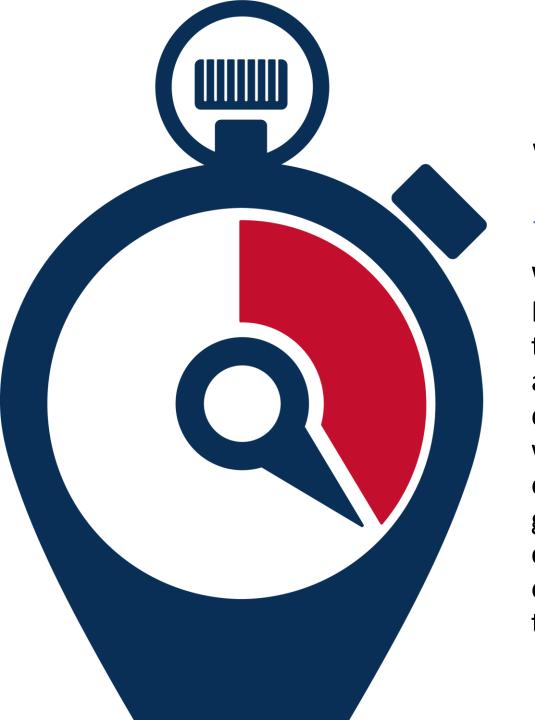
Where to Next? Race LLC

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





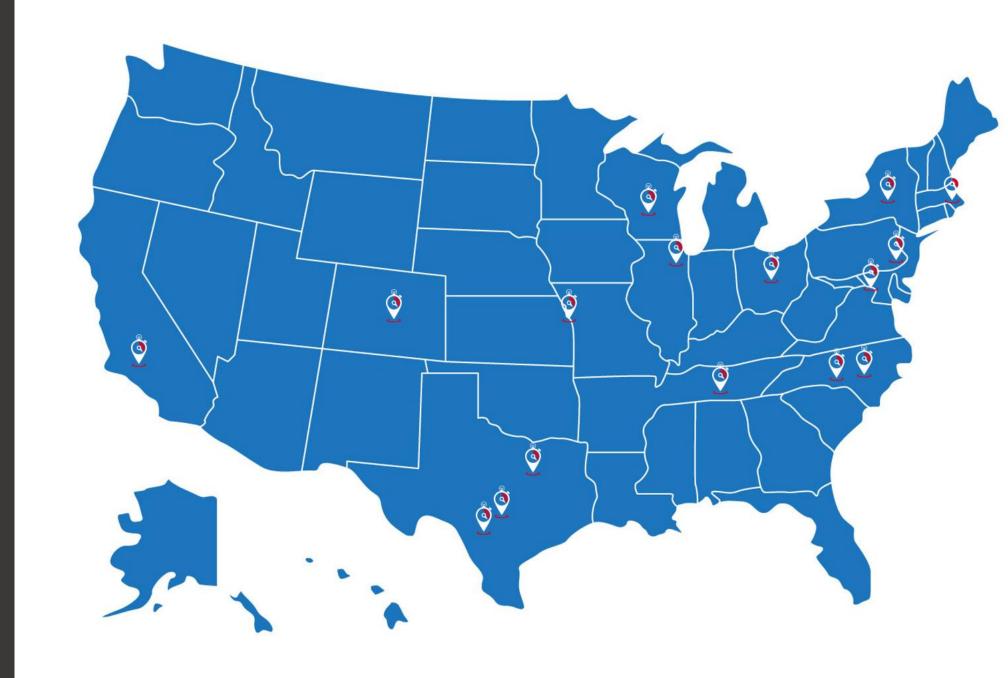
What do we do?

Creating a new Racing Sport:
Experience Racing

Creating a 3 races across Q3/Q4 of 2018

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

Organic social media

Twitter: practice clues to engage the community

Distribute pre-scripted posts to sponsors to alert community about partnership with WTNR

Facebook: Content to include WTNR Race strategies, customer testimonials, actual race footage, links to blogs

Instagram: images and footage of race locationshowcase sponsor products

Earned Media

Generate excitement with exclusive "first look" to Local newspapers, TV, and other media partners

Post to local message boards and local event calendars

Distribute press releases to media partners

Paid Media

Facebook advertising to call for upcoming race registration

Eventbrite: using existing customer base to reach our customer base through targeted emails

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

ABOUT CALENDAR REGISTER



LEADERBOARD RULES FAQ

Travel. Race. Experience





What Next?

For more information, please contact:

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