

Happy Rickshaw SM

CHARLOTTESVILLE'S PEDICAB SERVICE

Advertising Prospectus



A Letter from the Founders

As Happy Rickshaw nears its first anniversary, we are excited to celebrate the successful debut of Charlottesville's first professional bicycle pedicab service. And, we are equally excited to recruit new partners for Charlottesville's premier alternative advertising medium.

But wait a second, what's a pedicab? A pedicab, or pedal cab, is a specialty bicycle with a bench attached behind the driver that can carry up to 3 passengers. A pedicab ride is a practical way to travel short distances around town, and it's a fun new way to get downtown with some friends.

Our vision of Happy Rickshaw extends far beyond the simple novelty of a stylish ride around town. We are part of the downtown and University communities. For example, when a downtown resident is touring a visiting friend around town and spots a pedicab, they make sure to point out Happy Rickshaw and tell a story about a memorable ride they had. When mom and dad bring their high school senior to visit the University, they spot their first pedicab and say, "hey, that's cool, let's get a ride!"

Happy Rickshaw has big plans. Our adaptive business model capitalizes on the successes of established pedicab companies, and emphasizes the importance of connecting with our community and unique customers. We involve students, townspeople, local businesses, and the city in the process of shaping our business. Happy Rickshaw is 'uniquely Charlottesville', and is proud to be another reason why Charlottesville is such a special place to live.

Our reputation is our highest priority. We strive to maintain our impeccable safety record. Public roads are our storefront, and we couldn't be more aware of the importance of our conduct and image. Our advertisers can rest assured that an association with Happy Rickshaw can only exceed their marketing expectations.

Please read on, and keep in mind that Happy Rickshaw is still a new venture shaped by two recent UVA graduates who are deeply passionate about three things: pedicabs, Charlottesville, and putting big smiles on our passengers' faces!

Sincerely,

Ian Ayers & Christoph Herby
Founders
Happy Rickshaw, LLC

ADVERTISE WITH HAPPY RICKSHAW

Associate your business with Charlottesville's classy new transportation alternative.

Display your message on a billboard seen by thousands of students and townspeople in places typically unreachable by conventional advertising.

Service Profile

Routes:

UVA Football Stadium
Main Street Corridor
Downtown
UVA ↔ Rugby Road, Fraternities
UVA ↔ Corner
John Paul Jones Arena
Pavilion Events



- Audience Demographic**
- broad cross section of locals, students, and tourists
 - pedicab customers frequent local restaurants, bars, sporting events, and entertainment venues
 - clientele have disposable income

Key advantages specific to pedicab ads

- Place your ad in places typically unreachable by conventional advertising.
 - UVA Grounds, Downtown, JPJ Arena events
- Pedicabs operate in areas with limited/no billboard opportunities.
- Pedicabs are viewed by a captive audience on city streets and sidewalks.
- Pedicabs decrease the gap between UVA & Downtown businesses.
- Pedicabs generate more excitement and attention than traditional ad avenues.
- Happy Rickshaw receives media attention that will shine a positive light on your business.



Advertising Overview

- Your sign is displayed on back of pedicabs.
- Signs are printed on weatherproof vinyl in B&W or full color.
- Alternative ad possibilities include:
 - Coupon distribution
 - Product sampling
 - Driver attire
- *Please see attached page for details and rates.*

Contact Us

Happy Rickshaw, LLC

Ian Ayers & Christoph Herby
Founders

(434) 98-SMILE
info@happyrickshaw.com (*preferred 1st contact*)

Happy Rickshaw
Fall 2007 Advertising Opportunities

UVA Football Package

- Four rickshaws display your ad in the vicinity of the UVA football stadium at all 6 home games.
- Rickshaws shuttle fans from UVA Grounds and popular parking areas to the stadium.
- At 6 home games, your ad will total roughly 400,000 impressions.
- Our CPM is roughly *half* that of one half-page ad in the C-Ville Weekly.

» **\$ 3,500**

Standard Weekend Service Package

- 11 weeks (Aug. 24th through Nov. 3rd)
- Four rickshaws display your ad on UVA Grounds, the Corner, the Main Street Corridor, and Downtown while transporting passengers to restaurants, bars, cultural events, and entertainment venues.
- Rickshaws operate Thursday, Friday, and Saturday evenings
- Includes select special events at JPJ Arena and University venues.
- Your ad will make roughly 300,000 impressions during the fall season.
- Our CPM is roughly *half* that of a half-page ad in the C-Ville Weekly.

» **\$ 2,500**

Combined Package

- Includes the UVA Football and Standard Weekend Service packages.
- Discounted 10%.

» **\$ 5,400**

Artwork & Signage

- Package price does not include artwork or sign printing.
- Happy Rickshaw can prepare ad artwork at an hourly rate, and can arrange for sign printing.

contact: **info@happyrickshaw.com**