



**Albuquerque Tourism
& Sightseeing Factory**

The best first thing to do in Albuquerque

ADVERTISING



**Introduce your business to
more than 20,000 people!**



Tour goers want to know where to go in the Duke City and Albuquerque Tourism & Sightseeing Factory (AT&SF) wants to promote your business to these guests. People come from all over the world to experience our top-rated, award-winning tours.

AT&SF is the parent company of:



Look for the ABQ Trolley and 14-passenger Duke City Pedaler in parades like the Twinkle Light and Pride parade, as well other major events. Come aboard with AT&SF as an advertiser to maximize your marketing reach.

****For information on advertising with AT&SF and to secure your elite spot, please contact:**

Kristi Lawrence, StarFire PR & Marketing, AT&SF Ad Sales | Albuquerque Tourism & Sightseeing Factory
Kristi@starfirepr.com or Kristi@atsfworks.com | ATSFWORKS.com | Cell: 505-720-7403

What makes advertising with AT&SF so powerful?

Patrons and advertisers rave about AT&SF's top-rated and super fun excursions.

“ A couple walks into the gallery with the Sumner & Dene brochure they had taken off the AT&SF ABQ Trolley that morning. Spends over \$850. We helped them load their car with all the fun treasures they found at Sumner & Dene. They drove back to California. Put your brochures with AT&SF. It pays off. ”

- Roy Sumner Johnson, Sumner & Dene



AT&SF has a 5-Star rating on TripAdvisor with More Than 1400 reviews.

AT&SF is a privately owned, local business that supports other local companies. Mike Silva and Jesse Herron (AKA the Trolley Guys) started AT&SF with a passion for Albuquerque and a dream to share their love of Albuquerque with the world.

By the end of each tour, guests turn into friends of AT&SF. Guests trust the recommendations given by AT&SF, which makes the AT&SF advertisers an elite group!

What's in it for you?

- High visibility to more than 20,000 customers who are a captive audience.
- High visibility to thousands of others who see the ABQ Trolley and DCP at parades and events.
- Reaching a captive audience of tourists who have disposable income and want to spend money in the Duke City.
- Reaching locals who stay in Albuquerque and spend money year-round.
- Being positioned as a must-see business by the trusted Trolley Guys.
- Increased foot traffic at your business, since many patrons visit places they learn about on AT&SF tours.
- Advertisers are automatically included in our AT&SF All-Stars program for free – a \$400 value.

The Best First Thing to Do in Albuquerque

AT&SF wants to send patrons to your business. Why? When we're all stronger, Albuquerque is stronger. Long Live ABQ.

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ADVERTISING



AT&SF ALL-STARS PROGRAM

Align your business with ABQ Trolley Co. by offering a discount or incentive to get AT&SF

customers in your door. AT&SF All-Star businesses will be listed on AT&SF's website, as well as listed on the brochure given to all those who go on a tour. The brochure features local businesses that see the value in placing their business in front of over 20,000 potential customers. AT&SF patrons have disposable income and they are looking to spend money in our city.

Price: \$200 + \$200 merchandise value*

*Participating businesses must also provide \$200 worth of merchandise/gift cards/certificates to be used to verbally promote your business on select tours.



BROCHURE RACK

The Trolley is equipped with two, 8-slot brochure racks. Both racks are located at the front of the Trolley and brochures are promoted on every single

tour. AT&SF riders show up early for each tour and quickly turn to the brochure racks for "reading material."

Price: \$500 + tax (includes free enrollment in AT&SF All-Stars Program)



INTERIOR SIGN BOARD

The Trolley is equipped with 11"x12" interior sign board panels. Interior sign boards are located above both rows

of seats and are highly visible to tour riders.

Note: this option is especially lucrative for restaurants. The question that we get (without fail) on every single tour is "where should we eat?"

