving more venues to adopt the standard and take responsibility for protecting children using their services. Over 50% of venues we test, aren't blocking access to inappropriate content. Working with a passionate sponsor, will enable continued investment into the tools, research and activity we undertake to make the world a safe place online for children.





## WHO'S INVOLVED AND WHAT ARE WE OFFERING?

Since launch the size of our audience has grown month on month, from visitors to the website, certified brands coming on board, their visitors, WiFi providers, industry experts and not forgetting our overseas connections. We are unique in the breadth of our audience and surfers. We think that because of the mix of demographics from young to old, male to female, tech savvy to dinosaurs, we believe that the ideal sponsor will be a brand that wants to appeal. touching all age groups, is actively online and intuitive, would suit a known brand we certify, or an organisation who is involved in technology such as a phone, laptop or tablet manufacturer or even a WiFi or web security products provider. This will give them exposure for their range of products and services, but more importantly demonstrate a passion to keep children safe online and engage in a safety message showing they care and that CSR is high on their agenda.

Our large reach creates a varied and growing audience from:-

**Licensees** – brands from all sectors

**Consumers** – those visitors using public WiFi and linking through to the Friendly website

**Supporters** – organisations who operate and are active in the online safety sector

**WiFi Providers** – those who we work with and are part of the commitment to online safety

**Service Providers** – those companies who work with brands to install their WiFi and technology infrastructure

**Government, charities, specialist bodies, 'industry'** - all telling people and helping us to communicate the message about Friendly WiFi





## GIVING YOU THE RIGHTS

We will be devoted to working with our headline sponsor to ensure that value is driven through the sponsorship. We have identified a whole range of opportunities that have a potential to fulfil a number of different business objectives. With the sponsorship you will not only benefit from great brand exposure, you will helping to invest in key activity to create safer environments online for children. As well as supporting with research into how we can better protect children and tools to drive and develop this unique and so vital initiative. This will deliver great PR opportunities which are totally unique with the involvement of child internet safety. Friendly WiFi continues to grow in the UK and also Internationally and it will garner great PR for our headline sponsor. We are striving to create a strong partnership with a sponsor who has the passion and drive that we do.

## AND THERE'S MORE.....

**Brand Awareness:** Our headline sponsor will be included in ALL promotional advertising relating to Friendly WiFi and on the homepage of [www.friendlywifi.com](http://www.friendlywifi.com). We are working hard throughout the industry to raise the awareness of the potential dangers for children when surfing online and viewing inappropriate material which is the priority of parents concerns. Our headline sponsor will travel the journey with us and have full exposure to all the trips, excursions and overseas vacations that we take. From schools to charities, to press and editorial. Our logo is seen in all the locations of our certified clients, and accessible through linkage and messaging. Our clients are active and as they shout about the good work to their customers, our sponsor will be shoulder to shoulder and hand in hand next to us. We will also want our headline sponsor to join the journey and get their customers involved in the journey of making our Public WiFi a safer place.

**Exposure:** We like to remind everyone how proud we are that we have launched the world's first certification standard. This gives us the opportunity to network and have visibility in energetic and high profile groups. Friendly WiFi was initiated by government and industry and this has given a great platform for exposure and visibility with an industry and topic which is high profile and on the agenda across the world.

Why not do something different with your budgets and be at the start of something great..





## SUMMARY

This is an opportunity to place your budget into a sponsorship package that is part of a unique journey and roadmap. Friendly WiFi offers an exciting and interactive platform to be involved in plus being part of the great subject of protecting and educating our children and young people.

## KEY POINTS

A unique engagement platform with Worldwide opportunities as Friendly WiFi develops. Exposure with the customers of well-known brands, Excellent CSR linkage and activity, Flexible and diverse range of objectives to achieve maximum exposure.

## COSTS AND TERMS

We see one headline sponsor for Friendly WiFi, providing a true partnership of activity and delivering objectives. The headline sponsor is sought for a period of 1-3 years with the right of first refusal at the end of the term. The sponsorship fee ranges dependent on the interaction and input agreed.





To find out more about this fantastic opportunity and discuss further the opportunity CSR and brand development please contact:

**Beverley Smith, Director,**  
**bev@rdi-online.co.uk,**  
**07827 291065**



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