



PUBLIC WIRELESS INTERNET ACCESS

iCary Wi-Fi is a wireless network established by to provide free public internet access to shoppers and visitors in Downtown Cary. It provides an attractive service for potential customers and offers inexpensive online advertising to local businesses. The “Technology Town of North Carolina,” has public wireless access thanks to host businesses and gracious advertising sponsors. The network features:

- Free internet access to public users in the downtown area
- Welcome screen identifying sponsoring businesses
- Filtering
- Firewall separation between public users and the business’ internal network

HOW DOES IT WORK?

The network is a collection of wireless hotspots that provide coverage to downtown areas. Business partners host a hotspot by securely donating a portion of their bandwidth for public use, with a radio provided by iCary Wi-Fi. The more businesses that participate, the larger the coverage area becomes. The network appears to the public as a single entity, and requires them to enter the network through a splash screen.

WHAT ARE THE BENEFITS?

Visitors to downtown have a free signal and information about local businesses and organizations. **Downtown business owners** in range of the iCary Wi-Fi network gain the ability to attract and retain new customers by providing free wireless internet to customers using their existing internet connection. They can advertise their products and services to connected customers at a very low cost on the splash screen. The customers accessed through iCary Wi-Fi are part of a critical market of technology-savvy consumers. **Sponsoring organizations** outside the range of the network also have access to promotional opportunities on the splash entry page and are helping raise the profile of downtown, ultimately helping in all of Cary’s success.

HOW MUCH IS IT COSTING THE TOWN OF CARY?

The network is a private project and does not use municipal funding. iCary Wi-Fi associated equipment costs, installation, and administration are paid for by advertising sponsorship and we rely on participating businesses for bandwidth. The project is modeled after a similar organic network that has been in place in Hillsboro, Oregon for several years. It provides an extremely low-cost private alternative to wholly taxpayer-funded municipal networks which run in the hundreds of thousands of dollars.

SPONSORSHIP

The network cannot exist without hosting participants and advertising sponsors. Please consider partnering with iCary Wi-Fi. You’ll get the word out about your business, promote the renewal of downtown, and provide a valuable service to visitors in Cary’s downtown. Please see reverse for sponsorship opportunities.

Need more information?

Contact Michelle Muir, michelle@thespokenimage.com or 919.272.5416

iCary Wi-Fi

SPONSORSHIP LEVELS

The network cannot exist without hosting participants and advertising sponsors. Please consider participating with iCary Wi-Fi. You'll promote the renewal of downtown, have 24/7 advertising to a key market, and provide a valuable service to visitors in downtown Cary. For sponsorship information, please contact Michelle Muir at 919-272-5416.

| | COST <i>(Billed semi-annually)</i> | DETAILS |
|------------------|--|---|
| HOSTING SPONSOR | \$10/month | Logo placement on sponsor page with corresponding website link Ad sizes based on share of voice Host provides interior and/or roof access for initial radio installation and occasional maintenance. Donates bandwidth and/or power for operating radio signal |
| SILVER SPONSOR | \$500/year | Logo placement on sponsor page with corresponding website link Ad sizes based on share of voice |
| GOLD SPONSOR | \$1000/year | Premium sized logo placement on sponsor page with corresponding website link Mentions in all press releases and publications |
| PLATINUM SPONSOR | \$2000/year | Premium sized logo with priority placement on sponsor page. Corresponding website link Mentions in all press releases and publications Maximum of 3 |

CONTACT MICHELLE MUIR

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