



CANNONBALL®

RIDES.CA

X JOE ROCKET®

ESR Eat Sleep RIDE

OFFICIAL DEALER DECK



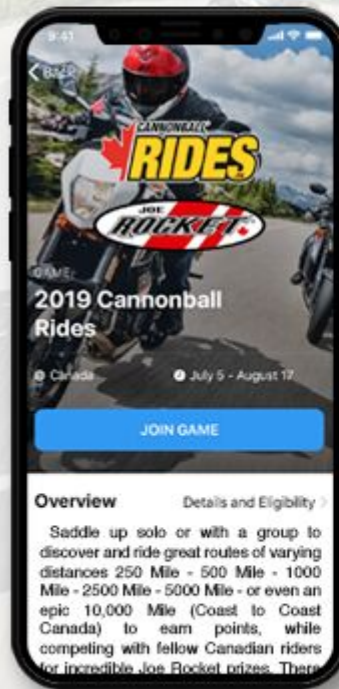
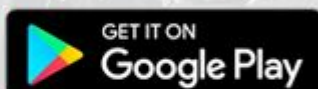
CANNONBALL RIDES™ x JOE ROCKET CANADA® 2019



Cannonball Rides™ and Joe Rocket Canada® have teamed up with Eat.Sleep.RIDE® to bring you the another summer of epic Canadian rides.

What's New

New for 2019, riders will have the opportunity to participate in the Cannonball Rides challenges all summer long, at *anytime between May 15th and October 31st*. By logging in to the ESR mobile app and signing up for the CB Challenge, riders will begin tracking their rides, creating content and visiting dealers all season.





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Super Dealers as a POI

Once again every ride challenge will include highlighted 'Points of Interests' within each route. More specifically, riders will be required to physically/digitally checking in at each dealership listed in the challenge. As an incentive to officially check in at each Dealer/POI, riders will be rewarded with multiple opportunities to win Joe Rocket prize packs, based on their check-ins and distance completions.



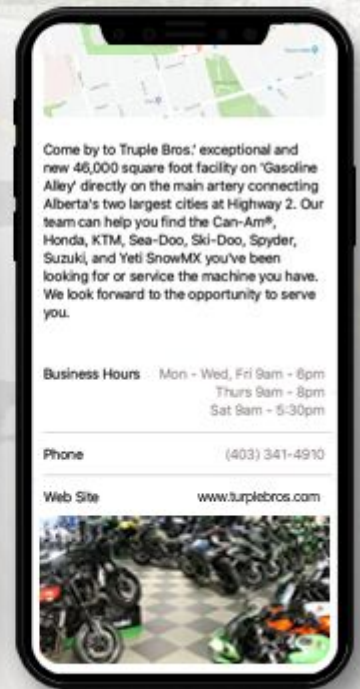
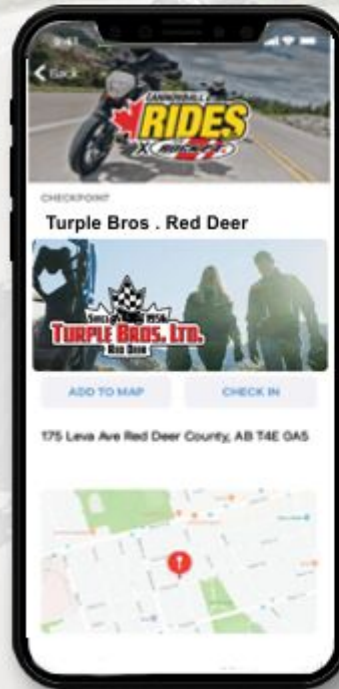


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Super Dealer Listings

As an added bonus, all participating 'Super Dealers' will receive a visual call-out within the app as a 'point of interest' on each map/route. Integrated directly within within the Eat.Sleep.RIDE app. In addition, each dealer will receive a premium detailed listing page complete dealer information, contact info, location and photos.





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Sign Up as an Official Super Dealer for 2019

Becoming an exclusive Dealer/POI for this seasons Cannonball Rides™ x Joe Rocket Canada® is easier than ever.

Go to: <https://cannonballrides.ca/Add-Your-Dealership.php> fill out the dealer information form and make your \$200 payment.

Once you've submitted your info and payment, you will receive and email with a link to complete the rest of your dealer registration details. At that point you will be able to upload your logo, dealer information, location, hours, website, social accounts etc. All within Eat.Sleep.RIDE app.

There will be monthly email campaigns to approx 60,000 registered users within the ESR Riders application across Canada, Plus multiple campaigns directly through Joe Rocket Canada and their customers.

This is no longer just a ride, it is an online movement capable of joining riders and industry together!