



Partnering with Brews Cruise, Inc.

At Brews Cruise, we're all about supporting our family of licensees through their entire time as business owners. Our success is in the incredible network of Brews Cruise Operators and their passion for providing the best experiences possible and how we all apply that same passion for supporting everyone in the Brews Cruise family.

Below are just some of the ways you will be supported by us and what you as a Brews Cruise Licensee can expect, and that's not even to mention the ability to pick up the phone, message or email us at any time of the day for anything.

START-UP PHASE

- We'll work closely with you to assess your chosen territory and use our extensive tourism and craft drinks experience to come up with proven techniques and models to create tours and activities that sell.
- We'll help you (and in some cases be right there beside you) for your initial meetings, negotiations, and coordination of tours and activities with your local breweries, wineries, distilleries, and tourism partners.
- We'll pull out all the stops and let you tap into a continual source of technical, industry and tourism knowledge, all aimed at helping you establish yourself as the leading craft drinks tour and activity in your territory.
- Along with your fellow Brews Cruise licensees, we will provide you advice on vehicle options that best fit the tourism industry in your territory. Choosing the right vehicle for your business needs to ensure a superior guest experience is important, and we have the experience needed to make the proper decision for starting your tour business.
- We'll even give you a hand to work out some of the important (but boring) stuff like insurance, motor vehicle licensing, and permits.
- We don't want you wasting energy re-inventing the wheel, so we'll advise and support you to develop a comprehensive marketing strategy built to suit your territory utilizing modern tourism marketing techniques.
- And of course, one of the major benefits of becoming part of the Brews Cruise family is



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that you'll have exclusive rights within your territory to our U.S. Trademark protected brand name and all the Intellectual Property that goes with it. Now that is going to save you a ton of time, energy and money.

- Your exclusive territory and rights are mapped out and clearly defined in our License Agreement valid for the period of 5 years with renewal terms geared towards your ongoing success.
- We've built the Brews Cruise License model with one clear objective - to help our family of Licensee get operational and active quicker, easier, and with the benefit of decades of tourism and craft drinks industry behind them from day one. Join our family, and you will receive:
 - A custom-designed Brews Cruise logo to show off your area.
 - A mobile-optimized website built specifically to sell your tours and activities.
 - A Brews Cruise email address, with options to add additional email addresses for other team members.
 - Brews Cruise rack cards so you can show off your business in all the right places.
 - An editable Brews Cruise rack card template so you can easily add your own images and content to showcase your business.
 - A set of Brews Cruise Business Cards.
 - and Brews Cruise branded templates for your operational materials.
- All of the above will always be accessible online through your very own, secure access to the Brews Cruise Resource hub, neatly tucked away within our website.
- We'll put you in direct contact with our preferred and connected vendors for branded merchandise and other important materials.
- And of course, we'll help you to establish and get active on all the right social media channels.



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LAUNCH PHASE

- We've wrapped all our experience delivering award winning tours and activities into an easy to follow Proprietary Brews Cruise operations manual full of guidance and best practices for you to run your business.
- The strength of the Brews Cruise family is in sharing, so we spend time and money to create earned media and social media opportunities to promote and sell tours and activities.
- We'll help you establish and implement best practices and provide sample forms, logs and operational worksheets all backed up by regular and as-needed training.
- Of course you'll need to keep your financial affairs in order. We have been doing this for years, so we'll assist and guide you on setting up and using Quickbooks accounting software.

BUSINESS AS USUAL PHASE

- Once you're established, we'll start the process of growth by helping you understand and establish your distribution network in order to have your tours and activities seen and bought by more people worldwide.
- Your success is our success, so we want to make sure you're always in the right when it comes to local, state and federal requirements. We'll always be around to assist and advise you on navigating the various registrations, licenses and filings, such as Secretary of State website/registration and establishing Federal EIN information.
- Where we go, you're always welcome, so you'll have preferred pricing and access to the leading tours and activities conferences, events and resources out there.
- What gets measured gets attention and our business is no different. We'll provide performance analysis and easy to understand reporting aimed at improving guest experience, sales, brand performance, profitability and licensee success.
- Sharing is caring, so you'll be invited to regular individual and Brews Cruise family teleconferences and events.



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WHAT BREWS CRUISE, INC. REQUIRES

Of course like any good relationship, it's a two-way street. So we are looking for licensees who can provide:

- An entrepreneurial drive and motivation.
- The ability to operate independently and conduct business practices professionally.
- A clean personal and professional background and credit history.
- A passion and interest in providing educational and insightful tours and activities that highlight your local craft producers.
- An ability and interest in maintaining positive relations with tour partners and your local community.
- Positive engagement and maintain communications with us and the Brews Cruise family
- A level of flexibility to contribute to Brews Cruise family events that sometimes occur via video often outside normal working hours (we do have a few time zones to juggle).
- An enduring commitment to continual improvement and growth of your own business.

START-UP COSTS AND FEE STRUCTURE

- \$10,000 License Fee paid in installments intended to soften the impacts of cash out of your pocket during your Start-Up Phase.
- 5% of your gross revenue electronically paid to Licensor on a quarterly basis.
- Recommended accessible capital up to \$15k for startup and initial costs.

IS THIS FOR YOU?

We would love to talk more about the possibilities. Visit <https://www.brewscruise.com/business-opportunities/> and complete the inquiry form. We will then schedule a video meeting or phone call to discuss more.

Cheers!