

## Philanthropic Partnership Opportunity

The City of St. Louis provides free public Wi-Fi in public parks, downtown spaces, high-traffic corridors and to attendees of high-profile sporting events.

We seek a philanthropic partner to help underwrite the costs of this infrastructure to gain positive brand visibility in high-traffic public spaces and continue to serve those without reliable access to the internet.

The St. Louis Free City Wi-Fi network is more than a convenience; it is a critical piece of civic infrastructure that powers tourism, economic activity, and daily life. As the city prepares for future major events, the network offers partners a unique opportunity to connect with hundreds of thousands of users.

### What the Annual Presenting Partner Receives

Our high-speed Wi-Fi network spans St. Louis, providing essential connectivity to visitors of our parks and downtown, and customers in select commercial corridors. The network consists of 136 Access Points (APs) covering strategic zones throughout the city. For partners, the network layout offers targeted "Power Zones" where visibility is highest.

- Brand recognition on Wi-Fi home screen (Logo + "Wi-Fi powered by [Partner Name])
- Brand recognition on all marketing materials (Logo + "Wi-Fi powered by [Partner Name])
- Link to partner's website
- The "STL\_Free\_WiFi" network is the only free public Wi-Fi that is offered by the City of St. Louis (no competing partners).
- No competing advertisers
- Visibility from thousands of unique users per month
- Quarterly reporting includes usage volume, session duration, peak usage times, and activity by general location type. No personal data is collected or sold.
- Right of first refusal on renewing sponsorship
- Opportunity to commit to multiple years

### Examples of what the landing page could look like:



**Investment: \$225,000 per year** (willing to negotiate for multi-year agreement)



## Audience Snapshot

- Heavy use during lunch hours, evenings, weekends, sporting events and festivals
- Currently, we have 130 access points across the city (77 downtown near Enterprise Center, Energizer Park, Busch Stadium, The Dome at America’s Center, Gateway Mall and the Arch)
- More access points are coming in 2026 for a total of roughly 200.
- In the recently studied period from Oct 2025 to Jan 2026, the network hosted **over 411,000 unique wireless sessions.**
- Average session duration: 9m 52s
- From December 2025 to January 2026 usage increased by more than 50%
- On pace for roughly 1 million sessions per year
- During Jan 7 – 11, 2026, St. Louis hosted the US Figure Skating Championships usage increased 30% during the championship event. New individual users increased nearly 100%. Highest usage sessions grew 52%.

## Upcoming National and International Events

- Annual Missouri Valley Men’s College Basketball Tournament
- 2026 Two rounds of NCAA Men’s Basketball Tournament
- 2027 NCAA D1 Wrestling Championships
- Olympics (Soccer) 2028

## Downtown coverage area in purple below:

