



SOLAR-CABS & RICKSHAWS

Mobile Media & Marketing Vehicles Get Your Message Rolling

Sponsorship Opportunity

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MEET 'N GREET



Dear Sir & Madam:

It was great speaking with you. As I explained, there's simply no other marketing medium that compares to what we can offer (your company) this year.

Solar-Cabs and Rickshaws are 'people-powered' transportation vehicles that have evolved into an extremely versatile – and powerfully effective – media and marketing medium leveraged by the world's biggest brands for numerous reasons.

1) People-Powered Marketing Machine

We integrate outdoor mobile media with experiential 'transportainment' marketing to take your brand to the streets, to make an immediate and lasting impression, and to interact with targeted audiences like no other marketing medium.

2) 100% Emission-Free Branding

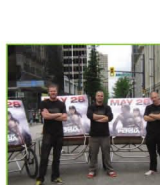
In addition to 30 classic Rickshaws, we've introduced seven electric and people-powered 'Solar-Cabs', making us Canada's largest, greenest mobile media and marketing vehicles fleet.

3) 10 Years of Success

We're celebrating by partnering with Canada's best brands to better integrate their marketing efforts with our experiential 'transportainment' services and sponsored 'Free Ride' program for Canadians and tourists to enjoy.

We know how fun, convenient and memorable a ride in our vehicles is by people of all ages. Now imagine these audiences interacting with your brand through our customized programs, while also generating up to 30 million monthly impressions.

Now, it's my pleasure to present you with our 2010 Marketing Package.



Sincerely,
 Mike Langille, Owner
 Phil Falcone, V.P. Marketing & Sales
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OUR STORY



Rickshaw Runners of Toronto Media, the nation's largest and greenest fleet of mobile media and marketing vehicles, is celebrating 10 successful years in business.

We've come a long way since Founder Mike Langille hit the streets of Toronto in 2000 attracting attention from every person who has seen one of his rickshaws.

This inquisitiveness by millions of onlookers coupled with the positive reaction by tens of thousands of passengers, helped transform the company from rickshaw transportation services into a 'people-powered' media and marketing machine.

After every successful marketing campaign, we understood just how effective our vehicles were in making an impact on our client's audiences.

With a commitment to expanding our green transportation services, we introduced our fleet of electric and people-powered Solar-Cabs in 2010.

The greenest, most convenient, and most effective means of experiential 'transportainment' marketing is just beginning to gain momentum.

Coupled with the calibre of companies investing in this innovative means of marketing, the experience we possess, and the addition of a seasoned marketing team, it looks like we're headed down a very prosperous road.



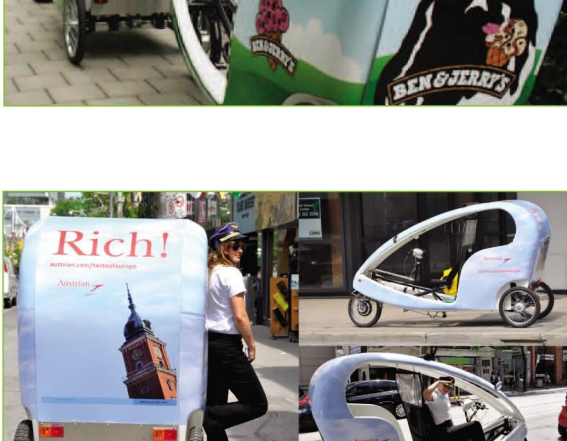
OUR MEDIA & MARKETING

Experiential + Outdoor + Mobile + Green + Marketing + Media

All of these powerful means of reaching and interacting with mass and targeted audiences is available to you via our Solar-Cabs and Rickshaws.

Our experienced marketing team will work with you or your agency to develop a strategy leveraging our display space, sponsored 'Free Ride Program', and additional experiential capabilities to produce a customized plan to spearhead or support a national or regional advertising and promotions campaign.

