



## GLIDING REVOLUTION SEGWAY ADVERTISING PROGRAM

### Who are we?

Gliding Revolution is recognized as Austin's first Segway Tour company, but we are not just a Segway company. We are in the business of experiences. Whether you've lived in Austin your whole life or are just stopping by for a visit, our tours offer a unique way to participate in Austin sightseeing and exploration. Our tour guides are local artists, comedians, and performers and will ensure that you see the best of what downtown Austin has to offer in a fun, friendly, and safe manner.

With 14 years in the industry, we have curated several different tour options to match the parts of the city that you would enjoy most, and at lower prices than our newer competitors. You're not just renting a machine. You're getting a guided adventure through the highlights of the history, art, and technology of the Capital of Texas and the live music capital of the world. Check out our different tour times! We're happy to fit into your schedule.

### Our Routes & Tours

We have a combined of 5 scheduled tour times every day, (7) seven days per week. On every tour our Segways drive for about 8-10 miles around the most busy and common parts of downtown Austin. With about 32 Segways in our fleet, we are the biggest Segway company in Austin, Texas. On average, our Segways drive over (10,000) ten thousand miles per week.

### Marketing & Ads

We are excited to inform that we just launched our new marketing campaign. We would like to invite business owners to make part of our advertising market strategy. Our Segways advertisement will help those business by raising their exposure at Downtown, Austin. The company will have the option to pay a monthly fee for a specific part of the Segway to advertise or choose to make that Segway exclusive for their business advertise.

- **Premium Segway:** our premium Segways are the ones used by our tour guides and staff members, they usually drive for about the whole day, which makes the exposure bigger, which means we offer ads for a higher premium.
- **Marketing Cards:** Our team and affiliates hand out an average of 750 cards a day to people that have toured with us, people that ask for enquiries for tours, from the Visitor Center Staff and from our hubs (Micheladas Café & Cantina and Coopers BBQ) and hotel partners (Hilton Hotels and Wyndham Resorts). Business Owners have the option to also advertise on our marketing material as well as our recommendation cards that are given to customers at the end of every tour by our tour guides directing customers to restaurants, and/or business nearby after the tour is over.
- **Merchandise & Gifts:** our goal as a company is to ensure all the customers are having fun and a great experience, and to try to make this experience memorable to everyone and remembered we have the option for customer to purchase some merchandise (such as shirts, hats, helmets, etc.) and we give away some gifts (such as beer koozies, pens, pads, etc.). Business owners have the possibility to advertise on our merchandise and gift sets. Those items have a minimum quantity required and can be purchased as many times as you would like.

### Setup Fee & Time Length

Business owners have the option to decide what specific time frames for the advertisements to prolong (minimum of 3 months and contracts are made in multiples of 3), and how many items they would like to advertise on. For every item we charge a one-time setup fee, that is not refundable. The monthly memberships will be auto drafted from the business card every month.



## ADVERTISEMENT PRICE SHEET

### SEGWAYS ADVERTISING PRICE:

ITEM	AD COST	SETUP FEE	PREMIUM SEGWAY	MIN QTY
Front Bag	\$69.95/month	\$69.95	\$99.95/month	1
Helmet	\$39.95/month	\$39.95	\$59.95/month	1
Front Battery	\$34.95/month	\$34.95	\$54.95/month	1
Back Battery	\$39.95/month	\$39.95	\$59.95/month	1
Left Wheel	\$49.95/month	\$89.95	\$59.95/month	1
Right Wheel	\$49.95/month	\$89.95	\$59.95/month	1
Whole Segway	\$219.95/month	\$364.70	\$369.95/month	1

- These advertising have high exposure with locals around town and visitors to Austin.

### MARKETING MATERIAL ADVERTISING PRICE:

ITEM	ITEM SIZE	AD QTY	AD SIZE	SETUP FEE	MIN QTY
Flyer	8" x 4"	1	1" x 4"	\$199	2500
Recommendation Cards	3" x 3 ½ "	1	1 ½" x 1 ¼ "	\$149	2500
Discount Cards	3 ½" x 2"	1	3 ½" x 2"	\$99	500

- Flyers are distributed by hotels, small businesses, the visitor center and our team of marketers.
- Discount cards are handed out to our customer and distributed on e-scooters around town.
- Recommendation cards are handed out to every guest of the company after their experience.

### MERCHANDISE & GIFTS ADVERTISING PRICE:

ITEM	AD QTY	AD SIZE	SETUP FEE	QUANTITY
CROSS BRANDED T-SHIRTS	1	1 ½"x 6"	\$399	100
CROSS BRANDED HATS	1	1 ½"x 2 ½"	\$399	100
CROSS BRANDED MESH BAGS	1	1 ½"x 4"	\$199	250
CROSS BRAND COZY	1	1" x 3"	\$299	200
CROSS BRANDED PENS	1	½"x 1"	\$199	100
OTHER				

- These items are sold and given away to our customers as prizes



My name is \_\_\_\_\_ and I have permission to act on behalf of the following business \_\_\_\_\_. The business address is \_\_\_\_\_. I understand that my one time setup fee will be \$\_\_\_\_\_, and that my monthly rate will be \$\_\_\_\_\_. Term of contract: \_\_\_\_\_ months from \_\_\_\_\_ to \_\_\_\_\_.

**I agree to the terms of the advertising contract. I agree to auto draft payments of all advertising dues for the contact on the (1) first of every month.**

Signature:

X \_\_\_\_\_

Printed Name:

X \_\_\_\_\_

Date: \_\_\_\_\_

Staff Signature:

X \_\_\_\_\_

Printed Name:

X \_\_\_\_\_

Date: \_\_\_\_\_



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