

Rolling with Benefits

Compared to traditional marketing options, an eGo CarShare sponsorship offers an innovative opportunity to drive your brand positively forward while giving your marketing budget a huge "Brake"!







TRADITIONAL MARKETING OPTIONS:

- Television** – \$860,000 for one 30-second commercial (4 times/year during prime-time)
- Newspapers** – \$10,000- \$150,000 for one full page color ad in a major newspaper
- Magazines** - \$7,140 - \$53,220 One ad 12 times per year in Yellow Scene
- Direct Mail** - \$6,450 for 1,000 4x6 postcards (4 runs per year, includes postage)
- Radio** - \$3740 for twenty 60 second spots (5 days, 4 times/day)(production not included)
- Online** - \$0.60 pay-per-click or \$14,400- \$28,800 a year for aggressive campaigns

EGO CARSHARE SPONSORSHIP:

- Logo/Ad on Rear Quarter Panels of Chosen Vehicle, URL on Back Bumper, Branded Parking Sign, Website, Social Media and Newsletter Promotions**
- Only **\$5,000** per year

KICK GAS marketing value

-  Accelerates your brand with multiple marketing avenues
-  Improves the health and wellness of our community
-  Encourages biking, walking, taking the bus and carpooling to work
-  Easy 24/7 access to a fleet of fuel-efficient vehicles
-  No gas, insurance or maintenance costs
-  Discounted eGo Memberships and Free Ride Certificates



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