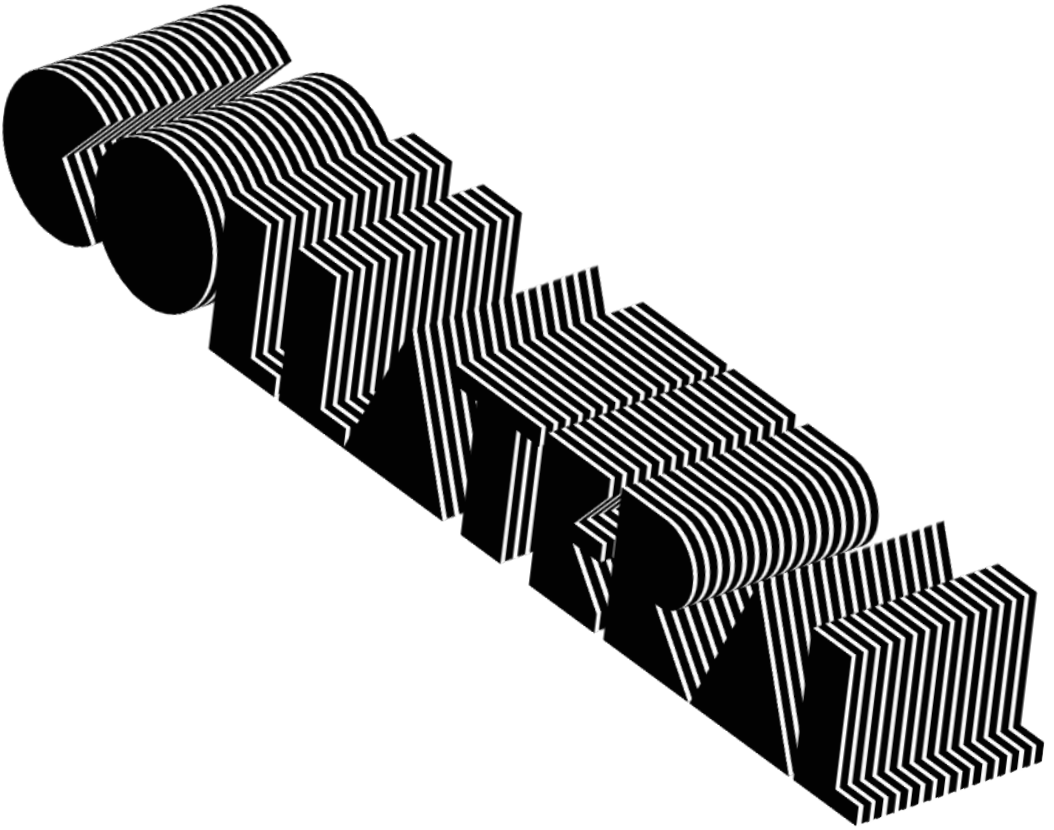


# MARKETING COLLATERAL



2019 COLLECTION

Marketing Collateral is the collection of media used to support the marketing of a product or service.

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# RIDE SMART UNIVERSITIES



### Ride Smart Tips

-  Make sure the license plate, driver information, and car make and model match what you see in the Lyft app
-  Share your location and route with a friend or loved one from within the Lyft app for them to follow your ride in real time

© 2019 Lyft, Inc. [Learn more about how to Ride Smart at lyft.com/rider/safety](https://lyft.com/rider/safety) 

