

## **Rideable Inc.**

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frameandwheel

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### **STRAVA**

Fred Thomas

A-D Racing



## **All Things Bike Advertising Program**

*Sell old or unused cycling equipment with Frame and Wheel and use the net proceeds to advertise on the television show, All Things Bike with Fred Thomas.*

### **Why does it work?**

- Turn bikes, wheels, components, accessories and clothing into marketing dollars.
- Create time, space and brand awareness quickly and easily.
- Obtain exposure in front of a dedicated cycling viewership.
- Preserve existing marketing budgets and commitments.

### **What you get:**

1. Your organization's logo in the beginning credits of each episode of All Things Bike and verbal description in ending credits.
2. A member of your organization as a guest in an episode of All Things Bike.
3. The production of a five minute segment that features a product, service or topic that is important or relevant to you.
4. Exposure and tagging on All Things Bike, Frame and Wheel and A-D Bikes social media platforms (You Tube, Facebook, Instagram).
5. Files of your content for your use on your website and social media.

Summary of packages		
Episodes	Net proceeds (\$)	What you get
12	2,000 or more	1, 2, 3, 4, 5
6	1,800	1, 2, 3, 4, 5
3	900	1, 2, 4, 5
1	400	1, 4, 5

## About

All Things Bike is in its fifth season on You Tube and on local access television in Portland, Maine. The show is hosted by Fred Thomas who is a dedicated member of the cycling community. Previous guests on the show include athletes, business owners, professors, executives, doctors, coaches, legislators, lawyers, and non-profit organization directors. For more information about the All Things Bike Advertising Program or if you have any questions or ideas on how to make the program work for you, please contact Fred Thomas. All Things Bike is a unit of Rideable, Inc.