



■ FOR OUR CUSTOMERS

Engagement & Awareness Opportunities

Choosing to protect your constituents is a commendable decision. Sharing it can mean deterring incidents, assisting training exercises, enhancing safety further, and improving recruitment and retention.

Partners in Protection

We are united with you in providing safe spaces, protected against gun-related violence. Raising awareness provides benefits to everyone on site, as well as your community, and even your organization's bottom line.

BENEFITS OF AWARENESS

Deter potential attackers

- Deter or minimize the impact of active shooters and criminal activity
- Reduce threats, hoaxes, and swatting activity

Differentiate from competitors

- Increase retention and recruitment efforts
- Highlight ability to provide gun detection inside and outside in your premises
- Increase organization awareness in media

Highlight your innovation

- Build a reputation for using the most innovative and capable security measures
- Become an thought leader for safety in your community

Provide peace of mind

- Reduce concern about becoming a victim
- Increase time spent at your site(s) through assurance that guns will be proactively detected

Opportunities for Engagement

JOINT PRESS RELEASE

Publicly share your new partnership with a press release and coverage by local news outlets.

- Alert community and industry of your proactive, innovative approach to security.
- Secure support from stakeholders outside of your typical marketing channels.
- Secure budget and approval for increased safety technology by using media to educate and motivate those responsible for budget allocation.

Examples of Press Releases

- Oxford High School
- Baton Rouge
- River Spirit Casino
- U.S. Air Force
- Clovis Municipal School District
- Michigan State Capitol
- Vassar Public Schools
- Rancocas Valley Regional High School
- JPS Health
- Brazosport ISD
- Lansing Catholic High School

LUNCH & LEARN SESSIONS

Help peers and local law enforcement learn about active shooter and gun violence protection with roundtables during lunch hours.

- Pressure test your solution with local law enforcement, and provide additional layers to local law enforcement active shooter training sessions
- Educate your organization and constituents on your use of proactive gun detection technology
- Secure community support and media coverage that positions you as a safety and security thought leader

Customer Examples

- River Spirit Casino
- Hernando County School District
- Hobbs Municipal Schools
- South Side Area School District
- Navy Pier
- DHL Los Angeles
- West Baton Rouge
- RTC Las Vegas

MEDIA INTERVIEWS

Engage with ZeroEyes top tier media coverage and reporters to provide insight to local and national audiences about your organization's approach to safety with a practical, economical approach.

- Position your organization as a leader in accurate and innovative security solutions.
- Boost your visibility as a spokesperson in the industry.
- Encourage others in your community and industry to adopt gun violence solutions and save lives.

[SEE NATIONAL & LOCAL MEDIA COVERAGE](#)



SPEAKING OPPORTUNITIES

Collaborate with top tier speakers, experts, and peers at industry panels, webinars, podcast episodes, and more.

- Showcase your leadership in the industry and highlight your unique knowledge of your space
- Expand your professional network and build new partnership opportunities
- Build new revenue paths for your organization
- Educate others on technologies that can save time and save lives

BYLINED ARTICLES

Develop content for media outlets and publications that provide valuable insights and education for the public and your audiences about gun violence.

- Build a portfolio of articles and sources that site you and your organization's innovation
- Forge relationships with industry publications
- Share published articles with target audiences

[VIEW EXAMPLES OF BYLINED ARTICLES](#)



CLIENT TESTIMONIALS

Join efforts in improving safety, driving awareness, and building relationships with your constituents.

- Position your organization as a leader in adopting proactive security solutions
- Showcase the solution that is dedicated to keeping your spaces safe
- Highlight aspects of your experience during the process of choosing and onboarding ZeroEyes

“ZeroEyes is a welcomed force multiplier. This system will increase the situational awareness for our response forces through advanced threat detection analytics and automated threat alerting providing both a rapid and accurate response. During an active shooter situation time is critical and saving time means saving lives.”

-- Major Jordan Criss, Commander of the 325th Security Forces Squadron

“Although vendors will tell you they have the magic wand that will solve every problem we have, that is incorrect. We look at this from a holistic standpoint, so we are adding layers to the security and ZeroEyes is one of those layers.”

-- Captain Francis, Seminole County Public Schools Safety and Security Director

“I am blessed to be in a school district that has a Board of Directors truly committed to protecting the students, staff, and guests and they realize how valuable ZeroEyes is. This system is an absolute must have for any school district or commercial business serious about providing the safest environment.”

-- Robert K., Chief of Police, South side Area School District

Partners in Protection

Join a growing list of organizations that are proud to share the innovative steps they're taking in protecting people and places from gun violence.

- Deter potential threats and attackers
- Build thought leadership
- Improve recruitment and retention
- Enhance constituent experience
- Create relationships with media, publications, partners, and thought leaders

