

**Ferrari** *4* Charity.com



**100 Miles of Advertising - Boston**

Contact:  
Ray Chang

[ray@ferrari4charity.com](mailto:ray@ferrari4charity.com)

[www.ferrari4charity.com](http://www.ferrari4charity.com)

919-332-7327 (mobile)

## What is Ferrari4Charity?

- A new organization that's dedicated to using Ferrari and other exotic automobiles as an advertising media platform and using proceeds to assist local charitable endeavors.
- A bold, engaging, unique, fun and cost-effective alternative to traditional advertising marketing.
- Increases advertising reach, brand awareness and sales through our Ferrari advertising media.
- Proceeds are donated to local charities with a direct and specific "donation to use" ratio.

## What is the "Ferrari in Boston: 100 Miles of Advertising" Event?

- A unique sponsorship-based mobile advertising program to market your business in Boston.
- The eye-catching Red Ferrari 550 Maranello will be your marketing media platform
- Attract and engage +1.1M Bostonians per day with your Advertisement on our Ferrari

## Details?

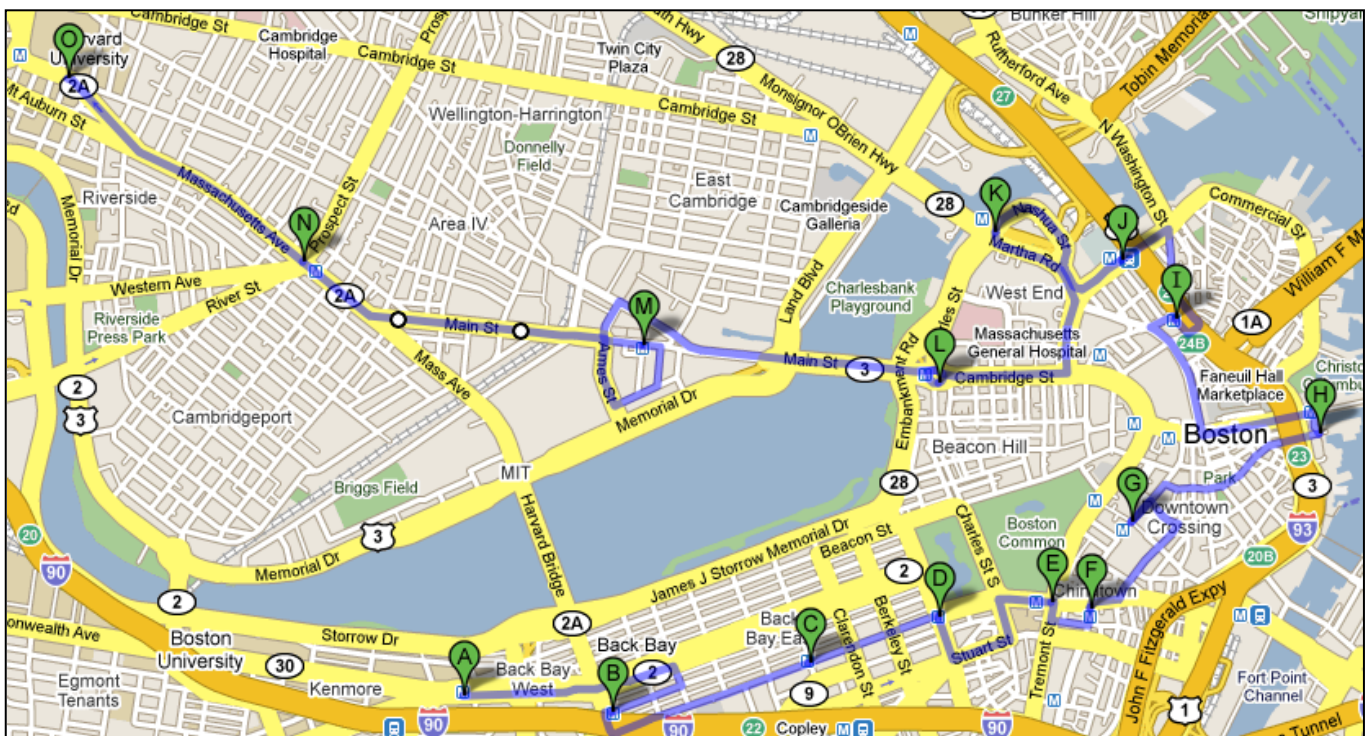
- 7AM Friday August 21, 2009 – 7PM Saturday August 22, 2009
- Driven 100 Miles throughout the City of Boston
- Parked at Fenway Park to attract 30,000 additional "Red Sox Fan" Impressions
- Boston Red Sox vs. New York Yankees Games (Fri @ 7:10PM / Sat @ 4:10PM)

