

a closer look at



WHY IT'S A GAME CHANGER & SOLID INVESTMENT FOR YOUR EVENT

## POP-UP MASS TRANSIT

We create a dynamic, crowdpowered route map around the event with custom trips



## LUXURY BUS



Bus tickets as low as

**\$25**

**ROUNDTRIP!**

TV/DVD

Wifi

Outlets

Responsible Drinking

Bathroom

PA

Bucket seats

Overhead compartments

Massive storage

## TECHNOLOGY IS A HUGE PART OF YOUR EVENT DAY SUCCESS

Easy online and mobile reservations

Full customer service

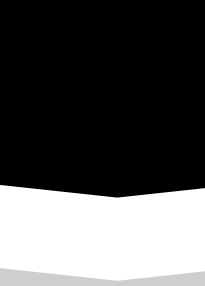
Live



Email



Social



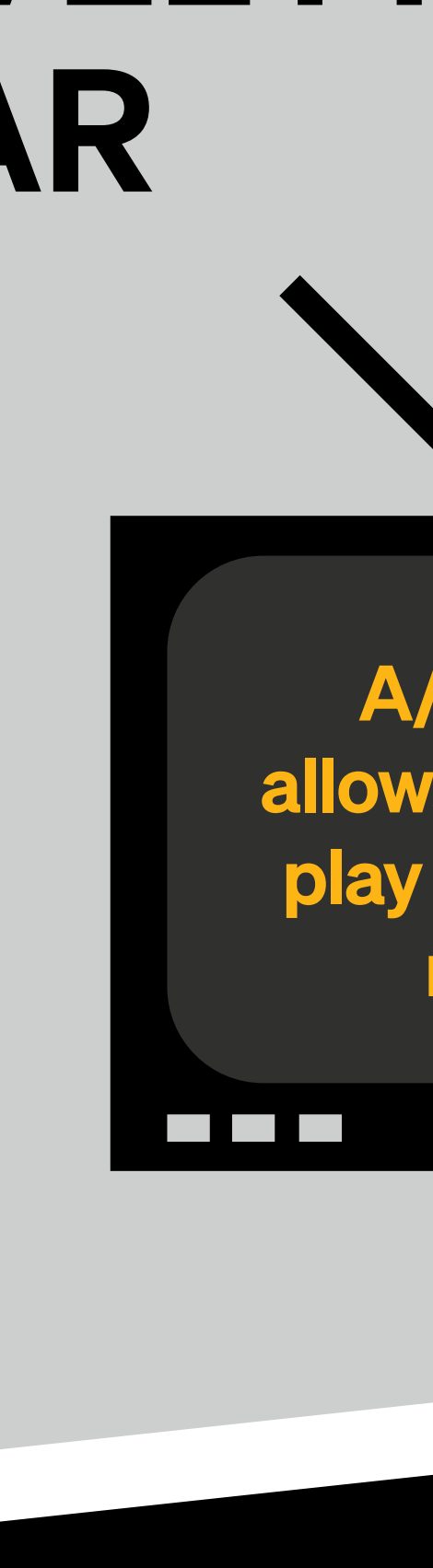
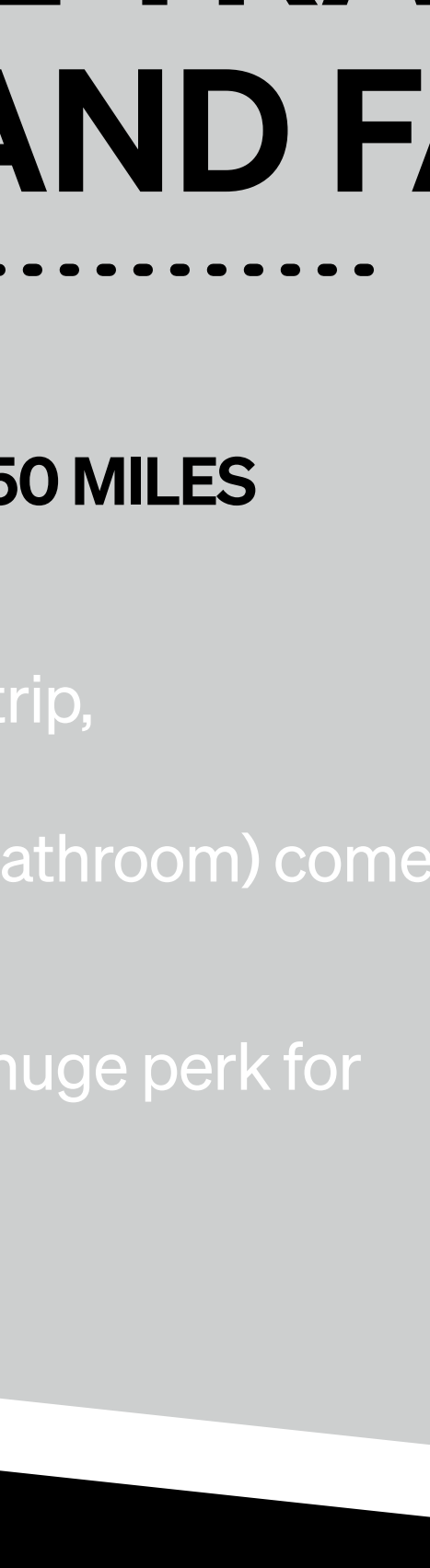
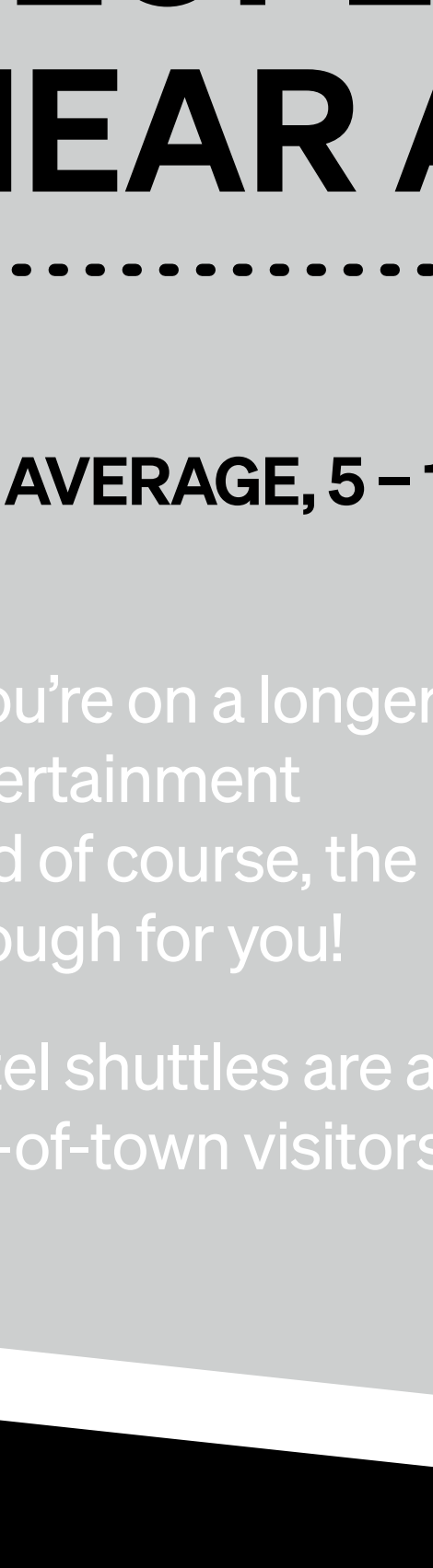
Text



