

Where to Next? Race LLC

Sponsor Presentation





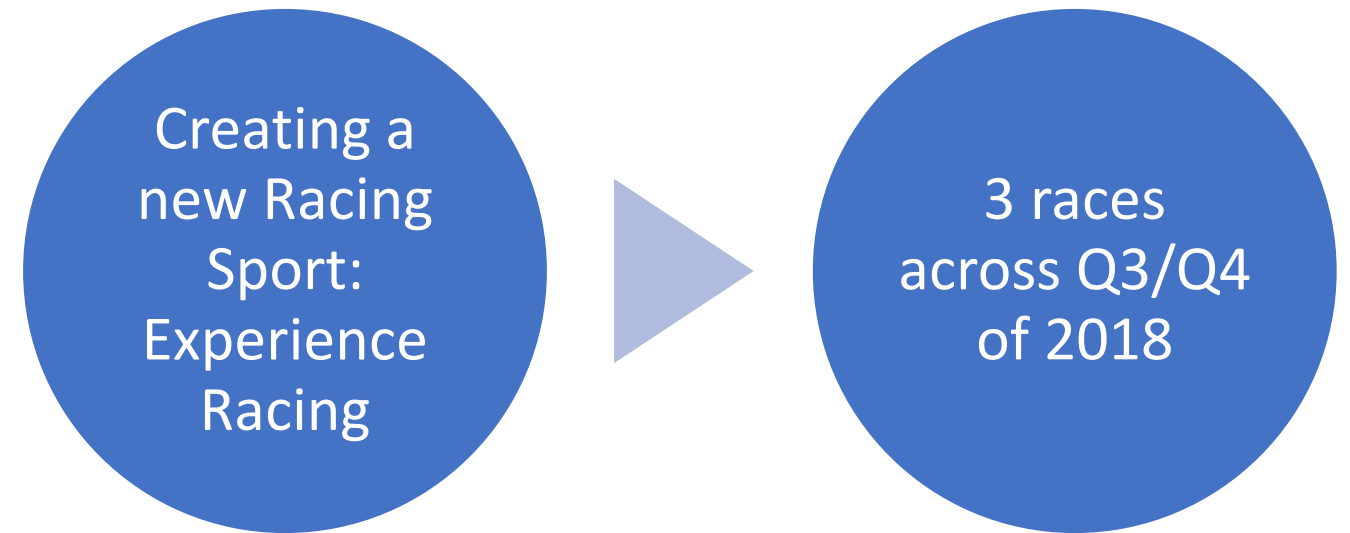
Where to Next? Race

Where to Next? Race is the world's first Experience Race, a travel-based competition in which 2-person teams utilize physical and intellectual skills as well as strategy to explore cities through an interactive digital platform. Unlike any other race, our racers will find themselves exploring unique locations, are encouraged to pioneer their own paths, and are greeted with fun and exciting experiences at each checkpoint. Where to Next? Race offers all experience-seekers a new way to travel, a new way to race, a new way to experience.