Advertising	Targeted Reach	Promotions
Get your message rolling	Map out key routes and neighbourhoods inline with your target audience	Take experiential marketing further with eco-friendly 'transportainment'
Take your brand to the streets	Target key sporting, entertainment and cultural events or festivals	Add flyer distribution and product sampling to your campaign
Create massive exposure and exceptional recall value	Select the time of day or night to best get your message rolling	Have our drivers outfitted from head-to-toe with campaign wear
Make a real connection with targeted audiences	Choose the time and place when our vehicles will be effectively stationary	Our drivers can further promote and educate your target audiences
Produce over 27,000 '100% emission-free' daily impressions per vehicle		We can also drive traffic to your retail locations or your website
Generate up to 30 million 'eco-friendly' monthly impressions		



SUCCESSSES

Client
Austrian Airlines

Number of Vehicles
Seven

Timeframe
June 7, 2010 – June 16, 2010 (10 Days)

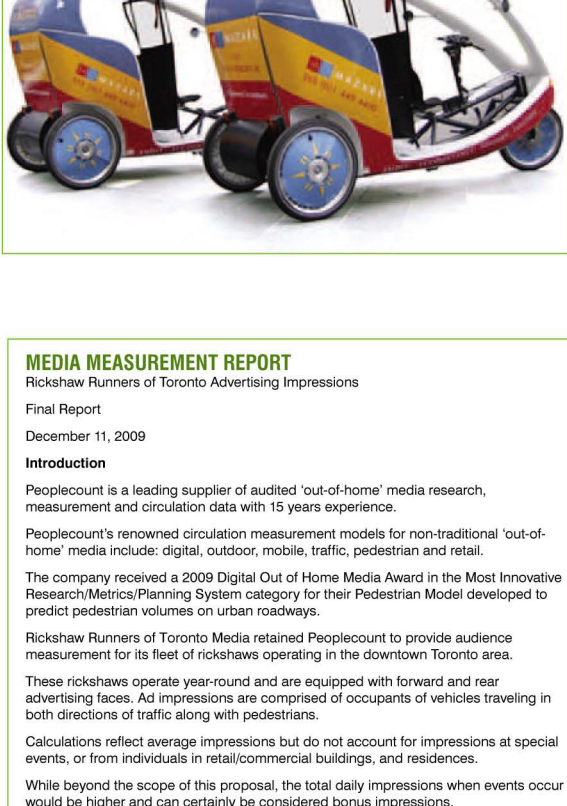
Campaign
It's a bird! It's a plane! It's an Solar-Cab! The 'Taste of Europe' campaign promoting Austrian Airlines and Austrian Tourism leveraged mobile display advertising with Austrian Airlines dressed drivers meeting and greeting targeted Torontonians while giving them a branded Austrian Airlines chocolate bar. Yum yum!

Location
Key locations throughout downtown Toronto.

Success
After only a few days in market, the campaign is already making an impact for a brand that has not advertised in Toronto before. Thousands of chocolate bars have been distributed, thousands of people have interacted with the brand, and we've made an impression on tens of thousands of targeted consumers.

NEXT STEPS

- 1 Review and assess how this innovative and versatile type of media and marketing fits into your company's strategy over the long-term.
- 2 If there is a fit, then how can we immediately integrate our services to support an existing campaign?
- 3 If there is a fit but an immediate plan can not be executed, then how can we prepare for a campaign?



ADDENDUM

MEDIA MEASUREMENT REPORT
 Rickshaw Runners of Toronto Advertising Impressions

Final Report
 December 11, 2009

Introduction

Peoplecount is a leading supplier of audited 'out-of-home' media research, measurement and circulation data with 15 years experience.

Peoplecount's renowned circulation measurement models for non-traditional 'out-of-home' media include: digital, outdoor, mobile, traffic, pedestrian and retail.

The company received a 2009 Digital Out of Home Media Award in the Most Innovative Research/Metrics/Planning System category for their Pedestrian Model developed to predict pedestrian volumes on urban roadways.

Rickshaw Runners of Toronto Media retained Peoplecount to provide audience measurement for its fleet of rickshaws operating in the downtown Toronto area.

These rickshaws operate year-round and are equipped with forward and rear advertising faces. Ad impressions are comprised of occupants of vehicles traveling in both directions of traffic along with pedestrians.

Calculations reflect average impressions but do not account for impressions at special events, or from individuals in retail/commercial buildings, and residences.

While beyond the scope of this proposal, the total daily impressions when events occur would be higher and can certainly be considered bonus impressions.

Methodology

Rickshaw Runners provided GPS data collected by three employees during the course of 20-days during the period of July 8 – August 22, 2009.

The data was collected at 4-minute intervals and used to track daily runner routes. Using GPS point data and in-house database traffic information, we established runner routes on a point-by-point basis to calculate impressions.

The data was totaled over 20 days and a daily average was calculated with vehicular and pedestrian impressions from the 'Front' and 'Rear'.

Results

Description	Vehicular Total	Pedestrian Total	TOTAL
Average Daily Impressions Per Rickshaw	10,500	16,700	27,200

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