



2020 Wholecare Medicare Tour



It's
Wholecare.

POWERED BY  latinoconnection™



85
Events
Completed

58
RV Events
Completed

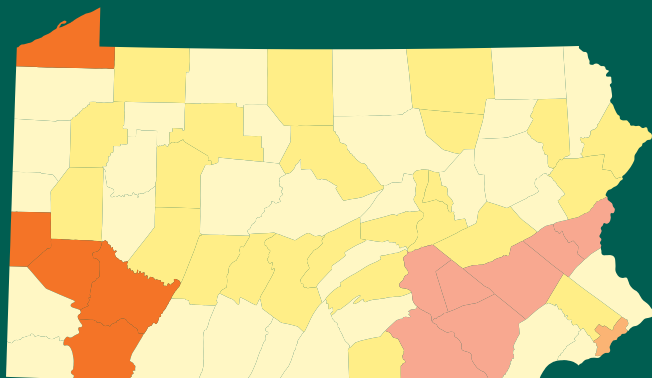
10/10
Giant Food Stores
Partnership Events



26
Table Events
Completed

9
Events Completed
in Western PA
(10/14–10/24; 11/19)

Event Breakdown (9/24 – 12/15)



Western PA

- Aliquippa
- Ambridge
- Bethel Park
- Brownsville
- Clairton
- Erie
- Jeanette
- Union City
- Uniontown
- Lower Burrell
- Monessen
- New Kensington
- Pittsburgh
- Rankin
- Scottdale
- Uniontown
- Waynesburg

SEPA

- Philadelphia

Lehigh/Cap

- Allentown
- Bethlehem
- Harrisburg
- Lancaster
- Lebanon
- Reading
- York

Partnerships



Wholecare Medicare Tour

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Partnerships



Councilwoman
Cindy Bass



State Representative
Danilo Burgos



Councilmember-at-Large
Derek Green



State Representative
Malcom Kenyatta



State Representative
Stephen Kinsey



State Representative
Joanna McClinton

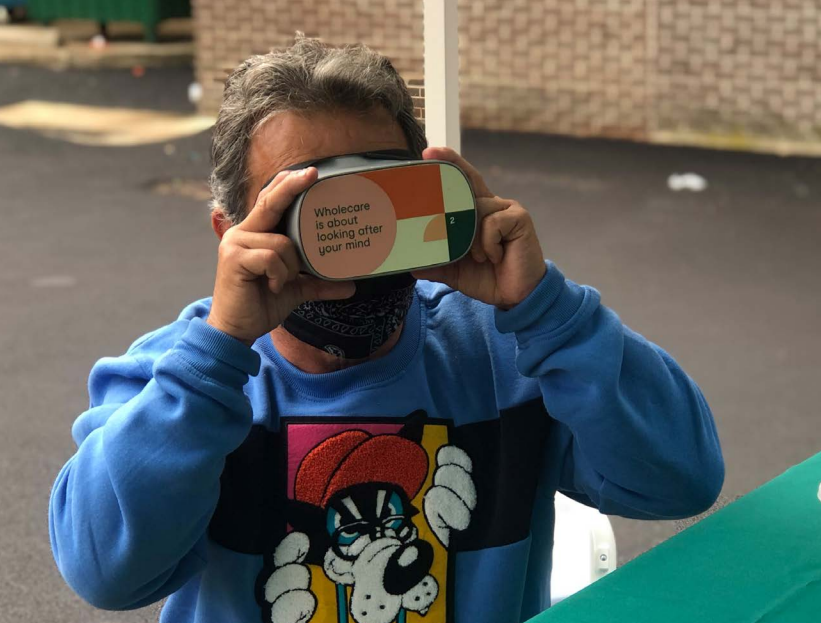


Mayor of Reading
Eddie Moran



Senator
Sharif Street



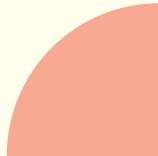


Activation Attendance



317

Physical Fitness
(Nintendo Switch
Ring Fit Adventure)



519

Mental Health
(Oculus Virtual Reality
Game, "Happy Place")



1,605

Nutrition
500 Calorie Trail Mix
Challenge



493

Financial Health and
Nutrition Fact Wall





Wholecare Tour Metrics



3,713

Number of total people touched (total visitors)



2,503

Number of permission to contact form/ surveys completed



9,649

Number of PPE Kits distributed



2,638

Number of Piggy Banks distributed

Mobile Unit Impressions

5,440.0

Miles

3,264,000

Marketing Impressions

\$2,513,280.00*

Marketing Impressions Value

* Vehicle Impressions per the Outdoor Advertising Association of America (OAAA)
Vehicle wraps - if the vehicle is driven 15,000 miles in a year, it's estimated that it has passed 9 million other vehicles.
That means for every mile the vehicle is driven, there are 600 vehicles that count as impressions.

Multiply the total miles that RICO has been driven since the first event, and multiply that by 600 vehicles, gives you total impressions.
The Outdoor Advertising Association of America cites the cost per impression for vehicle wraps at \$0.77 - that's about a third of the cost of a billboard (\$2.18) and a fraction of the cost of a radio ad (\$8.61).