

HAMPTON

EST.



2014

Hopper

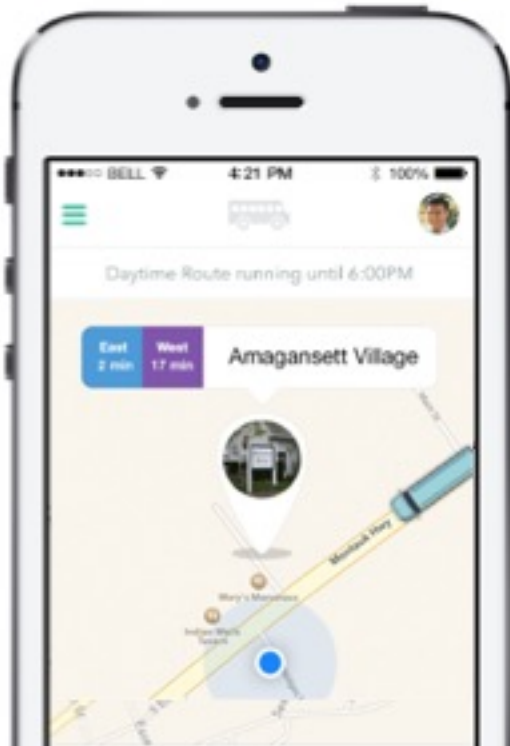
Premium Transportation



The **Hampton Hopper** operates shuttle buses in Southampton, Bridgehampton, Sag Harbor, East Hampton, Amagansett, and Montauk, year-round.

HOW IT WORKS

With our iPhone app, riders can check stop locations, pickup times, and see ETAs until the next bus arrives (also at HamptonHopper.com)



MORE ABOUT HAMPTON HOPPER

- Free Montauk Shuttle in July and August; buses are on the road ~80 hours per week; 20,000+ rides per season
- South Fork Commuter Connection buses run year-round in Southampton, Bridgehampton / Sag Harbor, East Hampton, and Amagansett / Montauk; buses on the road ~40 hours per week
- In-app sponsorship included, with install base of 15,000+ users across iOS and Android



YOUR OPPORTUNITY



**ADVERTISE IN
THE HAMPTONS...**



**...not on the way
to the Hamptons**

MORE THAN IMPRESSIONS...

The Hampton Hopper offers an **exclusive** and **unique** opportunity to create a **customized** advertising campaign to both **reach** and **engage with** a highly-targeted, desirable customer base with superior demographics.

How?



A MARKETING TRIFECTA

1

Outdoor Advertising – exterior vehicle wraps generate millions of high-frequency impressions throughout the Hamptons

2

Experiential Marketing – on-board brand ambassadors can distribute samples, promote your brand, and encourage social media

3

Mobile + Digital – in-app sponsorship, plus promotions targeted based on location or presence on or near a Hopper vehicle or specific venue

THE ONLY OUT-OF-HOME

There aren't many billboards in the Hamptons, except for our fleet of Hoppers. Our exterior vehicle wraps produce millions of impressions to high-end vacationers and celebrities alike, the **brand influencers** who will take your brand with them back to NYC and beyond.



CUSTOM SCHOOL BUS FORMAT



CORPORATE SHUTTLE FORMAT



PRODUCT SAMPLING



BRAND AMBASSADORS

Sponsors may provide **Onboard Brand Ambassadors** who can act as your brand advocate.

Their responsibilities can include:

- Distribution of sponsor samples, giveaways, or information
- Interacting with riders to collect desired survey or personal information
- Increasing awareness about the brand
- Encouraging riders to Tweet, Instagram, & Facebook post about their ride and the sponsor
- Maintaining a fun and safe environment for all riders



SOCIAL MEDIA

Hampton Hopper
@HamptonHopper

@VitaCoco Hoppers love their #VitaCoco. Samples on #TheHopper were all the rage around town today! :)



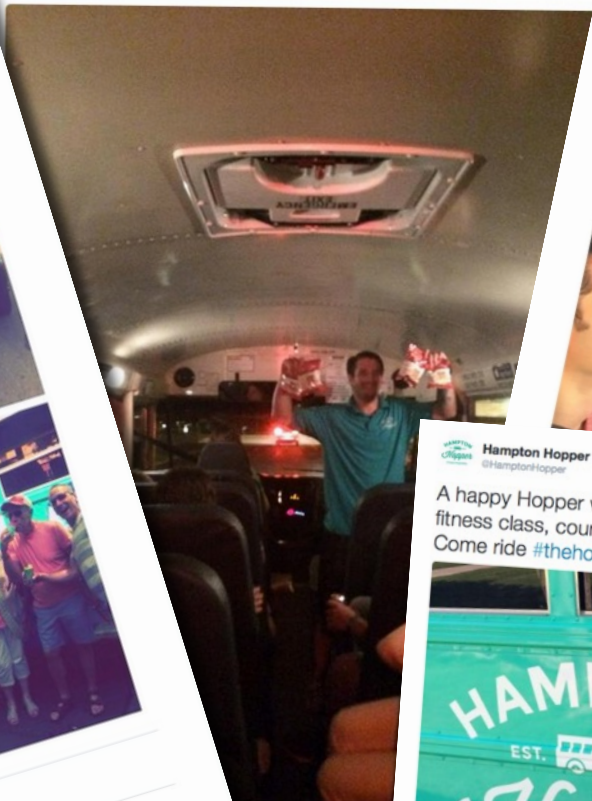
LIKES
2

5:04 PM - 11 Jul 2015

Montauk, NY

The Free Ride
@HamptnsFreeRide

First @HamptonHopper experience was great! Thanks @PretzelCrisps !



