



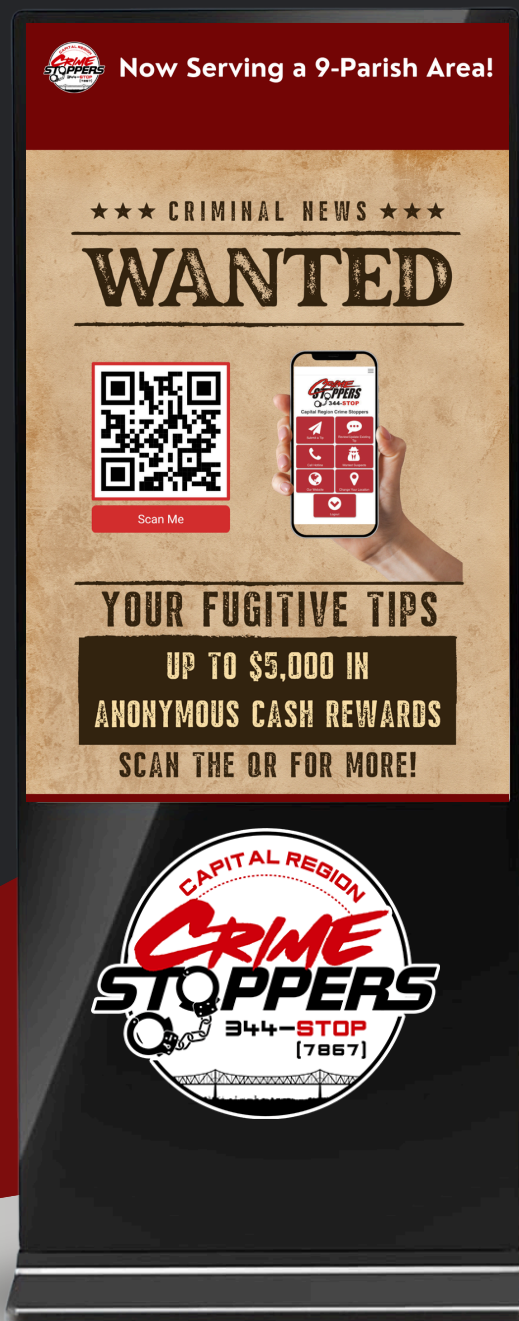
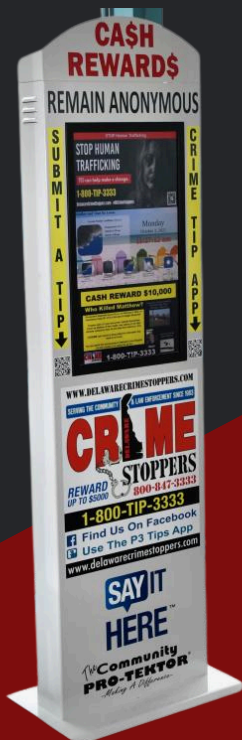
VELOCITY PARTNERS  
BUSINESS, SALES & MARKETING CONSULTING  
WWW.VPG.LA

# KIOSK PROGRAM

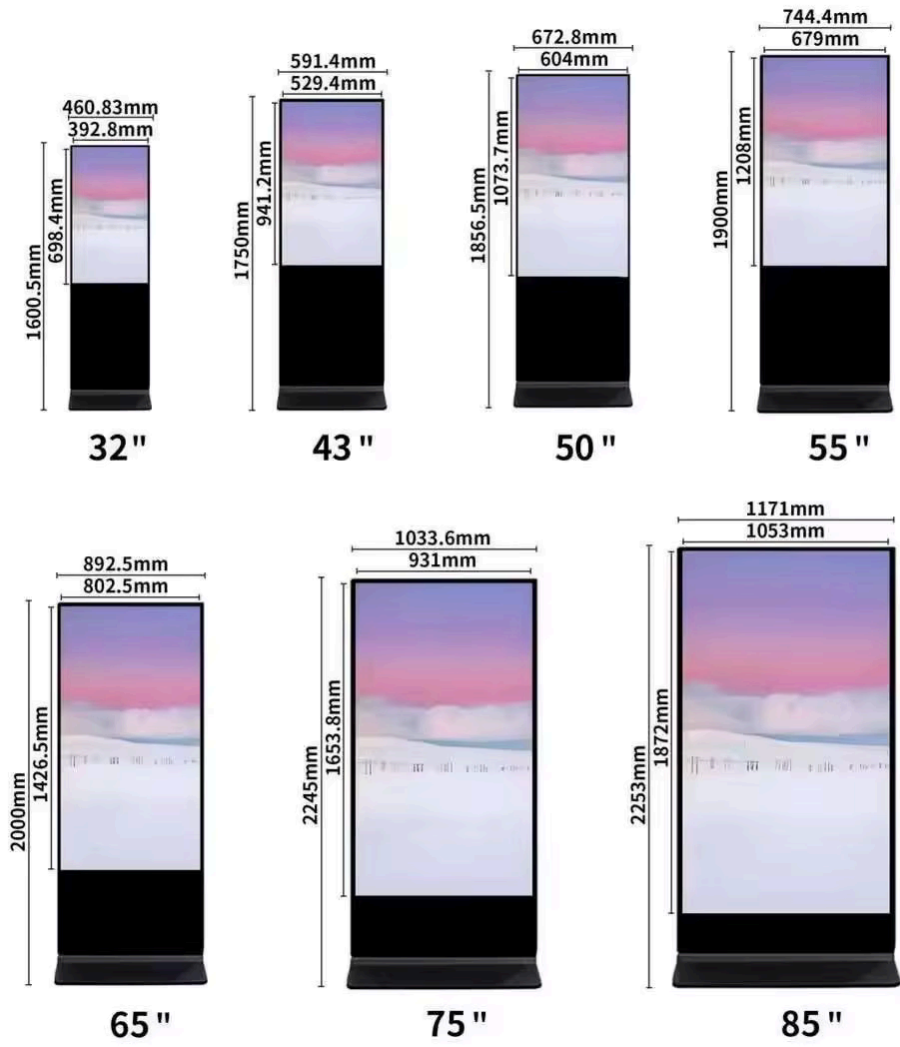
Expand your **reach**.  
Expand your **message**.  
Expand your **results**.