The Race in Action

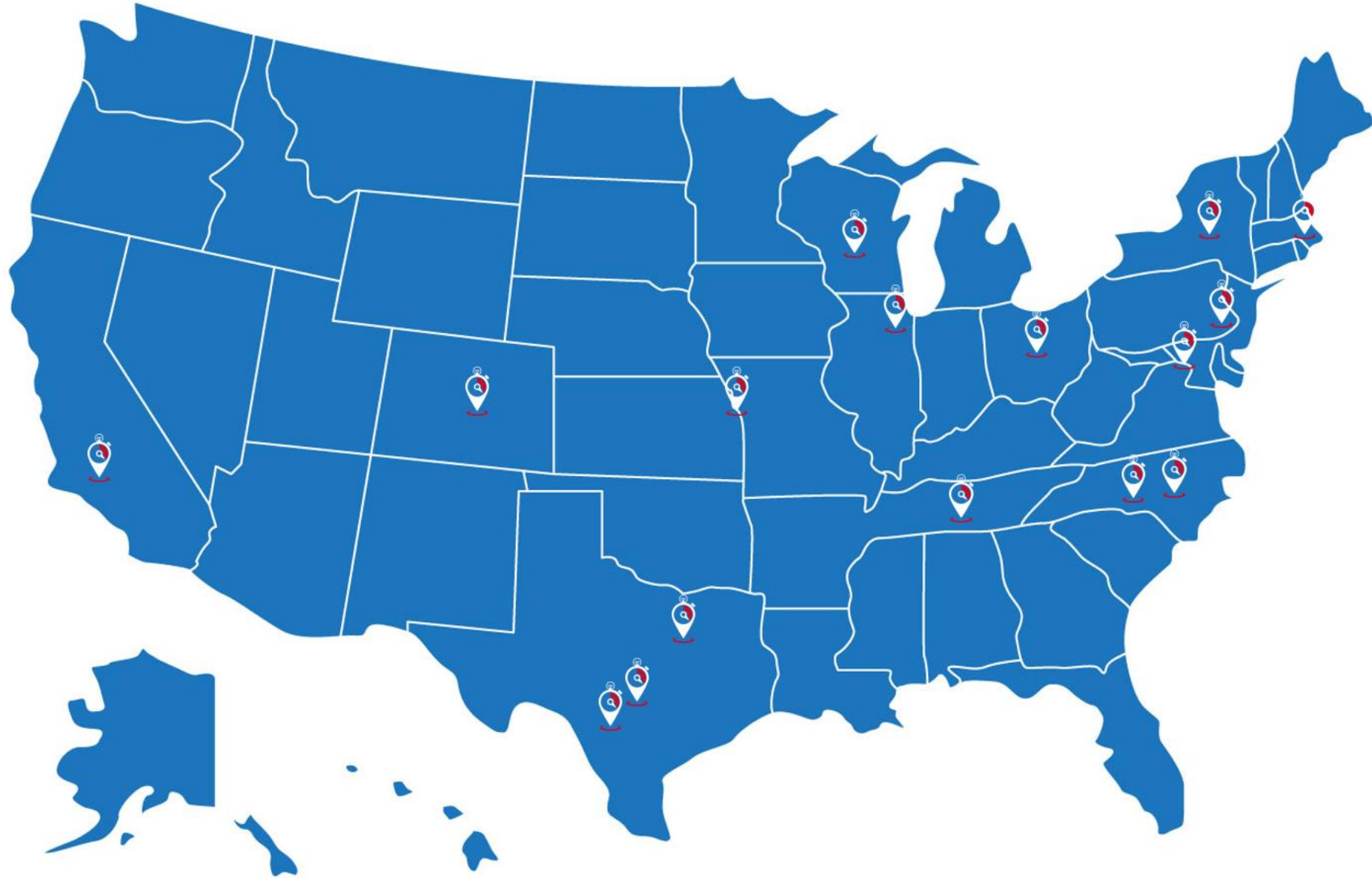


| What do we
do?



2019

- Boston
- New York City
- Philadelphia
- Washington, D.C.
- Charlotte
- Raleigh
- Nashville
- Columbus
- Chicago
- Madison
- St. Louis
- Kansas City
- Dallas
- Austin
- San Antonio
- Denver
- San Diego



2020

2019 Locations +

- Orlando
- Miami
- Seattle
- Tucson
- Phoenix
- Houston
- Grand Rapids
- Indianapolis
- Cincinnati
- Milwaukee
- Minneapolis
- Salt Lake City
- Las Vegas
- Portland
- New Orleans



