

SafeAssured™ ID



THE COMPLETE IDENTIFICATION SOLUTION

A Cause Marketing Opportunity

presented to you locally by


CharterMedia



The SafeAssured ID program is similar to digital fingerprinting events you have seen in the past, only better. It is the most comprehensive and effective youth identification solution available, and is designed to complement Amber Alert and other recovery efforts in cases when there are missing youth.

Families can attend and participate in your SafeAssured ID event for FREE. Each child who participates will receive a self-contained ID kit for families to use in the event the child goes missing. The kit provides media and law enforcement with immediate, ready-to-broadcast information unique to the missing youth.

Each child that participates in your SafeAssured ID event will receive a mini-CD containing important information about that child. The staff will collect the following information at the event and burn it on the CD:

All ten electronically imaged fingerprints, digital photograph, streaming video showing mannerisms and gait, linked audio file providing the child's voice inflection and accent, general personal description, private information (street address, date of birth, life threatening medical conditions, identifying scars or marks and tattoos), family code word is used by the child to either covertly alert law enforcement or be used as a safety word within the family, ability to create missing person poster from the mini-CD

Each family that participates will leave with the following for their child:

The Mini CD, a full-color SafeAssured identification card, a parent's guide book with prevention tips (prepared in partnership with the National Center for Missing & Exploited Children), a "Quick Tips & Help Guide" for instructions on using the mini-CD.

- **Families attend and participate in the SafeAssured ID event for FREE. Each child who participates will receive self-contained ID kit for families to use in the event a child goes missing.**
- **Charter Media will promote the event for 2 weeks prior to inform local families about your upcoming event.**
- **The event will be fully staffed and the Charter Media SafeAssured Event team will produce approximately 10 ID kits per hour. Standard events are three hours in length.**
- **The staff will need a space of approximately 10'x15' for set up and will arrive at least half an hour before the event with all necessary equipment & ID kits.**
- **The SafeAssured ID kit is prepared by the Charter Media staff and presented to the parents at the event.**

Consider the following facts:

83% of consumers have a more positive image of companies who support a cause they care about.

61% of consumers feel that cause-related marketing should be a standard business practice.

74% of consumers will switch brands if associated with a good cause when price and quality are equal.

Charter Media will provide...

- A three (3) hour SafeAssured ID event at your establishment (additional hours may be purchased).
- All necessary equipment to run the event.
- ID kits to provide to participants.
- Staff to set up, execute, and tear down the event.
- 300 - :20/:10 event promotional announcements encouraging families to attend your SafeAssured ID event. :20 seconds will explain what SafeAssured ID is and :10 will highlight your company, date, time & location. These promos will run 150 per week for two weeks prior to your event. You may choose up to (2) Charter Media Zones in which to run your promotional announcements.

Host company to provide...

- A 10' x 15' space in which to host the event.
- Choice of date provided to Charter Media at least two (2) months prior to event.
- Investment

From Becky Buehl, Marketing Manger, Neighbors Credit Union

Dear Charter Media:

On behalf of Neighbors Credit Union, thank you for hosting the SafeAssured ID program during the grand opening of our branch in Jennings, Mo.

With our market being saturated with financial institutions, we were looking for a way to set us apart from our competition. Being a credit union, we also look for ways to help the communities in which we serve. The SafeAssured ID program gave us the opportunity to accomplish both of these goals, as well as help make our grand opening event a huge success.

Not only was the program a great cause marketing opportunity, it also aided during our event by lowering our attendees' perceived wait time. Due to the tremendous turn out, there was often a wait to see a member service representative. Attendees could participate in the SafeAssured ID event while they were waiting and were extremely pleased to do so.

The overwhelming turn out for our grand opening also can be attributed to the program. Charter Media promoted the program along with our grand opening for two weeks prior to the event. The 300 commercials were included in the cost of the event, which was already reasonably priced.

In addition, it is incredibly easy to do business with the Charter Media staff. Your personnel carry out each task professionally and effortlessly, and the SafeAssured ID team was no exception. They handled the entire set-up and implementation of the program, as well as created a friendly atmosphere for the participants. Whether scheduling ad placement or producing an ad, this extra-mile attitude is displayed throughout your entire organization. In fact, our account executive acts as more of a trusted advisor versus a salesperson, forming a nice partnership between our two companies that is very much appreciated.

Because of your wonderful services and phenomenal staff, we are happy to continue doing business with Charter Media. Thank you again for helping make our grand opening a success!

How does the technology work?

It balances privacy and security. The mini-CD contains encrypted data that's needed to locate a missing person. It can be accessed by law enforcement when parents or guardians present them with the CD.

Why are digital fingerprints more useful than an ink strip fingerprint?

Ink strip fingerprints are messy, hard to transmit, and often useless when a crisis occurs. All 10 fingerprints are digitally captured; when done correctly it includes the feature-rich pattern that law enforcement needs when searching for a missing youth.

How often do I need to get this done for my child?

We recommend having your child enrolled annually. Each parent has to use their own discretion in deciding when to re-enroll their child. As your child's features change, the National Center for Missing and Exploited Children recommends a current kit be produced.

Where is the data stored?

One of the distinguishing characteristics of SafeAssured is that only the parent/guardian retains the identification information. SafeAssured stores NO information. Paper documentation is shredded and electronic data destroyed upon enrollment completion. The private data contained on the CD is accessible by law enforcement only when the parent/guardian presents them with the CD.

What makes SafeAssured different from other identification products?

This ID solution puts everything needed by law enforcement into a single pocket sized product. This enables the parent to get the information to law enforcement and media within the first few critical hours after a youth is discovered missing. No hunting for pictures and old family videos. It provides a high-tech tool that can be used immediately to alert everyone of the missing person's characteristics.

Suggestions to run a successful SafeAssured ID event

- This event is for families. Since each child takes approximately 6 minutes to get through the process, there will most likely be a line. Suggest that the sponsor offer things to keep them engaged! Prior sponsors have had blow up inflatables, games, coloring books, food, face painters, clowns & more. We also suggest having a TV with a kid friendly movie, cartoon or show to keep them entertained & engaged. The event is as big as you make it!
- The marketing department can also create flyers for the event highlighting when and where the next event will be taking place – that way if we are unable to help every family during the event time period, we can at least let them know when their next opportunity will be – and to arrive early!
- We have a template press release regarding SafeAssured that can be provided to sponsor for customization. Sponsor may want to send the press release about the upcoming event to their local paper to drive attendance.