



SARKA PARTY BIKE

HOW TO START YOUR SARKA PARTY BIKE BUSINESS



This guide from Sarka Party Bikes will help you launch your business right. We'll cover how to:

1. Manage the Money
2. Keep Your Bike Busy
3. Keep Your Bike Running
4. Make Money (Without Even Trying)
5. Get Your Party Bike Business Moving
6. Develop Your Party Bike Business

1. How to Manage the Money

How much should you charge your customers?

We recommend varying your rates between weeknights and weekends, and the type of tour. Common pricing includes a two hour ride ranging \$250-\$400 or per rider rate of \$20-\$25.

Tips make a big difference in recruiting and keeping happy drivers. How can you make sure your drivers get tips?

For the extrovert who likes to bring life to a party, drivers can make bank. Encourage your drivers to be themselves, look for ways to entertain their riders, and read the room... or bike.

They'll have riders who want the driver to be their all-night guide. And there will also be riders who just want to have a good time... without the input of their driver.

How much do you pay your drivers?

We recommend paying your drivers \$40 for a two-hour ride. That, plus tips, is a solid side hustle and a great way to earn some extra cash without committing a lot of time.



BG PEDAL CO. - JOE STEINMETZ:
"Providing a tip jar or QR code for electronic payments are easy ways to tip drivers."



2. How to Keep Your Bike Busy

How can you make sure your bike business stays busy?

The key to keeping your bike business buzzing is to be creative and keep your finger on the pulse on your downtown.

Think beyond Friday and Saturday night tours, the no-brainers of the bike business. When you offer different options at different times, you hit different audiences with different interests.

What area partnerships can you develop?

What are the other tourist attractions and local businesses in your area that might benefit from a partnership with your party bike? Think wineries and breweries, restaurants and historical sites, gift shops and antique stores.

Partnerships are a great way to offer unique experiences to your customers that will attract them to your town and get them bragging about your business.

Should you offer different tour packages?

Why not? If you want to fill in tough time slots, offer a unique tour with a different route.

Practically any event can be celebrated on the bike. Shake things up seasonally, based on the needs and offerings in your community. Birthdays, Anniversaries, retirements, bachelor/bachelorette parties, sports teams, graduations, themed parties; the opportunities are limitless! Patrons can decorate the bike with balloons, pictures, and streamers. Create a playlist that caters to the specific event and even have the driver dress up to be part of theme.

Connect with your area visitors bureau so you can have a heads up on this season's special events, and then design a tour around them.



FINDLAY PEDAL CO. - JASON PERRY:

"Partnering with a brewery is a win-win. You gain quick access to their clientele, they gain new customers."

3. How to Keep Your Bike Running

What maintenance is needed on a party bike?

Maintenance is pretty basic on your party bike.

- Regularly check your pedals and chains. The chains have a tensioning system to quickly make adjustments.
- Check any bolts to ensure everything is tight.
- Check brake fluid once a year. (Don't forget to check the blinker fluid)!

How long do the batteries last?

Many variables will affect battery life, including total weight of the group on the bike, inclines, how many stops are made, pedaling, and even the brightness of the LEDs.

Sarka Party Bikes have been on the road for more than 10 hours without charging and still had battery life at the end of the day.

What equipment or utilities are needed for overnight and end-of season storage?

If you don't have height restrictions, all you really need is a standard 110 outlet to charge your bike's batteries, and a shelter/garage to protect your equipment from the elements.

We recommend the bike be stored inside and away from weather when not in use. Inside storage protects electronics and the overall condition of the bike.

Bike dimensions are 86" wide x 215" long x 78" high when the roof is fully retracted. Actual height during operation is approximately 102". Bike weight is 3,150 pounds.

Most of the electronics on the bike are marine grade to withstand normal weather conditions but it is best to keep the bike out of severe rain and wind. With our adjustable roof you can lower the roof to help protect against the rain if you get caught.

How much of your revenue should you expect to put back into your bike?