Hampton Hopper
@HamptonHopper


A happy Hopper with a complimentary fitness class, courtesy of @Physique57! Come ride #thehopper to get yours!



RETWEET 1 LIKE 1

Hampton Hopper
@HamptonHopper

Thanks @MonsterEnergy for the free drinks! #thehopper #hamptons #august #saturday



INTERIOR SPONSORSHIP



ON-BOARD
PROMOTIONAL
MATERIALS



BRANDED
GIVEAWAYS



BRANDED
INTERIOR
CEILING WRAP



HAMPTON
EST. 2014
Hopper

SPONSORED MOBILE APP



- Thousands of banner ad impressions in the palm of riders' hands.
- Push promotions or coupons when riders board the Hopper, or when they near a certain stop or venue
- Enable riders to opt-in to receive communications from your brand



"EARNED" MEDIA



The screenshot shows the E! Now website interface. At the top, there is a navigation bar with the E! logo, 'NOW', 'WATCH TV', and 'SCHEDULE'. On the right side of the bar are icons for 'Time Warner Cable', a hamburger menu, and a search icon. The main visual is a photograph of a yellow school bus with the number '2' on its back, parked on a street with trees in the background. In the foreground, the rear of a dark-colored car is visible. A 'NOW' logo is overlaid in the bottom right corner of the image. Below the image, the title 'KOURTNEY & KHLOE TAKE THE HAMPTONS' is displayed in yellow, followed by 'TROUBLE IN PARADISE' in red. Below the title, the text 'Season 6 | Episode 601 | Aired 11-02-2014 | TV-14' is shown. A short synopsis follows: 'Kourtney, Khloe, and Scott arrive in the Hamptons to start their picture-perfect summer. Soon thereafter, Khloe jets off to South Africa with her new boyfriend.'

KOURTNEY & KHLOE TAKE THE HAMPTONS **TROUBLE IN PARADISE**

Season 6 | Episode 601 | Aired 11-02-2014 | TV-14

Kourtney, Khloe, and Scott arrive in the Hamptons to start their picture-perfect summer. Soon thereafter, Khloe jets off to South Africa with her new boyfriend.

"EARNED" MEDIA



The Hampton Hopper on Bravo's *Summer House*



@HamptonHopper traveling Montauk for the Montauk Seafood Fest #Montauk hamptonhopper.com n/c kids under 12



TO THE
Montauk Seafood Festival
ON THE
HAMPTON Hopper

EST. 2014

SAT. SEPT. 12th 12PM-2AM
SUN. SEPT. 13th 12PM-10PM



RIDE ALL DAY \$20
SINGLE RIDES \$12

TEXT THE HOPPER: 631-624-5108

OFFICIAL Hopper STOPS

1. Gurney's
2. Ruschmeyers
3. Surf Lodge
4. Hampton Jitney Stop
5. The Point/Memory Motel
6. Kirk Park Beach
7. The Sloppy Tuna
8. Montauk Beach House
9. Montauk Yacht Club
10. Uhleins
11. Gosman's Dock
12. Seafood Fest. bet. Tipperary & O'Murphy's
13. Train Station

townandcountrymag.com

11. The Hamptons is not walkable. You need a car to go pretty much EVERYWHERE. Yes, there are some taxis but they are completely unreliable and notorious extortionists. If you're up for an adventure, hitch a ride on the **Hampton Hopper** (it makes stop until 2am).





THE HAMPTON HOPPER





CULTURE DESK

SEPTEMBER 6, 2014

ALL ABOARD THE HAMPTON HOPPER

BY EMMA ALLEN











The Blue Parrot
@BlueParrotBar


Following

Come grab a drink or margarita before your @HamptonJitney #jitney @HamptonHopper #hamptonhopper or @HamptnsFreeRide #hamptnsfreeride 🍹👯🎉

RETWEETS
2

LIKE
1



9:43 AM - 7 Sep 2014








June 24, 2015 ↔ 1 comment

Shuttle Service Means Sagg Main Beach Is Just a Short Hop Away





Bridget Fleming
@bridgetmfleming


Following

Free teen beach shuttle running every Wed from Sag to Sagg Main. @HamptonHopper @bkooky

to sagg main beach
kids 13 and up

Wednesdays in August

10:30 & 11:30 am
4 pm



The Free Ride
@HamptnsFreeRide


Following

Today is the @hamptonhopper's first trip to #SaggMain Beach. Hopefully this is the first of many.... [instagram.com/p/4jwHnDijkk/](https://www.instagram.com/p/4jwHnDijkk/)

8:39 AM - 30 Jun 2015









DREAMY DEMOGRAPHICS

- 30,000+ rides per year, Millions of OOH impressions
- Average home value: \$2,900,000
- Income: 42% \$350,000+ family income
- Executives & upper management
- Sex: 66% Female, 34% Male
- Age: 65% are 25-44, 15% are 44-49
- 52% NYC Residents, 16% International



A yellow school bus is parked on a paved surface during a sunset. The bus features 'THE HOPPER' on its front destination sign, 'HAMPTONHOPPER.COM' along the top side, and a 'HAMPTON Hopper' logo on the side door. The background shows a colorful sky with orange, pink, and blue hues, and some trees and other vehicles in the distance.

THANK YOU

For sponsorship opportunities with the
Hampton Hopper, or to request a rate
card, please contact:

derek@hamptonhopper.com
o: (631) 259-7076