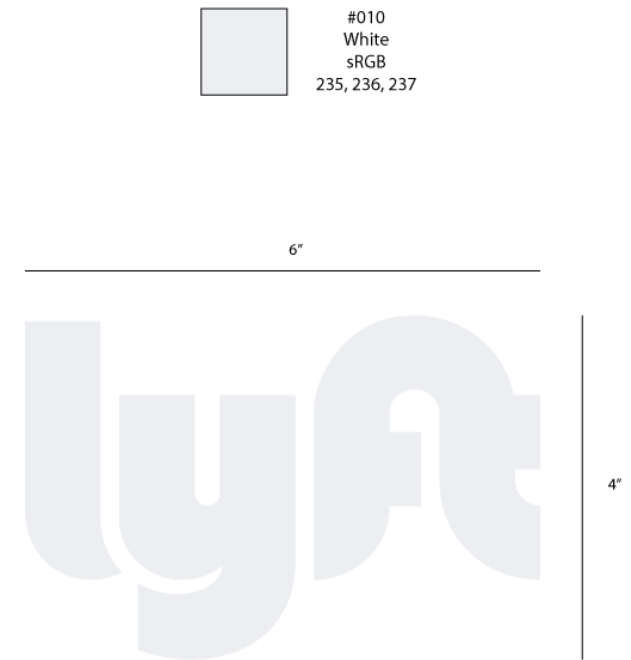
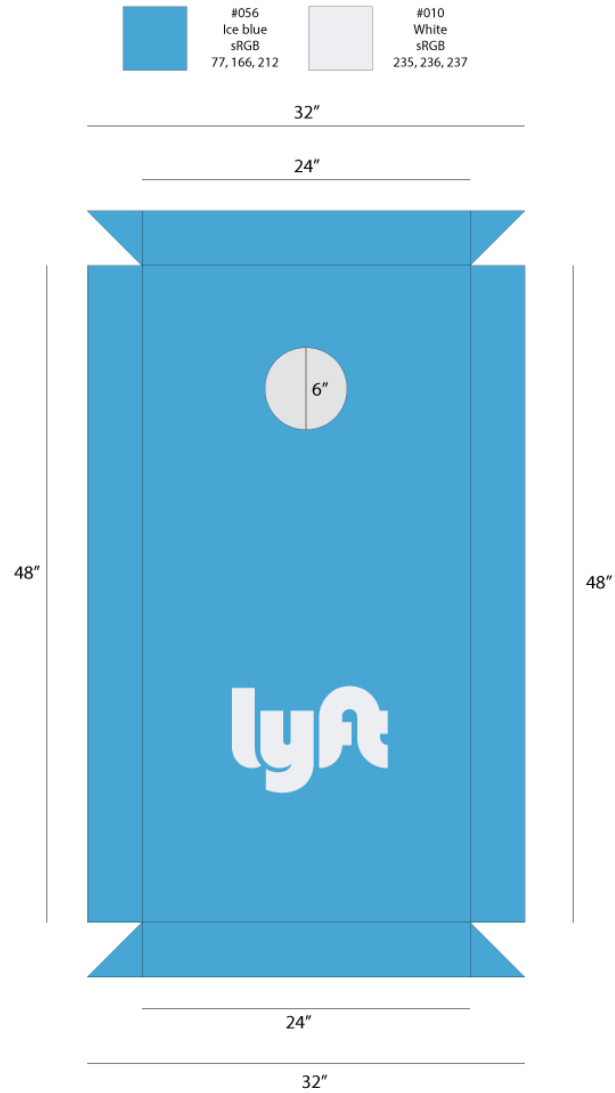
2019 SEASON

Lyft partnered with Portland State University, University of Oregon, and University of Portland during the 2019/2020 academic year. During these partnerships, Lyft used the Ride Smart campaign to encourage students to ride smart during the academic year. We used poster signs that students could sign to pledge to ride smart with Lyft.



Lyft's very own Driver Advisory Council is a collective of Drivers from Portland, Oregon who work with the national Lyft Driver Advisory Council to advocate for their fellow driver's needs and improve the overall experience for Lyft Drivers. This logo was printed on several shirts given to the Portland, Oregon Driver Advisory Council members.

# & TOSS WINS



Lyft used the two branded Toss and Wins during the majority of its local events in Oregon. This design was given to a local artist who applied and coated the vinyl to the already pre-made Toss and Wins.

# TO REMEMBER

The more we ride, the more we raise.



Take a ride to or from a December to Remember show to give to one of **Of Monsters and Men's** favorite causes: **Earth Guardians**.