Push



Live bus tracking

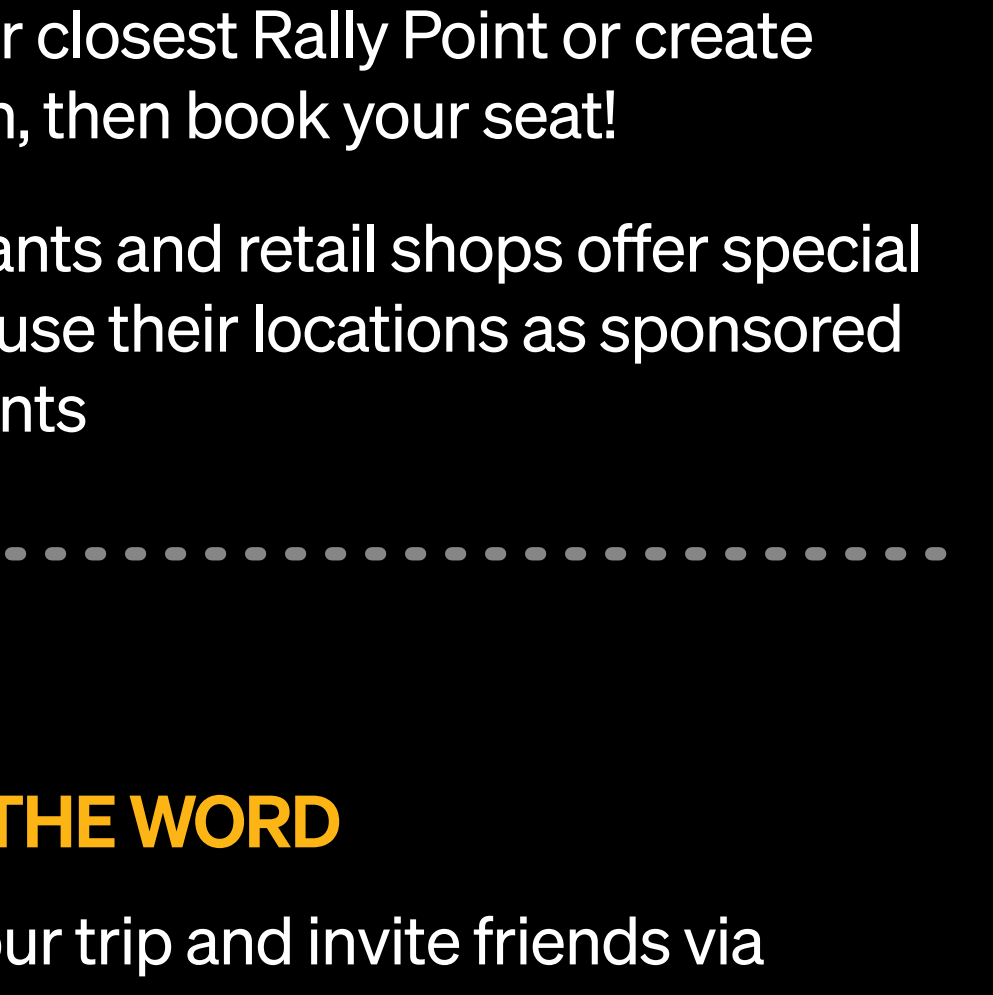


## PEOPLE TRAVEL FROM NEAR AND FAR

ON AVERAGE, 5 - 150 MILES

If you're on a longer trip, entertainment (and of course, the bathroom) comes through for you!

Hotel shuttles are a huge perk for out-of-town visitors



## HOW TO RALLY

EACH STEP OFFERS NEW MONETIZATION OPTIONS FOR OUR PARTNERS

BOOK



CHOOSE YOUR EVENT

- Find your closest Rally Point or create your own, then book your seat!
- Restaurants and retail shops offer special deals to use their locations as sponsored Rally Points

