

BRAND PARTNERSHIP OPPORTUNITIES







What is Joyride?



Joyride is the nation's LARGEST microtransportation services that utilizes 6 (six) and 8 (eight) passenger, low-speed vehicles (LSV). Our service thrives in densely populated, high demand areas such as downtown areas, college campuses, sporting events, festivals and more.

JOYCIDE





FACTS & FIGURES

NATIONAL

3+
MILLION

Rides Since Inception 40+

Major Events Annually 105

LSVs in Fleet





JOYCIDEFLEET



Low-Speed Vehicle

Classified as a 'motor vehicle' under federal code CFR 49:500.571 (not a golf cart)

- 6 & 8 Passenger Models (EZGO & Yamaha)
- Gas powered
- Meets all FMVSS for roadway use
- Tagged and registered
- Speeds of 20-24 MPH
- GPS for data tracking & security
- Includes DOT approved:
 - Windshields
 - Seatbelts
 - Headlights, taillights & brake lights
 - Horn and side/rear mirrors

DRIVER REQUIREMENTS



Background Checked

All drivers must pass a federal database background check and motor vehicle record submission.

Ambassador Program

Drivers are selected and trained to represent the company as well as sponsors & events professionally







BRAND PARTNERSHIPS

- Brand Exclusivity
- •100% SOV for each vehicle
- •Drivers are brand ambassadors
- Sampling and brand activation
- •In-house production and installation



















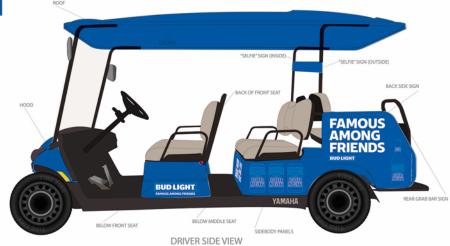
BUD LIGHT

BELOW FRONT SEAT 34" x 12"

BELOW MIDDLE SEAT 34" x 12"

BUD LIGHT

BUD LIGHT SELFIE SIGNS





TICHI BUD BUD

> ROOF 42"x 115"



"SELEIE" SIGN (INSIDE) "SELFIE" SIGN (OUTSIDE) BACK OF FRONT SEAT FAMOUS AMONG **BUD LIGHT** RELOW MIDDLE SEAT BELOW FRONT SEAT SIDEBODY PANEL PSGR. SIDE VIEW



CURRENT BRAND PARTNERS



- Walmart
- Coca-Cola
- Anheuser-Busch
- Warner Music
- Durango Boots
- MillerCoors
- Makers Mark

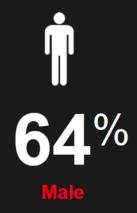
INASCAR FAN STATISTICS





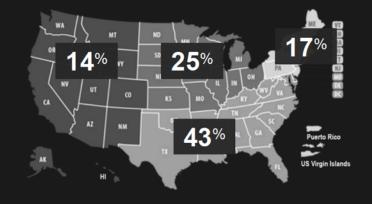


FAN DEMOGRAPHICS









Geographic Distribution



67K

Average Household Income



1/3

Households with Children



1/2

18-49 Years Old

Top 5 Markets

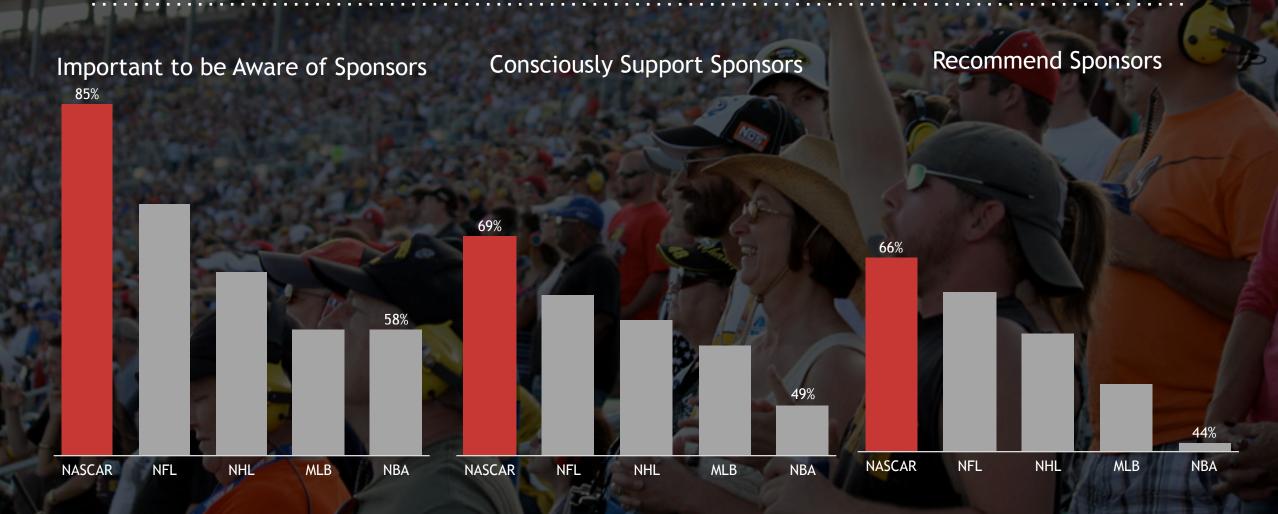
- 1. Atlanta
- 2. Chicago
- 3. Charlotte
- 4. Indianapolis
- 5. Orlando