It's important to have funds reserved for repairs or emergencies but a portion of your revenue will primarily be used to pay operational costs like a bike loan and insurance.

Generally, 4-5 rides a month will cover these costs. Additional revenue is used for merchandise like shirts, hats, and koozies. Marketing efforts for social media ads and flyers will also require some capital.

A good rule of thumb is to allocate 5-10% of revenue after expenses towards reinvestment to your party bike business.



4. How to Generate Extra Income

Can I use my party bike for advertising?

Absolutely. Party bikes are an attractive medium for area businesses and can multiply your bike's revenue.

There are at least six different areas to sell advertising on your bike.

CHECK IT OUT »

How much can I earn in advertising?

The bike's advertising spots can net a savvy bike owner up to \$15,000 a year or more in revenue.

How much should I charge for ad space?

Every market differs; you'll want to survey your area to determine your own competitive advertising rates for space on the bike. We can provide a pricing baseline to get you started.



GRIZZLY PEDAL CO. - BRIAN HALL:

"Advertising is a great way to get businesses involved supporting the bike. They love having a fun place to showcase their brand."

5. How to Get Your Party Bike Business Moving

Before you begin your party bike biz, have you considered your community?

You'll want to have a community with a large enough population and/or tourism industry to support your bike in an ongoing fashion.

What's the first thing you need to do to start your party bike business?

Even before you buy a party bike, you need to get your local government entities and local city council to buy into the venture. You need their backing for your business to take off. Check into existing laws that govern a quadricycle.

Okay, what's the next thing you need to do?

Once you have your local officials on board, then it's time to order your bike. These things take time to build, so you'll want to get into Sarka's production schedule as soon as you can.

Then, put your focus on sponsorships and partnerships in the community to spread the word and build excitement around your business.

Does a party bike require a liquor license or any other special licensing?

Some states have passed a law related to quadricycles that allows a party bike to be operational in the state without special licensing. However, each city or town may have specific rules and regulations for party bikes.

Check your state and local laws.

Do I need insurance? What kind?

Just like an automobile, you'll want to make sure you and your guests are covered by limited liability insurance and property damage insurance, in addition to other optional coverage for liquor liability and so on.



"Offering a variety of tours keeps your customer base diverse. For example, our local history tour is a hit in our community, even to long time residents."



6. How to Develop Your Party Bike Business

What qualifications should a driver have?

Your drivers are essentially tour guides and the night's party emcee. Their job is to help the group loosen up and have a good time.

Drivers should have a sense of humor and be personable while catering to the personality and vibe of the party itself.

How many employees do you need?

This depends on how many routes and bikes you run. If it's just you and your party bike, you set your hours, your schedule, and your routes.

If you're looking to grow your business, you might want a crew of 8-10 drivers available that can cover different types of tours and different routes around the city.

How do you plan a route?

First, your routes need to be drivable: no large hills or rough terrain. Then you can factor in the fun.

Your standard driver routes should include stops at sponsoring businesses, but sometimes riders know where they want to go and what they want to do. In those cases, let them dictate the route and stops along the way.

How do you advertise your bike when you first start?

Get out on the road with riders and show off your new bike!

- Give your friends and family members free rides to start building buzz.
- Contact local media outlets to do stories on the bike.
- Donate free rides to fundraisers.

And with all this, don't forget to take photos of the experiences to share online! The more people you have on your bike, the more exposure and future opportunities your business will have.

Do you need an online presence?

Yes. Wait, let me rephrase that. YES!

In terms of marketing beyond word of mouth, social media and a website are essential. Encourage your riders to share reviews of your business on social media, Google, Yelp, and elsewhere.

Plus, you want to make it easy for individuals, or groups, or potential sponsors to book or contact you online.



Ready to Roll?

Visit sarkapartybike.com to start planning your party bike. If you have any additional questions, don't hesitate to reach out. We love this business, and we love to see new people start their own party on wheels!