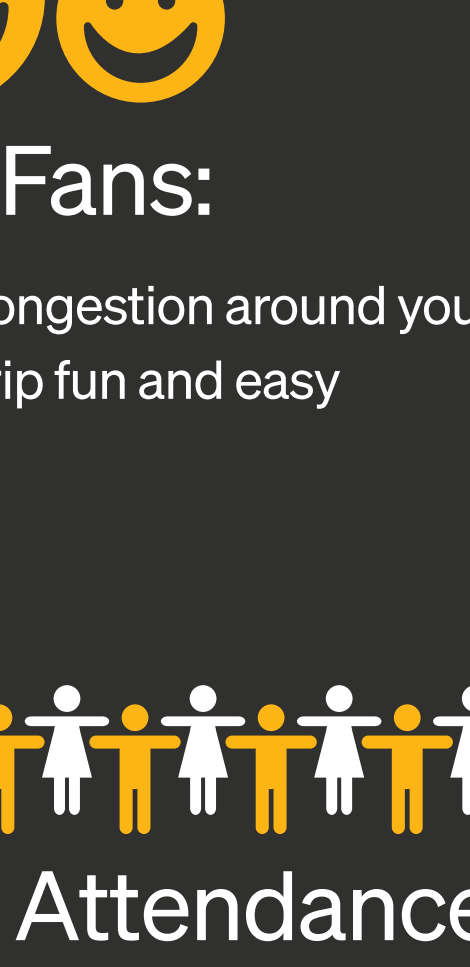
SHARE



SPREAD THE WORD

- Share your trip and invite friends via Facebook, Twitter and email
- Be a part of the Social Network effect

GO



GET ON BOARD

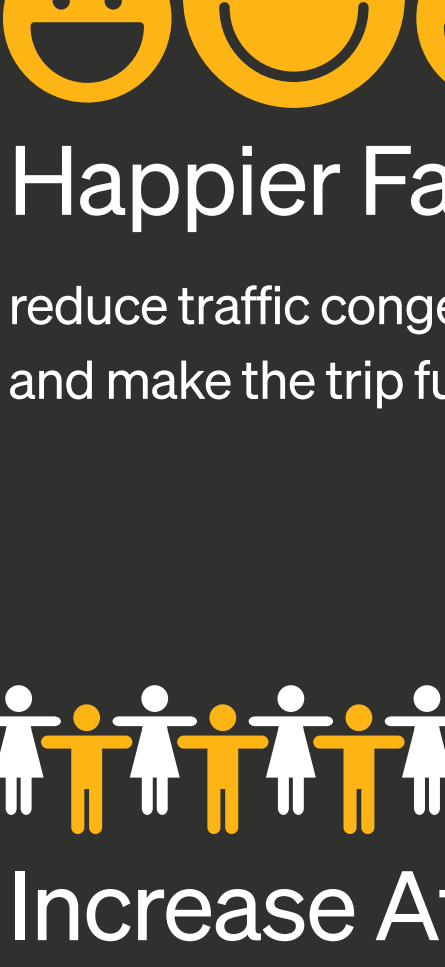
- Meet at the Rally Point and hop on board; apps keep you up-to-date on every detail
- Riders are primed to engage and create meaningful memories

## WHY USE rally



Traffic and parking are a snap.

No hassle!



Increased bar sales.

People drink responsibly!

Sponsorable.

See your branding on the go!

## PARTNERSHIP BENEFITS

Happier Fans:

reduce traffic congestion around your venue and make the trip fun and easy

Empower Event Planners:

our turnkey platform helps organize and execute every aspect of travel

Increase Attendance:

reach more prospective attendees through our extensive customer base and partnerships

Decrease Liability:

licensed, insured bus drivers reduce risks for fans on the road

## SPONSORSHIP OPPORTUNITIES

Bus wraps guarantee impressions at a lower CPM than any other form of outdoor advertising

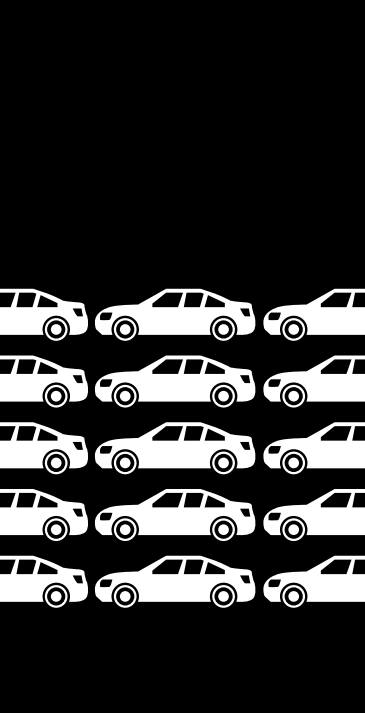
Rally is the only company able to deliver impressions at major events across the country