## How to participate?

- Select and sponsor a body area on our Ferrari
- Provide us with your Ad/Logo/Messaging in EPS File Format
- We print your company Ad/Logo/Message on your sponsored Ferrari body part  
(If you need assistance with designing, we can help...contact Ray Chang)

## What's the advertising driving route?

- Driving 100 Miles along the Green Lines and Red Lines MBTA Routes
- See Example Below: Starting at Point A (Kenmore Square) / Ending at Point O (Harvard Square)



## Meet your Ferrari 550 Maranello



## Sponsorship Rates



### **Front Sponsorship:**

- Roof (47" x 35") - \$600
- Upper Hood (61" x 49") - \$800
- Lower Hood (33" x 24") - \$700
- Call for discount pricing on 2 or more sponsorships or for a full Ferrari sponsorship

### **Vinyl Printing:**

- Printing is \$20 Per Square Feet

### **Design:**

- Not included – will assist if needed



### **Side Sponsorship (pairs):**

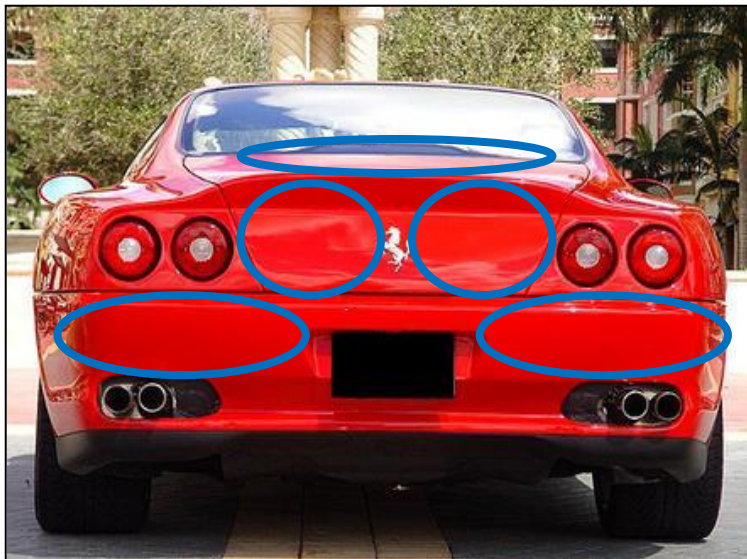
- Front Lower Panel (12" x 13")- \$600
- Front Quarter Panel (47" x 7")- \$700
- Car Door (49" x 24") - \$1000
- Rear Quarter Panel (50" x 8") - \$700
- Rear Lower Panel (18" x 14") - \$600
- Call for discount pricing on 2 or more sponsorships or for a full Ferrari sponsorship

### **Vinyl Printing:**

- Printing is \$20 Per Square Feet

### **Design:**

- Not included – will assist if needed



### **Rear Sponsorship:**

- Tail Lights (pair) (13" x 11") - \$800
- Above Mufflers (pair) (21" x 6.5") - \$700
- Rear Trunk - \$600 (38" x 16")
- Call for discount pricing on 2 or more sponsorships or for a full Ferrari sponsorship

### **Vinyl Printing:**

- Printing is \$20 Per Square Feet

### **Design Costs:**

- Not included – will assist if needed

## Why Ferrari4Charity as an Advertising Media Platform?

<u>Sponsorship Areas: Front (L x W)</u>	<u>Units</u>	<u>Placement</u>	<u>Impressions (High)</u>	<u>CPM (High)</u>
Roof ( 47" x 35")	1	\$600	2,342,506	\$0.26
Upper Hood ("61 x 49")	1	\$800	2,342,506	\$0.34
Lower Hood (33" x 24")	1	\$700	2,342,506	\$0.30
<u>Sponsorship Areas: Side</u>				
Front Lower Panel (21" x 13")	2	\$600	2,342,506	\$0.26
Front Quarter Panel (47" x 7")	2	\$700	2,342,506	\$0.30
Car Door (49" x 24")	2	\$1,000	2,342,506	\$0.43
Rear Quarter Panel (50" x 8")	2	\$700	2,342,506	\$0.30
Rear Lower Panel (18" x 14")	2	\$600	2,342,506	\$0.26
<u>Sponsorship Areas: Back</u>				
Tail Lights (13" x 11")	2	\$800	2,342,506	\$0.34
Above Mufflers ( 21" x 6.5")	2	\$700	2,342,506	\$0.30
Rear Trunk (38" x 16")	1	\$600	2,342,506	\$0.26
Impression Source - Insight - Boston's Population Doubles Everyday - 12/1996 - 1,171.253 Per Day				
*Includes Commuters, Tourists, Travelers, Sporting Events, Trade Shows, Shoppers				