Price: \$1,000 + tax

(includes printing costs and free enrollment in AT&SF All-Stars Program)



TICKET AD

Your Ticket Ad gives patrons an offer they can't refuse and gets them in your door. Your ad is featured on all tour tickets: ABQ Trolley, Duke City Pedaler, and Albuquerque Downtown Ghost Walk. You'll be seen prominently by every

person who books online with us. If you provide an offer for your Ticket Ad (recommended) you'll be an instant favorite with our guests, and meet a lot of them face to face when they come to your business in person.

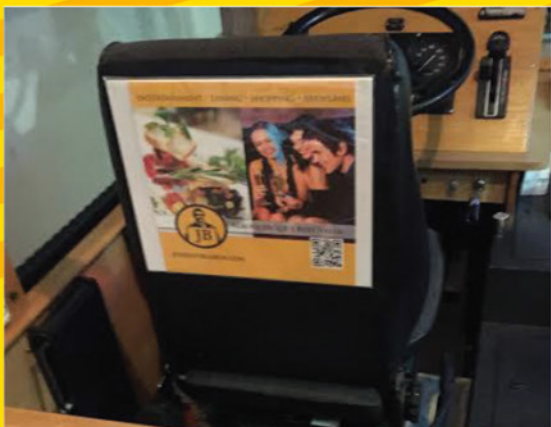
Price: \$1500 + tax;

(includes free enrollment in AT&SF All-Stars Program)

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DRIVER SEAT-BACK AD

The most-focused spot on the Trolley is right next to our tour guide: the driver seat. This 14" x 14" space is perfect for the company that wants to make a big impact during all trolley tours. Only one spot is available per season. We sweeten the deal by giving you a free Interior Sign Board (a \$1000 value).

Price: \$2,000 + tax

(includes printing costs and free enrollment in AT&SF All-Stars Program)

THE BACK PANEL

The Big Kahuna. This is the most coveted spot on the whole Trolley – the huge sign on the back. Seen by thousands of Trolley riders, pedestrians, drivers, and passers-by – anyone and everyone who sees the Trolley, everywhere we roll. The epitome of a rolling billboard on wheels, the business that snaps up this spot is seriously upping its profile. **And since we're feeling generous, we'll include an Interior Sign Board for you as well. Now THAT's exposure.**

Price: \$8,000 + tax

(includes printing cost and free enrollment in AT&SF All-Stars Program)



THE BACK WINDOWS

For the first time ever, the two large windows on the back of the Trolley are available for ads. Highly visible, you could call them "Windows to a world of new clients" for your business. These large ads will be eye poppers to the 15,000+ folks who ride the Trolley this year, and the many thousands more who see it cruising up Central and all around town at parades, city events, and private events. One window costs \$5000 + tax, or snag both for \$9000 + tax (a \$1000 savings). We'll cover the cost of printing and installation. We'll also give you an Interior Sign Board on the Trolley as an extra perk (a \$1000 value). Back window dimensions: each window is 34 1/4" tall x 42" wide."

Price: 1 Window \$5000 + tax | Both Windows \$9000

(includes printing cost and free enrollment in AT&SF All-Stars Program)



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FEATURED ATTRACTION

There's no better way to get direct, fully-focused attention. As a Featured Attraction, we'll actually stop at your business so our guests get a good look at you, and tell them all about you. It's direct promotion and endorsement from the trusted Trolley experts.

Price: \$4000 + tax (includes free enrollment in AT&SF All-Stars Program)

**Featured Attractions must be located along our existing tour route and specialize in something of particular interest to our guests.*

POINT OF INTEREST

Who says pointing isn't polite? As a Point of Interest, we'll specifically point you out to our riders and talk about your business as we cruise along the tour route. Once they know about you and where you are, they can come visit. Their knowledge truly is your power.

