

## WROAR Ride Website Statistics Report for Sponsors

Annual Traffic: Over 3,000 visitors per month, 100 visitors per day!

### Usage Statistics for wroar.com

Summary Period: Last 12 Months - Generated 31-Oct-2009

| Summary by Month |           |       |       |        |                |                |              |              |               |               |
|------------------|-----------|-------|-------|--------|----------------|----------------|--------------|--------------|---------------|---------------|
| Month            | Daily Avg |       |       |        | Monthly Totals |                |              |              |               |               |
|                  | Hits      | Files | Pages | Visits | Sites          | KBytes         | Visits       | Pages        | Files         | Hits          |
| October 2009     | 528       | 452   | 140   | 113    | 1231           | 573354         | 3168         | 3941         | 12670         | 14806         |
| Sept 2009        | 528       | 459   | 129   | 105    | 1289           | 580387         | 3160         | 3870         | 13793         | 15851         |
| August 2009      | 463       | 399   | 123   | 104    | 1305           | 523117         | 3225         | 3813         | 12370         | 14364         |
| July 2009        | 528       | 464   | 128   | 99     | 1269           | 595323         | 3078         | 3969         | 14395         | 16384         |
| June 2009        | 1052      | 926   | 176   | 121    | 1516           | 966135         | 3634         | 5303         | 27789         | 31575         |
| May 2009         | 685       | 597   | 135   | 100    | 1291           | 665068         | 3126         | 4195         | 18511         | 21240         |
| April 2009       | 667       | 595   | 136   | 99     | 1346           | 649944         | 2990         | 4107         | 17866         | 20030         |
| March 2009       | 550       | 447   | 150   | 106    | 1316           | 454769         | 3294         | 4678         | 13887         | 17061         |
| February 2009    | 530       | 425   | 149   | 107    | 1300           | 508259         | 3017         | 4177         | 11922         | 14844         |
| January 2009     | 532       | 435   | 148   | 103    | 1498           | 593008         | 3201         | 4613         | 13505         | 16499         |
| December 2008    | 556       | 457   | 156   | 100    | 1254           | 602372         | 3128         | 4865         | 14194         | 17256         |
| November 2008    | 462       | 380   | 159   | 104    | 1359           | 469710         | 3135         | 4791         | 11419         | 13878         |
| <b>Totals</b>    |           |       |       |        |                | <b>7181446</b> | <b>38156</b> | <b>52322</b> | <b>182321</b> | <b>213788</b> |

#### Traffic Sources:

- Most months about 50% of the WROAR Ride website traffic comes through search engines, primarily Google.
- Of the other 50% of our traffic, about half comes from referring websites, and the other half is direct traffic – traffic that has our website address from a flyer received at a motorcycle show, from seeing our banner or other 'off-line' promotional mechanisms.
- Our strong presence on search engines is one of the reasons for our high volume of website traffic.

#### Value in return for your sponsorship investment in WROAR

The WROAR Ride website brings sponsors 100 visitors per day in exposure value, 365 days per year.

In addition to the volume of website traffic your logo and/or company name is exposed to, the WROAR Ride organizing committee attends three motorcycle shows (as well as bike nights and other motorcycling events) through the year to promote the WROAR Ride – we hand out hundreds of ride flyers and pledge forms to motorcyclists from December to June each year.

We appreciate the hard work you do to make your companies contribution to the WROAR Ride possible, and we strive to bring you the best possible return on your sponsorship investment.

*Thank you for your continued support of the WROAR Ride, now planning for our sixth year, WROAR IV to be held Sunday June 13<sup>th</sup>, 2010.*