Chapters can generate \$1k to \$2k per month, per kiosk, in mission-sustaining revenue with us!

Future-proof, cloud-based, secure, and can integrate with many 3<sup>rd</sup> party content apps.



# A NEW ERA FOR YOUR KIOSK PROGRAM!



### How it works:

- Your chapter decides what size device you need/want to deploy.
- Ideally, your Chapter can recruit a 'kiosk sponsor' that covers the cost of the device (i.e., \$2,500 to \$3,500 annually to be co-branded in all content on the device).
- Chapter places an order with VPG, and the device is received 4 to 5 weeks later. The device can be set up in as little as 30 minutes and be ready for deployment, and each unit has optional casters.

### Total cost per unit drop-shipped to your address:

- 32" = \$689.00
- 43" = \$869.00
- 49" = \$1,030.00
- 50" = \$1,108.00
- 55" = \$1,153.00
- 65" = \$1,620.00
- 75" = \$2,275.00
- 85" = \$2,527.00

*Includes all shipping and handling fees. These are NON touch-screen. Please inquire about pricing on touch-screen models. Does not include the content device or monthly fee.*

# NEED TO UPGRADE YOUR LEGACY KIOSK?



## \$199.99

## \$39.99

**UPGRADE TO THE LATEST CONTENT DEVICE FOR YOUR LEGACY KIOSK.**  
(\$399 for cellular content player)

**PER MONTH CHARGE FOR THE NEW CONTENT PLAYER, CUSTOMER SUPPORT AND FREE MONTHLY CONTENT CREATION FROM VPG!**  
(\$59.99 for cellular-only plan)

**GET STARTED NOW**

**(877) 927-2298**

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# **WE LOVE IT! BUT WHAT DO WE DO NOW?**

## **STEP 1: FIND YOUR LOCATIONS**

Our experience deploying the kiosks has shown that there is no shortage of excellent locations with high foot traffic to see your message. The location gets free ads on the kiosk! Examples of great locations include:

**DMV OFFICES**  
**CITY COURT BUILDINGS**  
**FAMILY COURT BUILDINGS**  
**K12 SCHOOLS (AT-RISK)**  
**COLLEGE STUDENT UNIONS**  
**COLLEGE REC CENTERS**  
**CONVENIENCE STORES**

**SHOPPING MALL FOOD COURTS**  
**SPORTS & REC FACILITIES**  
**GROCERY STORES**  
**ARENAS & CONVENTION CENTERS**  
**HOSPITAL LOBBIES**  
**PUBLIC LIBRARIES**  
**AIRPORTS & TRANSIT STATIONS**

*"THE GOAL IS TO BE IN A PLACE WITH HIGH & REPETITIVE FOOT TRAFFIC. THAT BRINGS THE MOST VALUE TO YOUR FUGITIVE POSTERS AND YOUR SPONSOR'S ADVERTISING."* **NED FASULLO**

## **STEP 2: FIND YOUR KIOSK SPONSOR**

There's a company out there right now that supports your chapter, or wants to, but doesn't want to 'write a check'. Give them a reason to write the check by co-branding the kiosk content and even the kiosk itself with their logo, partnered with yours. Then give them free ads on the kiosk to sweeten the deal. We suggest a target of \$2,500 to \$3,500 per year to co-brand the kiosk. If they don't renew, sell another annual sponsorship to another sponsor. The chapter can realize a profit of between \$1500 to \$2,000 on just this step.

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**LOCAL SPORTS TEAMS**  
**MAJOR SPORTS TEAMS**  
**DMV OFFICES**  
**RETAIL BUSINESSES**  
**RESTAURANT BUSINESSES**  
**CATERING COMPANIES**  
**COMMUNITY BANKS**

**SECURITY COMPANIES**  
**TECHNOLOGY COMPANIES**  
**DRY CLEANERS**  
**INSURANCE COMPANIES**  
**HOME SERVICE COMPANIES**  
**AIRPORTS & TRANSIT STATIONS**  
**AND MANY, MANY MORE...**

## **STEP 3: CHOOSE YOUR KIOSK TYPE**

Our digital kiosks come in a large variety of sizes that can fit into almost any environment. Decide on what size device makes sense for the space it's going in, then whether or not you need a WiFi-only content player or a cellular-capable content player. (see pricing on previous page)

## **STEP 4: SOLICIT YOUR ADVERTISERS**

Chapters are already short-staffed and stretched thin with the mission, but VPG and your Board Members can help! First, your Board Members should be tasked with helping you find 3 to 5 businesses that will spend \$100 per month, per kiosk, to run their ads each month. Second, VPG will send email marketing 3 times per quarter to your local market to solicit ad sales from businesses around you. Ten advertisers on one kiosk equal \$1,000 per month in sustainable funding for your chapter!

**GET STARTED NOW**

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