Price: \$2500 + tax (includes free enrollment in AT&SF All-Stars Program)

**Point Of Interest must be located along our existing tour route and specialize in something of particular interest to our guests.*

TOUR SPONSORSHIP OPPORTUNITIES

ABQ Trolley Co. loves promoting local businesses. When you sponsor a tour, our riders are fully immersed in your brand. It's a fun, unforgettable experience for them, and they owe it all to you. They'll thank you by supporting your business.



Best of ABQ City Tour: The title sponsor receives maximum exposure: the Back Panels of the Trolley and our comfy Mercedes sprinter (THE LUX), direct verbal promotion on tours, numerous other strategic ad placements, top billing on tour marketing materials and web site, social media promotion, plus AT&SF bucks to enjoy at your convenience.

Price: \$12,000 + tax

(includes top billing on tickets and marketing materials. Also includes free enrollment in AT&SF All-Stars Program)



Pub Crawl Series: Libations, laughs, and a rollicking good time make our ABQ Trolley pub crawls some of the hottest rides in town. The St. Patty's Day Pub Crawl, the Halloween Pub Crawl, and of course, the always-anticipated Santa Pub Crawl are constantly sold out and we often add tours to meet demand. Though popular with all ages, many of our Pub Crawlers tend to be millennials. If your business is the one showing them a great time with a safe ride, they'll take note and take their business to you. Sponsorship includes top billing on tour marketing materials and web site, direct verbal promotion on each tour, a ticket ad for each tour, social media promotion, and AT&SF bucks to enjoy.

Price: \$3,500 + tax (includes top billing on tickets and marketing materials. Also includes free enrollment in AT&SF All-Stars Program)



The Hopper Series: Hop on, Hop off, enjoy ABQ's best hops, repeat. The Hopper runs May, July & September to some of the city's most popular breweries. It's a classy ride for our patrons who like to partake of libations in style. Sponsor this always fun, always in-demand ride and our beer-loving friends will no doubt raise a toast to you. Sponsorship includes top billing on tour marketing materials and web site, direct verbal promotion on each tour, a ticket ad for each tour, social media promotion, and AT&SF bucks to enjoy.

Price: \$5,000 + tax (includes top billing on tickets and marketing materials. Also includes free enrollment in AT&SF All-Stars Program)



Holiday Tour Series: Ho Ho Hop on board as our official Holiday Tour Series sponsor and spread good cheer that's good for your business. Bring the season's most popular ride, the Trolley of Lights, to the masses who look forward to it each year. Share the glow of Albuquerque's incredible luminarias with a one-of-a-kind Christmas Eve Luminaria Tour. Make the joy on children's faces possible with a special family event like our Christmas on the Farm or Pinon Express. And help excited riders toast the New Year on our New Year's Eve tour. They'll associate your business with everything merry and bright. Sponsorship includes top billing on tour marketing materials and web site, direct verbal promotion on each tour, a ticket ad for each tour, social media promotion, and AT&SF bucks to enjoy.

Price: \$6,000 + tax (includes top billing on tickets and marketing materials. Also includes free enrollment in AT&SF All-Stars Program)

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ALBU CREEPY TOUR SPONSORSHIP

Our popular Albucreepy Downtown Ghost Walk kicked off in August of 2014 and keeps growing. This 100-minute walking tour of haunted downtown locations runs year-round. Tours depart from The Factory. Albucreepy title sponsorship includes business logo on all marketing collateral, website and a verbal mention on each tour. There is only one title sponsorship available per season.

Price: \$2,000 + tax

Sponsorship includes top billing on tour marketing materials and web site, direct verbal promotion on each tour, a ticket ad for the tour, social media promotion, and AT&SF bucks to enjoy.



About Albucreepy Downtown Ghost Walk

Beneath the towering office buildings and twinkling lights of modern downtown Albuquerque lurk the memories of public hangings, duels, horrific murders and locations haunted by those who have passed over to the other side. Tales of vengeful lovers, murdered soldiers and mysterious specters await around every turn. What better way to experience Albuquerque's history than to possibly come face to face with a spirit from the past?