#### Why your seat matters

Lyft will be donating 15% of ride proceeds going to and from December to Remember shows to three charities hand-selected by Spoon, Phantogram and Of Monsters and Men: **Portland Rescue Mission, American Foundation for Suicide Prevention and Earth Guardians**.



#### How you can participate

Simply take a ride to or from a December to Remember show, and we'll handle the rest. Lyft Drivers' earnings will not be impacted by this promotion; they will still receive their standard fair.



#### Phantogram's Chosen Cause:

**Earth Guardians** inspire and train diverse youth to be effective leaders in the environmental, climate and social justice movements.

Take a ride to or from a December to Remember show to give to one of **Phantogram's** favorite causes: **American Foundation for Suicide Prevention**.



#### Why your seat matters

Lyft will be donating 15% of ride proceeds going to and from December to Remember shows to three charities hand-selected by Spoon, Phantogram and Of Monsters and Men: **Portland Rescue Mission, American Foundation for Suicide Prevention and Earth Guardians**.



#### How you can participate

Simply take a ride to or from a December to Remember show, and we'll handle the rest. Lyft Drivers' earnings will not be impacted by this promotion; they will still receive their standard fair.



#### Phantogram's Chosen Cause:

**American Foundation for Suicide Prevention** helps find better ways to prevent suicide, create a culture that's smart about mental health and bring hope to those effected by

Take a ride to or from a December to Remember show to give to one of **Spoon's** favorite causes: **Portland Rescue Mission**.



#### Why your seat matters

Lyft will be donating 15% of ride proceeds going to and from December to Remember shows to three charities hand-selected by Spoon, Phantogram and Of Monsters and Men: **Portland Rescue Mission, American Foundation for Suicide Prevention and Earth Guardians**.



#### How you can participate

Simply take a ride to or from a December to Remember show, and we'll handle the rest. Lyft Drivers' earnings will not be impacted by this promotion; they will still receive their standard fair.



#### Spoon's Chosen Cause:

**Portland Rescue Mission** gives hope and restores life to men, women and children suffering in homelessness, addiction, hunger and abuse.

Lyft partnered with the radio station 94.7 Entercom Communications during their annual December to Remember concerts. Lyft donated 15% of all rides to and from the concerts to three different charities. Lyft also activated on-site during four of the concerts and handed out postcards with information on how the charitable donations worked.

# HOLIDAY ALE FESTIVAL

The more we ride, the  
more we raise.



Take a ride to or from Holiday Ale Festival  
to give to **Children's Cancer Association.**



**Why your seat matters**

Lyft will be donating 15% of ride proceeds going to and from the Holiday Ale Festival to the **Children's Cancer Association.**



