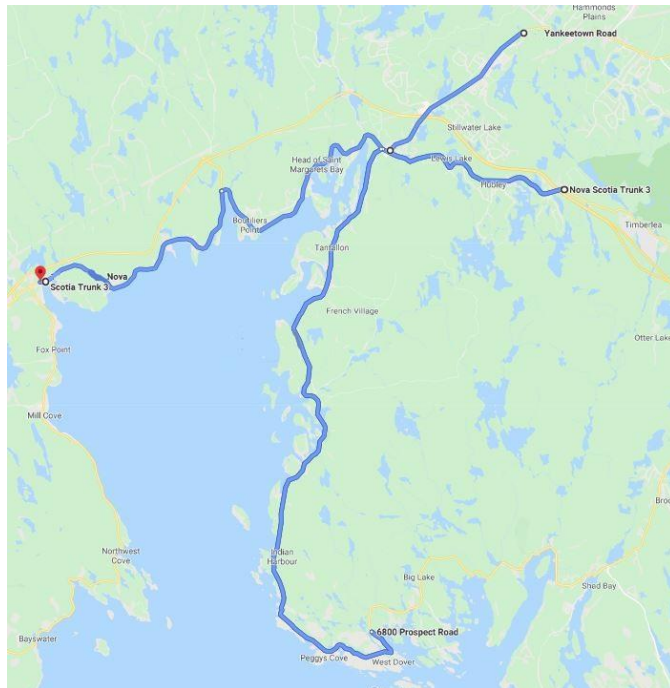




BAYRIDES VEHICLE SPONSORSHIP PROGRAM

BayRides is inviting local businesses to purchase advertising space on our vehicles. This is a great opportunity to promote local businesses and to help ensure that BayRides can continue to offer affordable door-to-door transportation to everyone in the St. Margaret's Bay area.

BayRides has four vans and one bus that are on the road Monday to Friday from 6 am to 6 pm. BayRides provided 11,256 rides and covered more than 204,000 km throughout the St. Margaret's Bay area in 2019/20.



Based on 2016 statistics, there are 14,126 people living in our catchment area; over 50% percent of them live within 5 km of the Metro X bus stop at Exit 5. BayRides vehicles travel deep into all the subdivisions of this highly populated part of our service area taking people to and from appointments, work, shopping, banking, and the Metro X bus stop. Throughout the day our vehicles also travel in and out of neighbourhoods connected to Route #3 and Route #333.

Vast area served by BayRides: extending from West Dover to Yankeetown Road and Sheldrake Lake to the HRM County line in Hubbards.

Throughout the day our vehicles are very visible not only when they are on the road but also when parked at various locations while waiting for their riders. From a marketing perspective, your logo will be seen by hundreds of people daily.

BayRides has a very positive community image. By purchasing space on one or more of our vehicles you will be helping people stay connected with their community and your business.



RATE SHEET

Features of Our Sponsorship Program

- Exclusivity! We will not put a direct competitor's ad on the same vehicle.
- Depending on the Sponsorship Option you choose, your company logo, in the size you opt for, on one or more of our vehicles.
- Your logo will be featured on the BayRides website, with a link to your website (if applicable).

Payment Option: Monthly Installments

One Year Contract	Cost per Month	
	Small Logo	Large Logo
Logo on 1 Vehicle	\$56.25	\$83.33
Logo on 2 Vehicles	\$95.83	\$141.67
Logo on 3 Vehicles	\$135.42	\$200.00

Two Year Contract	Cost per Month	
	Small Logo	Large Logo
Logo on 1 Vehicle	\$47.92	\$70.83
Logo on 2 Vehicles	\$87.50	\$129.17

Payment Option: Full Contract Rate

One Year Contract	Small Logo	Large Logo
Logo on 1 Vehicle	\$675	\$1,000
Logo on 2 Vehicles	\$1,150	\$1,700
Logo on 3 Vehicles	\$1,625	\$2,400

Two Year Contract	Small Logo	Large Logo
Logo on 1 Vehicle	\$1,150	\$1,700
Logo on 2 Vehicles	\$2,100	\$3,100
Logo on 3 Vehicles	Pricing available upon request	

Small Logo: Available Space - approx. 12" h x 12" w (use of half of the rear side door of either van)

Large Logo: Available Space - approx. 12" h x 24" to 30" w (full use of rear side door of either van)

For more information contact Patty King, Executive Director, at 902-441-6660 or info@bayrides.ca.