Top 5 States

- 1. North Carolina
- 2. Florida
- California
- 4. Georgia
- 5. Pennsylvania

(by visits to NASCAR.com from 02/01/18-6/30/18)

FANS ARE LOYAL TO SPONSORS



* Figures represent a percentage of avid fans of each sport*

Source: Turnkey Sports & Entertainment

FANS BUY & USE TOOLS

+58%

More Likely to Own
Their Own
Workshop
Equipment

+23%

More Likely to
Change Their Own
Oil

+30%

More Likely to Shop at Home Improvement Stores +20%

More Likely to Shop at Automotive Retail
Stores

"+58%" to be read as "58% more likely than Non-Fans"

Source: Simmons National Survey

BRAND ACTIVATION OPPORTUNITIES







JOYRIDE NASCAR PROGRAM

- Joyride provides FREE transportation at NASCAR events throughout the season
 - 20+ Race Weeks expected in 2019.
 - Select special events such as Country 500 Music Festival at Daytona and the NHRA Finals
- 30+ LSVs at each track throughout the entire week
- We transport EVERYONE:
 - Sponsors
 - Staff
 - Race Teams
 - Fans



JOYCDE

PREIILYAUTO PARTS

ENTERTAINMENT SPONSORSHIP MANAGEMENT

SEASON-LONG ACTIVATION

- Brand activation throughout the entire NASCAR season
 - Daytona 500 (Feb.) through the end of the Playoffs(Nov.)
- •Below is a sample of a few of the bigger races we will be at:































- Multi-level Brand Engagement
 - Driver is Brand Ambassador
 - High-Impact Brand Wrap on Vehicle
 - Promotional Giveaways
 - Sampling Opportunities



- Joyride will staff and execute throughout season
- Hands-off activation









Become the Exclusive Sponsor of a select number of our LSVs

- Sponsorship Benefits Include:
 - Season-long (Feb-Nov) Brand Presence
 - Brand Ambassador
 - High-Impact Brand Wrap on Each Vehicle
 - 100% SOV on Each Vehicle
 - Promotional Giveaway Facilitation
 - Sampling Opportunities
 - Dedicated Joyride Account Representative

- Upgrade Options:
- LED Panels and Lighting
- In-Vehicle Video
- •In-Vehicle Audio





SELFIE SIGNS 42" x 4"



BACK SIDE SIGNS

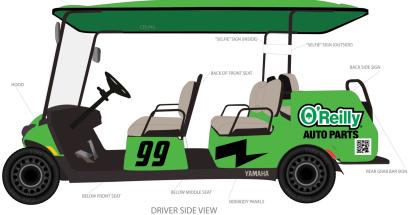
ORefly AUTO PARTS

REAR GRAB BAR SIGN 12"X 21"













OREIIY

42"x 115"

BELOW FRONT SEAT 34" x 12"

CEILING 42"x 115"

ORefly AUTO PARTS

LSV BRAND PARTNER

annirau A811

Investment Details:

- Due to demand, min. package is 4 vehicles
- Sponsorship Fee includes:
 - Professional Wrap Production
 - Professional Wrap Installation
 - Brand Ambassador Labor
 - Transportation Costs
 - Dedicated Joyride Account Representatives 13-14
- Brand Activation Elements (i.e. giveaways)
 to be provided by Sponsor

Vehicles	Full Season Investment
8	
16	
30	
48	

Customizable to reflect client objective

NASCAR PROGRAM PARTNER

Become the Primary Sponsor of the Joyride NASCAR Program

- Exclusive Brand Presence at JoyRide Compound
- The Joyride NASCAR Program Sponsor would receive all of the benefits of as an LSV Brand Partner, in addition to the following:
 - Fleet-Wide Promotions (50+ LSVs/race)
 - Full Brand Wrap on both Joyride Semi-Trucks
 - Full Brand Wrap on Joyride RV

Investment Details

Incremental to LSV Brand Package

Customized to reflect client objectives

ON-SITE ACTIVATION PARTNER

Joyride & ESM will customize an on-site activation space and bring the O'Reilly brand to life

- Joyride is uniquely positioned to bring the fans to the space and drive traffic
- Target Key Markets/Events
- Fully Customizable Options:
 - Interactive Fan Engagements
 - Product Sampling
 - Food & Beverage
 - Sweepstakes



Incremental to LSV Brand Package

Customized to reflect client objectives





