



## How hard can it be to find a drink in this town?

Texas is huge— How hard is it to find a bar or restaurant in this state? What about your city? A liquor store? Convenient store? Well, your first answer would probably be the correct one. Easy. And it is. It's very easy to find a bar or restaurant any location that serves alcohol in the state of Texas. Go throw a rock outside. You'll find one. They are everywhere. The question you **need** to ask yourself is, how hard is it for people to find *MY* bar. *MY* restaurant. *MY* liquor store or convenient store. The answer to that question may leave you thinking to yourself "self, besides word of mouth and driving by my establishment, what am I doing to bring people into my places of business?"



Let's go through the current possibilities for advertising your business to people, not just locally, but all around Texas :

### This is How Texas Beer Maps can help!

#### Why Let TexasBeerMaps Promote my business?

- **We have Every Establishment** in the State of Texas—Get ahead of the competition
- **Let us promote you!** We go out and do the hard work of bringing people to your site, so you don't have to.
- **We only promote businesses that sponsor with us:** That means, your competition will not be getting any of these patrons, or their money.
- **We update every aspect of your business on our site EVERY MONTH.** That's right. Open the pamphlet for more details.
- **Map icon visibility:** When you sponsor with us, we change the generic icon on the map for your location into your establishment logo, giving you a huge advantage over the other businesses surrounding you in the area.
- **So Affordable** you're going to wonder how we're still in business, and we'll tell you the whole story, just ask your sales rep.
- **Start with any location, click the tabs, find your drink!** That's how easy our site is to use.
- **One click view:** Users don't have to click 100 times to try and find what they are looking for. Your location is there, in plain view, with everything the user wants to know about your establishment.

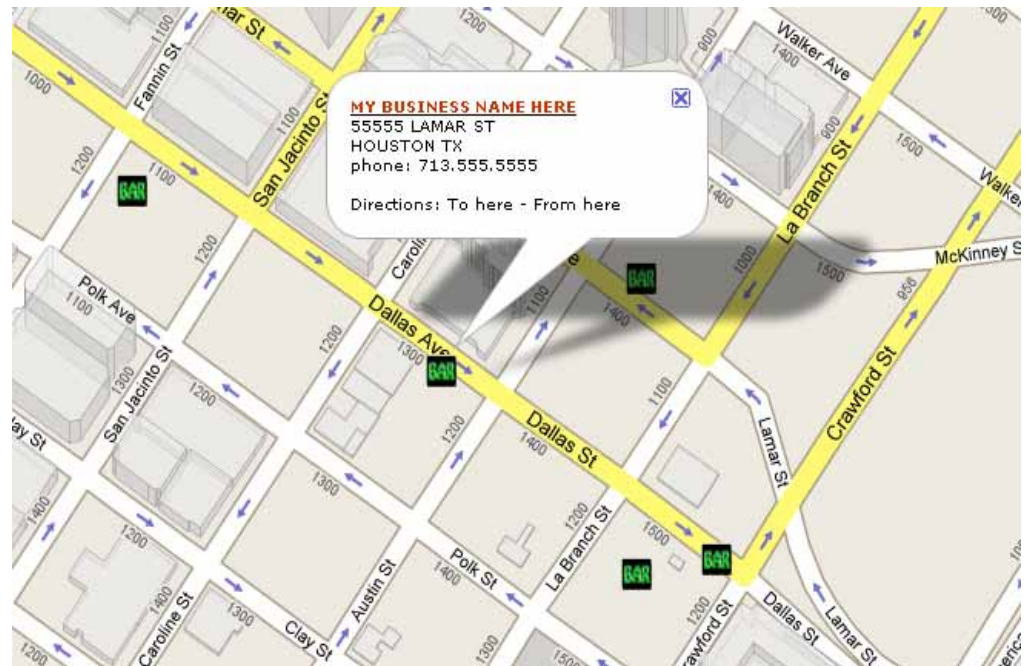
- **Local Newspaper:** This is a costly method with semi good results. I can get a small ad, with my happy hour, for about \$300-450 **per month**.
- **Radio Advertising :** This is even more expensive, and may reach a wider variety of folks, I still only get a certain amount of time to throw out as quick an ad as possible. This can cost anywhere from \$700-1500 or more **per month**. Your demographics for this is still the local crowd. Nothing is reaching anyone from out of the area with this technique.
- **Online Websites:** Most business owners don't really utilize online websites the way they should, but this is a great avenue to get your name out there, if you do it correctly. MySpace is a great avenue for networking, but is over used, and no longer really that effective. You have your own website? Great! What are you doing to bring traffic to your site? Is anyone actually coming to your site to see what you have to offer? If not, then your online attempts are falling short.
- **Online Advertising:** This is also a great way to get your name out there in the online world, which is the **#1** way for people to try and find local businesses that they've never been to before. You can use another website owner's ad space to advertise your business, however, this is also very expensive and depending on how the website promotes itself and your business (which is usually minimal to absolutely nothing) will determine how successful your costly ad does. Usually these cost between \$100-500 **per month**.
- **Magazine and other publications:** With this, I can get a fairly decent size ad, and depending on the volume of the publication, can cost me anywhere between \$500-2500.