The Albucreepy Downtown Ghost Walk will guide you past 1.3 miles of Albuquerque's darker side, including historic (and reportedly haunted) sites such as the KiMo Theater, Kiva Auditorium, old Bernalillo County Courthouse, the Wool Warehouse, the former red light district known as "Hell's Half Acre," and more. Albucreepy tour guides are experienced paranormal investigators. This is an interactive exploration of Albuquerque's haunted past and not a theatrical performance. While some tour participants have experienced unusual activity, we can't guarantee ghostly phenomena.

“Creepy Cool!”

Took our 1st ABQ ghost tour via Albucreepy awesomeness! Not only did we learn about some really wild supernatural stories, but also gained grand historical fun facts about our divine city. There were chilling moments along the way that added to the creepy good times. All around a wonderful way to spend the evening!

Tripadvisor.com Review 

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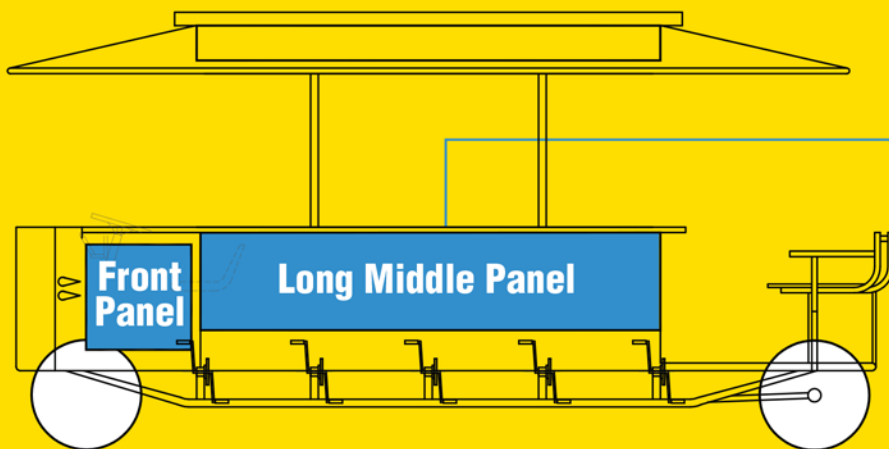
Advertise on one of the MOST VISIBLE & EYE CATCHING vehicles in the Duke City!



“A Must-Do in Albuquerque” TripAdvisor Review
A delightful, hysterical experience and a great way to sample Albuquerque’s growing craft brew scene. We pedaled to three outstanding breweries, and laughed the entire time. This is a not-to-miss part of any Albuquerque adventure.

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One of the top-rated nightlife attractions in Albuquerque on TripAdvisor.com



Interior boards

Duke City Pedaler Sponsorship — Be the Life of the Party!

This party bike is a major head-turner. When those heads turn, let them see your ad leading the fun. A Duke City Pedaler one-year sponsorship includes both Front Panels, an Interior Board on the Duke City Pedaler, an Interior Sign Board on the ABQ Trolley, and an ABQ All-Stars listing. Cheers to that! **Price: \$4000 + tax**

Front Panels: \$2500.00 for both

Dimensions: 24" w by 24" t

Most visible space - no pedals/seats/riders to obstruct view)

Includes social media shout out, website promotion and inclusion of your brochure on our brochure rack at both of our box office locations.

Long Middle Panels: \$1600.00 for both

Dimensions: 104.5" w by 23.5" t

Bigger panel/slightly obstructed by riders

Includes social media shout out, website promotion and inclusion of your brochure on our brochure rack at both of our box office locations.

Interior Boards: \$300.00/ea (6 Available)

Dimensions: 23.5" w by 21.5" t Under canopy, in perfect view for rider viewing. 6 spots available.

Includes social media shout out, website promotion and inclusion of your brochure on our brochure rack at both of our box office locations.

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