Driver uniforms and swag on the bus

★ Watch this quick minute video on the DosXX Rally at SXSW

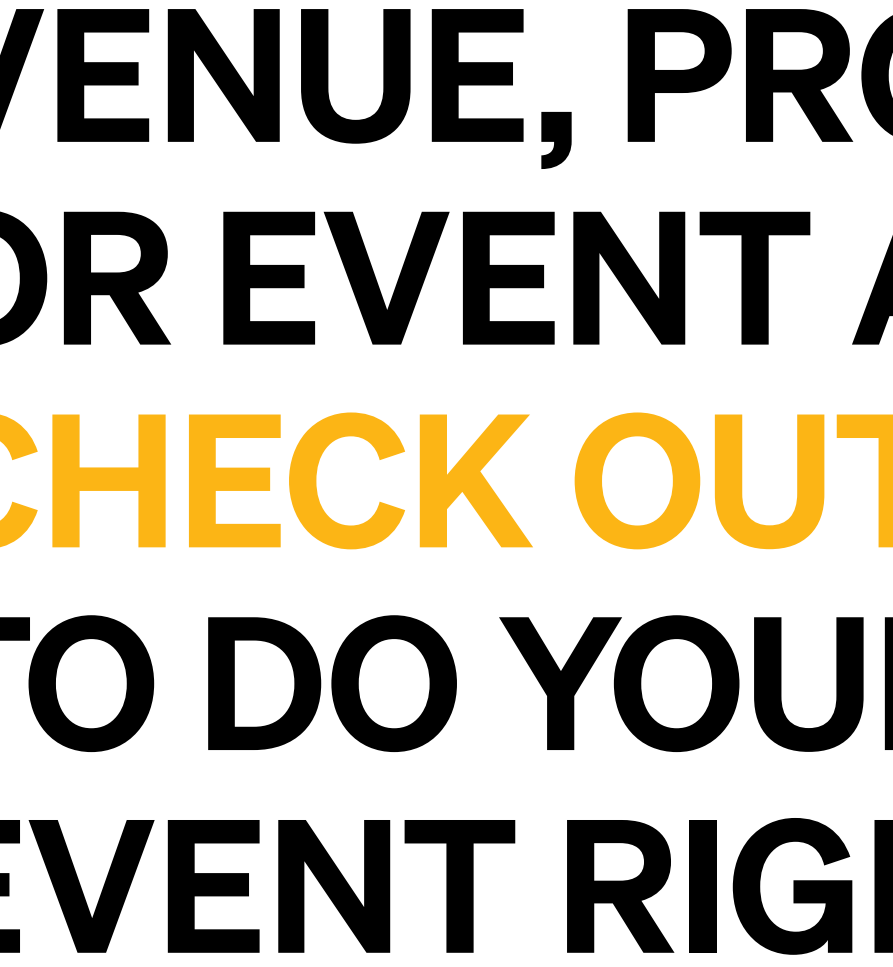
WRAPS GET 30,000 - 70,000 VIEWS A DAY

## SUPPORTING LOCAL BUS OPERATORS



We don't own buses; we work with 4,000+ local bus companies to better utilize their excess capacity and connect them to new revenue sources

## ENVIRONMENTAL BENEFITS



	MOTORCOACH	CAR +1 PERSON	LIGHTRAIL	TRANSIT BUS
AVERAGE PASSENGER MILES PER GALLON	239.8	27.9	92	70.5
AVERAGE ENERGY USED PER PASSENGER MILE*	575	4,939	1,500	1,957
AVERAGE CO <sub>2</sub> RELEASED PER PASSENGER MILE*	43	368	264	136

\*ENERGY USE IS MEASURED IN BRITISH THERMAL UNITS, CO<sub>2</sub> IS MEASURED IN GRAMS PER PASSENGER MILE

WHETHER YOU ARE A VENUE, PROMOTER, OR EVENT ATTENDEE, CHECK OUT RALLY TO DO YOUR NEXT EVENT RIGHT!



Ready to Rally? Contact [partnerships@rally.co](mailto:partnerships@rally.co)