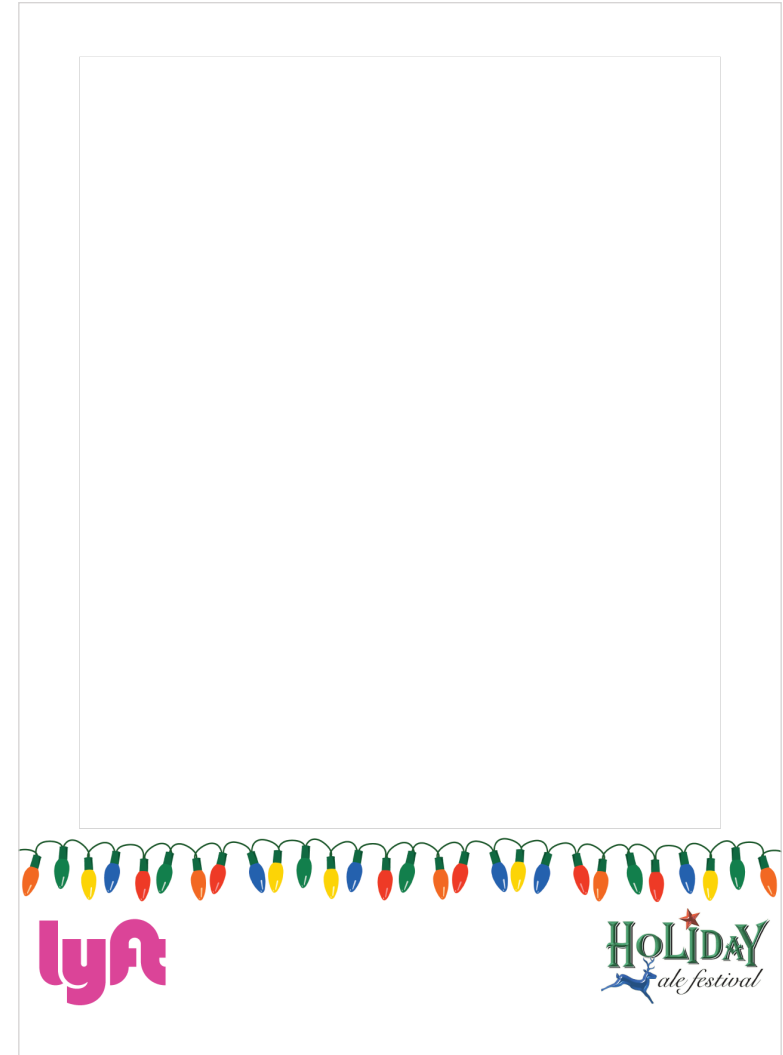
**How you can participate**

Simply take a ride to or from the Holiday Ale Festival, and we'll handle the rest. Lyft Drivers' earnings will not be impacted by this promotion; they will still receive their standard fair.



**Who you're helping**

The Children's Cancer Association is a non-profit organization in Portland, Oregon that provides moments of joy for kids who are in the fight against a serious illness.



2019 DECEMBER

Lyft partnered with Holiday Ale Festival during December 2019. Lyft donated 15% of all rides to and from the Holiday Ale Festival to the Children's Cancer Association. Lyft also activated on-site with a branded photobooth and pick-up/drop-off location during the festival.

# TRANSITION PROJECTS



## Clothing Drive



### Why your help matters

Lyft is partnering with **Transition Project's** clothing drive to donate **jackets, hats, and gloves** to those who are experiencing homelessness.



### How you can participate

Please donate new or gently used **coats, jackets, or hats** during the month of December, 2019.



### Who you're helping

The **Transition Project** is a non-profit organization that helps Portland's most vulnerable women and men fulfill basic needs, regain housing, and retain housing.



Please only put  
**jackets, hats,  
or gloves** in the  
basket.



2019 DECEMBER

Lyft partnered with the transition Project of Oregon and collected jackets, hats, and gloves for those in need. These signs were hung in the both Lyft Hubs in Portland, Oregon during the month of December.



# BEND BREW FESTIVAL



Unlock your 25%  
discount on 2 rides

YOUR CODE IS

**BENDBREW**

Subject to Lyft's Terms.



Unlock your 25%  
discount on 2 rides

YOUR CODE IS

**BENDBREW**


Subject to Lyft's Terms.



2019 AUGUST

Lyft partnered with Les Schwab Amphitheater and activated on-site during the Bend Brew Festival. The Bend Brew Festival is located in Bend, OR and many beer companies participate. With fun games and lots of free swag, Lyft interacted with many new and current passengers. Lyft rides tripled during the Bend Brew Festival weekend.

# & COORS LIGHT UO FOOTBALL



**lyft** • **Coors LIGHT** • **OREGON**  
21 MEANS 21

**You drink. We'll drive.**

Score \$5 off your gameday ride with code:

11/16 v. Arizona	RIDESMARTUO1
11/30 v. Oregon State	RIDESMARTUO2

Subject to Lyft's Terms and Conditions



2019 NOVEMBER

Lyft partnered with the University of Oregon and Coors Lights to provided discounts on safe rides home to students and event-goers. These signs were hung in the university's buildings prior to games. Lyft also activated on-site during University of Oregon Football games.

