

# Safer Internet Day 2017

Tuesday, February 7

**Safer Internet Day** is a global awareness campaign celebrated every year in more than 100 countries. The theme for 2017 is "Be the change: Unite for a better internet." For a look at ConnectSafely's plans for the U.S. celebration, visit [SaferInternetDay.us](http://SaferInternetDay.us).

**A little history** Safer Internet Day began in Europe more than a decade ago, and gained official recognition in the US in late 2012, with a joint agreement between the Dept. of Homeland Security and the European Commission to work together to build a better internet for youth.



**Tshaka Armstrong speaks to hundreds of students at Safer Internet Day 2016, held at Universal Studios Hollywood**

**ConnectSafely's role** In 2013, ConnectSafely was appointed as the US's coordinator going forward. Our plan is to make each Safer Internet Day US (SID US) a highly collaborative project that promotes the efforts of internet users of all ages, interests and backgrounds to make the internet a better place and the world a better place with the help of the internet.



**A student addresses Safer Internet Day 2015, held at Facebook in Menlo Park, California**

In addition to ConnectSafely, the SID US Steering Committee is made up of Committee for Children, Common Sense Media, the Family Online Safety Institute, #iCanHelp, the iKeepSafe Coalition, the Internet Education Foundation, the National Center for Missing & Exploited Children, and the National Cyber Security Alliance.

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#SaferInternetDay

Sponsor Benefits

## Platinum - \$35,000

- Broadcast one video (~2 min.) during the event**
- Premier exhibition space**
- Video footage of students interacting at your table during the event**
- Verbal recognition from stage during event/livestream**
- Company listing in press releases**
- Company product inclusion in event gift bags**
- Premier placement of company logo in the following areas:**
  - ✓ SaferInternetDay.us
  - ✓ Event program
  - ✓ Step and repeat at the event
  - ✓ Social media acknowledgments

## Gold - \$25,000

- Exhibition space**
- Verbal recognition from stage during event/livestream**
- Company listing in press releases**
- Company product inclusion in event gift bags**
- Premier placement of company logo in the following areas:**
  - ✓ SaferInternetDay.us
  - ✓ Event program
  - ✓ Step and repeat at the event
  - ✓ Social media acknowledgments

## Silver - \$10,000

- Verbal recognition from stage during event/livestream**
- Company listing in press releases**
- Company product inclusion in event gift bags**
- Placement of company logo in the following areas:**
  - ✓ SaferInternetDay.us
  - ✓ Event program
  - ✓ Step and repeat at the event
  - ✓ Social media acknowledgments

## Livestream Sponsor - \$20,000 (One available)

- Logo placement on Livestream Player opening credits**
- Co-branded ads for Livestream in month prior to event**
- Verbal recognition from stage during event/livestream**
- Company listing in press releases**
- Company product inclusion in event gift bags**
- Placement of company logo in the following areas:**
  - ✓ SaferInternetDay.us
  - ✓ Event program
  - ✓ Step and repeat at the event
  - ✓ Social media acknowledgments