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5/31/19

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EZ Event Ride Proposal to the City of New Port Richey

Attention: Debbie Manns City Manager New Port Richey, FL.

5939 Main St. New Port Richey, FL. 34652 - email: mannsd@cityofnewportrichey.org

EZ Event Ride Inc. would begin operations June 6, 2019 as a Low Speed Vehicle passenger service within certain boundaries of the City of New Port Richey.

Start and ending hours of operations may vary depending when the service is needed most.

EZ Event Ride will be operating a minimum of **8** hours per day regardless of the ebb and flow of passenger ridership. **EZ** drivers will be allowed to accept tips and generate operating funds with sponsor advertisement displays signage on the Carts and Trolleys. Sponsor signage would have to be approved if deemed necessary by the City Manager.

The City of New Port Richey would sponsor the vehicles for the first 90 days to help launch the service and with understanding the value of our service would continue sponsorship for the year.

The initial **NPR** sponsorship would allow **EZ Event Ride** time to cultivate and develop relationships with local businesses, plus regional and national sponsors.

EZ Event Ride Inc. will maintain and provide a certificate of liability insurance with a 2 million dollar aggregate.

The City will help promote the service as discussed previously and **EZ Drivers** will continuously work to let the residents and businesses know our service is there for them.

NPR signage will be displayed on the front and back of each vehicles rooftop marquee. The signage display size will be 42 ½" x 16". Signage cost included with the sponsorship.

Total sponsorship for the first 90 days - \$13,500

Thanks for your time and consideration – Bill Guerrant President EZ Event Ride Inc.

Additional information added 6/10/19 in response to questions about the proposal.

The intent of our operation in NPR is promoting the City and local Businesses while at the same time providing a low speed transportation service.

Advertizing displays on the vehicles being viewed by visitors and residents is the core of the operation. The City would advertize itself on the vehicles display signage as a sponsor of the service.

At some point in the near future local and national businesses will follow suite and advertize with EZ Event Ride thus funding the operation.

As stated in the proposal we plan to operate at a minimum of 8 hours per day and at least 5 days a week to begin with, utilizing one 15 passenger vehicle. After the first week the plan is to add another 15 passenger vehicle. The plan is to operate 5 days a week for the first 2 weeks to learn the area and understand where we're needed most. Then certainly increase operations to 7 days.

We have yet to determine the set hours of operations being that will be discovered as per passenger traffic.

Our marketing plan is to go door to door introducing our service with local businesses, attracting the press about the our unique service and working closely with promoters of events at Sims park and other areas.

Beyond the initial 90 days of the NPR sponsorship referred to in the proposal we think EZ will attract local businesses and associations to sponsor the service. Certainly continuing with NPR we think is important, however possibly not in the role of primary contributor.

We cannot specify a NPR sponsorship cost after the 90 days is up at this time.

Thanks you

Bill Guerrant