1. **We are** constantly out and about promoting ourselves, our sponsors, going to festivals, throwing promotional give-aways, and bringing traffic to our site, which in turn, will bring traffic to yours. We do our own radio advertising, our own advertising in the local paper, our own outside "guerilla marketing" and are constantly growing larger and larger. We'll do it so you don't have to.
2. **We create a website FOR YOU.** We update every aspect of your business so users will have all the info they need to choose the establishment they want to visit. It's easy for them to use, and only one click away, so they don't get bored looking through page after page of irrelevant information.
3. **We promote YOU!** When Texas Beer Maps does promotional events, we only include establishments that are our sponsors. That means, we promote you and bring in patrons to your business while your competition is left in the dust.
4. **We live here.** This means we love to support our local businesses with not only our patronage, but also that of our friends and family. No other company will treat you like we do. Our goal is to bring as many people to your establishment as possible.
5. **Why not?** Give Texas Beer Maps a chance, and if you're not 100% satisfied at the end of your initial agreement, then don't sign with us next year. That simple. You can't afford not to get on board with the **Texas Beer Maps Team!**

## Lets look at how Texas Beer Maps promotes you...

Here at **Texas Beer Maps** we've taken every establishment in the state of Texas that serves or sells alcohol and put them on our map. You're already there, for free—however, so is everyone else. All the businesses around you are also on our map. How do you differentiate yourself from them? If you're a bar, then your bar sign on the map looks like everyone else's. If you're a restaurant, a generic restaurant sign is how you're represented. What do you have to do to get noticed?

### Your Map Icon Now



### Your Map Icon After Sponsorship (this will be YOUR logo)

First thing we do is replace the generic icon with one of your choosing. Then we blow it up 3 times the size of all the surrounding generic maps icons so you will get noticed. This means more visibility, more patrons seeing your establishment, and more opportunity to allow **Texas Beer Maps** to promote you!

You'll also notice that there is an extra [hyperlink](#) in the window that says 'more info'. This will link over to your business website, or, keep reading to see what else TBM does for your business—





## Texas Beer Maps will create a website for you!

You read correctly. We'll not only create a website for your business on our website, we'll also update every aspect of your business, and we do this every single month. We'll send you a newsletter which will allow you to comprehensively update everything you want your patrons to know about.



This includes:

- [Drink Specials](#) We update your monthly drink specials
- [Happy Hours](#) We keep up with your changing happy hours
- [Menu Items](#) We update your food and drink items
- [Hours of Operation](#) If your hours change, you let us know!
- [Calendar Events](#) Karaoke? Music? We update that too!
- [Complete Overview](#) More info given about you than anywhere else!
- [Promotions](#) We only promote businesses that sponsor us!
- [Full Page Website](#) We provide you with a full page website

**Texas Beer Maps updates all this information MONTHLY, plus much, much more! We send you a form via email, 5 minutes later you're back to business. That's it.**

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E-mail: [Contact@texasbeermaps.com](mailto:Contact@texasbeermaps.com)

**“Cuz you could probably find it yourself,  
but this way, no one knows you asked!”**

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[www.TexasBeerMaps.com](http://www.TexasBeerMaps.com)

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*A lot of people have come to us and asked "Mike, Derek, how did you come up with the idea of **TexasBeerMaps.com**?" and we always give the same answer:*

*We've made it easy, simple, and fun to get involved. No clicking around wondering where different locations are, you don't have to wait 10 minutes while each page loads - It's all right in front of you, easy to use, and completely interactive. So go on! Give us a try. Type your favorite location name in, then click "bars" to show you all the places around that location you might be missing out on. Type in your address, then click "restaurants" to see all the restaurants around your house. Looking for a six pack in your area? No problem. Click on "convenient stores" and it'll show you every convenient store in that entire metro area. And that's just the beginning. We do music reviews, restaurant and bar reviews, bartender and micro brewer interviews, we've got videos, pictures, a how to brew your own beer section, an online store, and much, much more.*

*[Read the entire mission statement at TexasBeerMaps.com](http://TexasBeerMaps.com)*

## How much is it?

This is the easy part.

**No Contracts. No Fees.**

**No Recurring Charges**

**\$25.00/Month**

**Cancel at Anytime.**

**That's it.**

You get the icon visibility on the map, a website, monthly updates to your business information, and allow **Texas Beer Maps** do the promoting and advertising for you. When we do promotional events and give-aways, we do them at our sponsors locations. When we do pub runs or party bus rides, we stop at our sponsors locations. Where does the TBM Crew go when we go out? You guessed it, to our sponsors locations.

We bring the traffic, you just serve the brew. Think you can handle that?

Give us a try. If you don't like us, don't sign with us next month. It's that simple.