<u>CPM Comparisons</u>	<u>Investment</u>	<u>Impressions</u>	<u>CPM</u>
Newspaper			\$ 19.60
TV Spot			\$ 16.25
Magazine (1/2 page)			\$ 8.00
Radio			\$ 5.92
Billboard			\$ 3.90
Stuff @ Night *	\$21,684	1,440,000	\$ 15.06
Boston Common *	\$46,920	1,260,000	\$ 37.24
<b><u>Ferrari4Charity **</u></b>	<b><u>\$1,000</u></b>	<b><u>2,296,000</u></b>	<b><u>\$ 0.44</u></b>
* Based on 2007, Full Year, Least Expensive Placement			
** Based on 1 Single Sponsorship on Ferrari Doors			

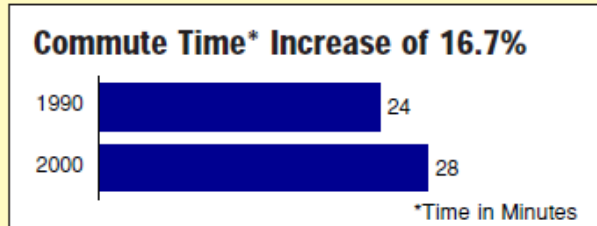
### How effective is mobile advertising?

- **Mobile billboards resulted in an increase in sales of 107% versus 54% from static billboards. (Product Acceptance and Research, Inc.)**
- **Messages on outdoor mobile billboards have a 97% recall rate. (RYP & Becker Group)**
- **Mobile billboards boost name recognition 15-Times greater than any form of advertising. (European Outdoor Advertising Association)**
- **96% of respondents said mobile outdoor advertisings are more effective than traditional advertising. (Outdoor Advertising Magazine)**

# ARBITRON COMMUTER PROFILE

## Boston

### Average Commute Time Increase of 16.7%



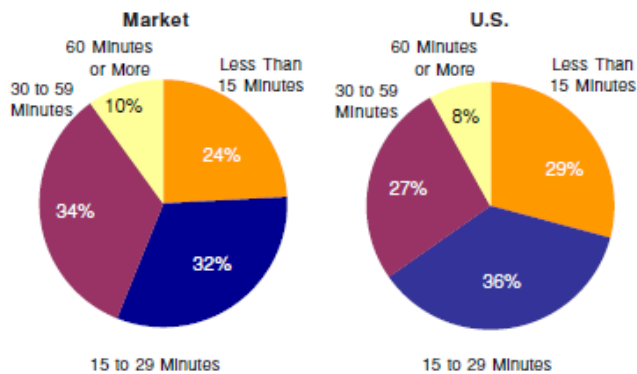
Comparison of 1990 and 2000 average one-way commute time for Boston

### Average Commute Time to Work

	1990	2000	% Increase
Market	24 minutes	28 minutes	16.7
U.S.	22 minutes	26 minutes	18.2

Commuters are spending more time traveling to work. That increase means more opportunities for outdoor/out-of-home and radio to reach their advertising targets.

### One-Way Commute Time to Work



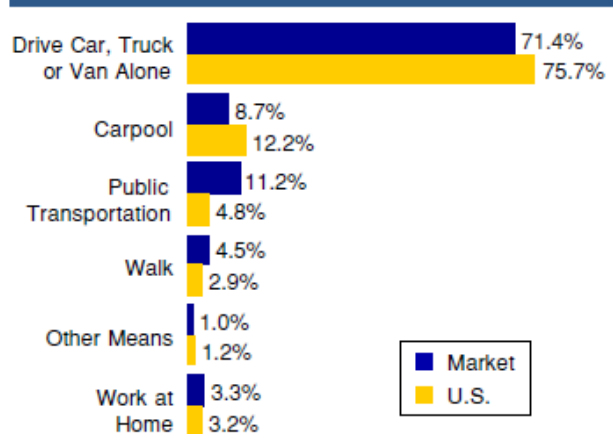
### When Commuters Leave for Work

	Market	U.S.
12:00AM to 5:59AM	8%	11%
6:00AM to 6:59AM	18%	19%
7:00AM to 7:59AM	31%	31%
8:00AM to 8:59AM	22%	16%
9:00AM to 9:59AM	6%	6%
10:00AM to 11:59PM	15%	17%

### Market Information

Persons 16+	3,544,703
Workers 16+	2,585,764
% Full-Time Workers	77%
% Part-Time Workers	23%

### How Commuters Get to Work



Totals may not add to 100 due to rounding.

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Sources: 2000 and 1990 U.S. Censuses