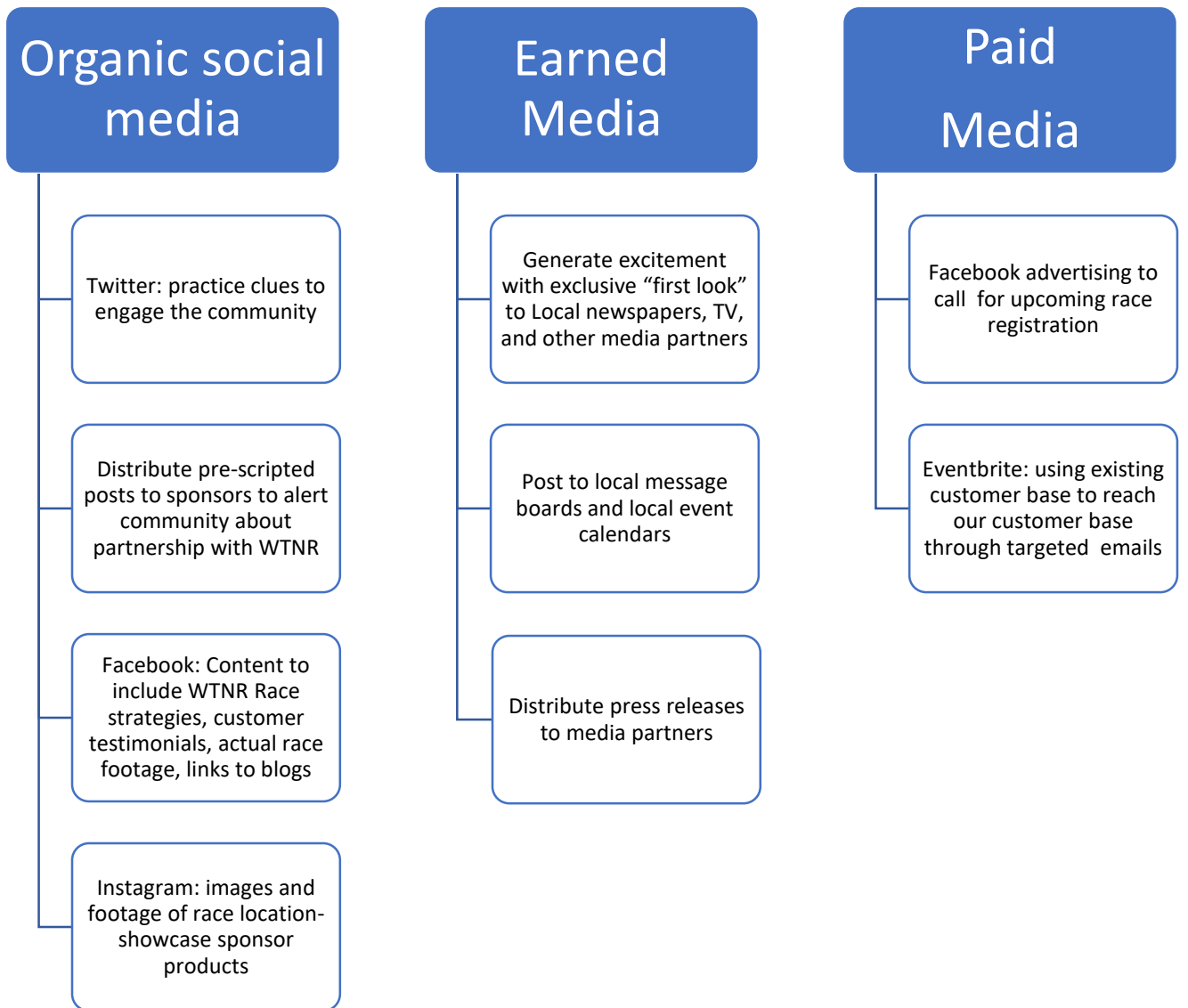
The Race

2 person Race that takes Racers on a tour of a city for 6 hours on a Saturday.

Racers complete activities at 5 checkpoints as quickly as possible to win money and prizes

Based on Racers finish in a Race, they will receive points that go toward more prizes that are awarded based on cumulative total

Race Promotion



Target Customer



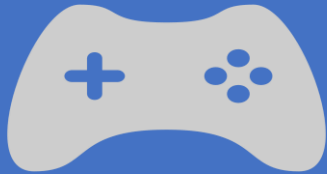
The Adventurer

- Career-building singles and couples with no children, have close friends from college, active lifestyles, have means to support their activities
- Age: 18-34
- Income: \$40,000-\$100,000
- Education: College
- Passion points: Love adventure, fitness, leisure travel-- willing to pay premium price for unforgettable experience



The Traveler

- White collar professionals, metropolitan, comfortable income, active lifestyle, established couples, suburban, upper middle class
- Age: 35-54
- Income: \$50,000-\$250,000
- Education: College
- Passion points: Leisure travel, Watch The Amazing Race, Sports and Outdoors, Fitness, organic food options



The Gamer

- Less social but seeking social engagement, mainly acquaintances, single household, not concerned about healthy food options, avid TV streamer
- Age: 21-40
- Income: \$30,000-\$100,000
- Education: College
- Passion points: Love to watch and participate in any kind of game, enjoys being challenged mentally

| Benefits for your brand

Racers in cities are
billboards to build
brand awareness

Product feature in
race on social
media

Website ad
space/e-newsletter
feature

Direct connection
to racers to ensure
future support of
brand

Category
Exclusivity

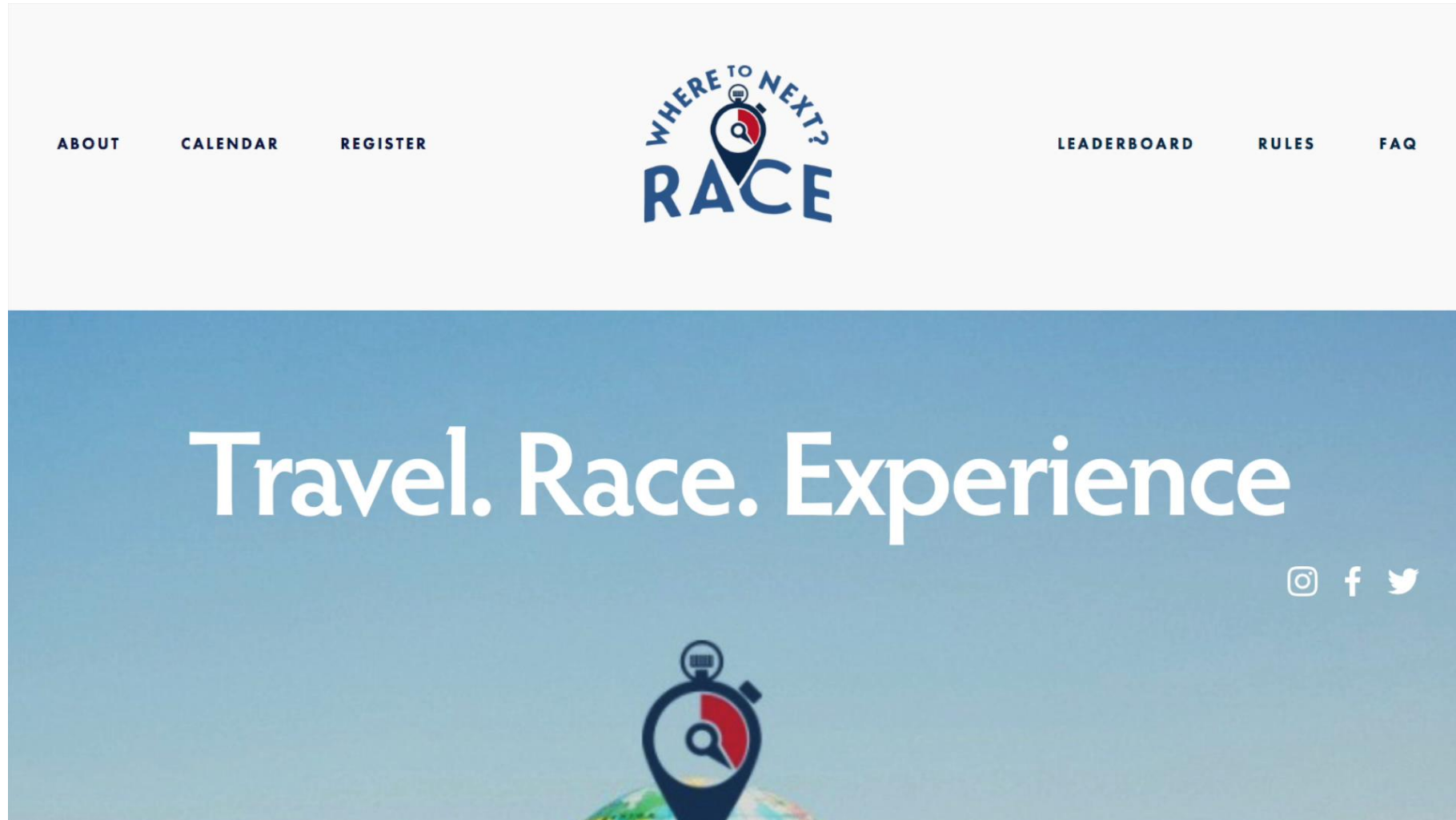
Product
integration on race
location to
promote brand

Our Asks

- Money to support and scale our operations so we can fulfill all the duties of each race, and grow our brand
- To leverage your item donations by allowing our unique audience to make an association between your brand and Where to Next? Race through giveaways
- To create long term relationships between your brand and Where to Next? Race that will be fruitful for both sides
- Partners to share in our vision to bring unique experiences to our consumers through an unforgettable race



Demo



What Next?

For more information, please
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