

DISRUPT ADVERTISING

ONE HUNT AT A TIME

A gamified discovery and advertising platform owned by
SPC Web + Marketing, LLC.

SOPA
HUNT



Soda Hunt Sends Traffic to You.

Soda Hunt is a new form of advertising that uses gamification to send real life traffic to your place of business or website.



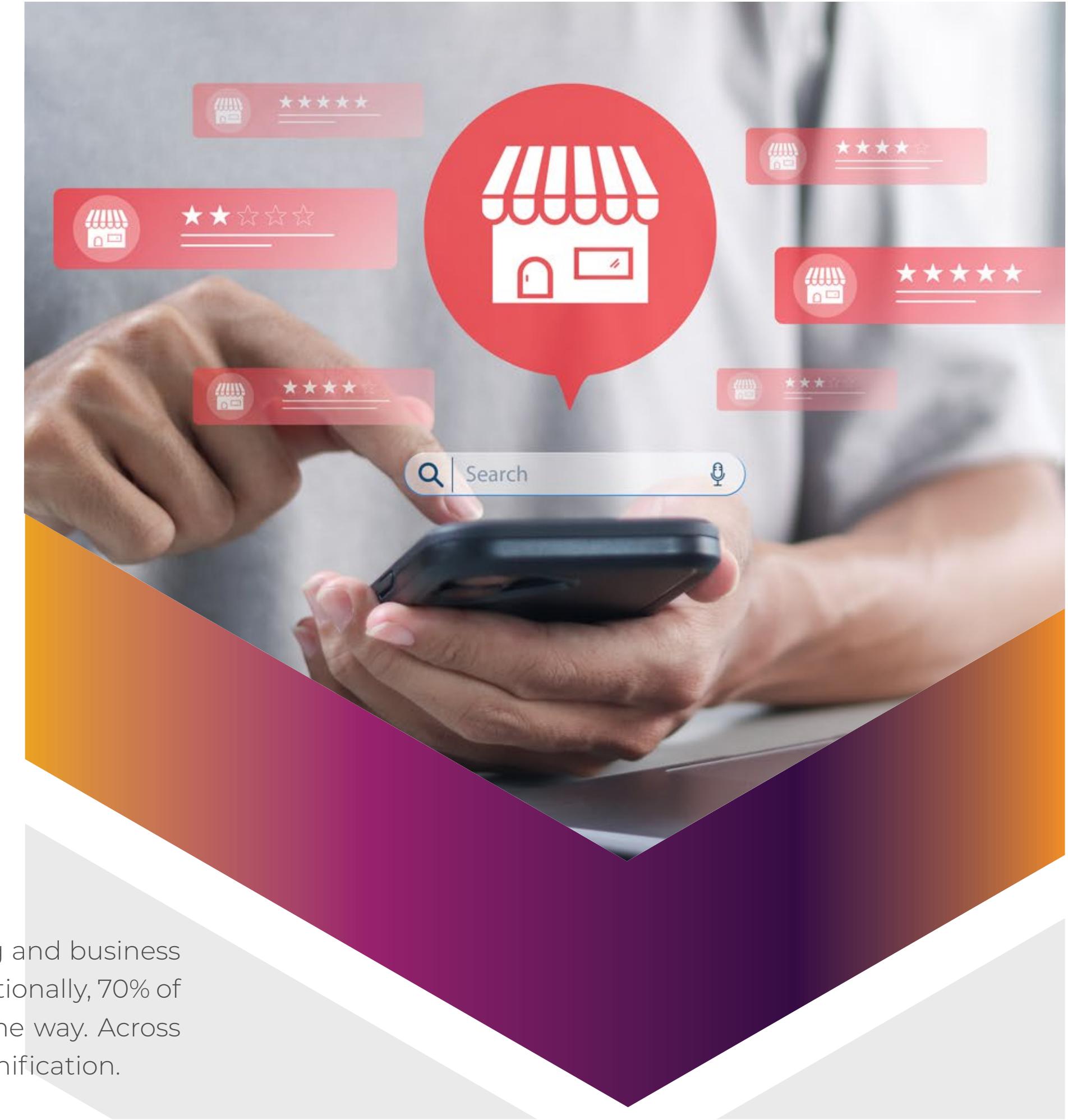
What is Gamification?

Gamification is the application of typical elements of game playing (e.g. point scoring, competition with others, rules of play) to other areas of activity, typically as an online marketing technique to encourage engagement with a product or service.



How Popular is Gamification?

Gamification is one of the most popular learning and business tools in the United States and worldwide. Internationally, 70% of global 2000 companies use gamification in some way. Across the U.S., data shows that 50% of startups use gamification.





So, How Does This Work? We Thought You'd Never Ask.

Soda Hunt is a new service product of SPG Web + Marketing, LLC. SPG is based out of Kansas City, Missouri. It's owned by a cool woman, Kamia Kindle, and she hires other like-minded cool women because she believes in woman power!

SPG has been operating for over 20 years. They've built hundreds (maybe even thousands) of websites, applications and online marketing assets for both large and small companies alike. And guess what, all of this experience and insight has given them access to so many views of website traffic types, variables, and more.

One day the idea came and basically, traditional advertising and gamification hooked up one night, and nine months later, Soda Hunt was born! This is definitely the sum of the two.

After thinking it through, we came to the realization that online advertisement could be more concentrated, "girthy", relevant and deliver REALISTIC results if it hyper-focused on people that are within a 30 mile radius of the advertiser.

The Advertiser is Our Focus. Here is How the “Hunt” Works.

Soda Hunt is a QR-based citywide treasure hunt that guides participants to local businesses across Kansas City.

Participants explore neighborhoods, scan QR codes, redeem exclusive offers, and earn entries for prizes.

Hunts run over multiple weeks and are designed for real exploration — not speed.

Territory = Business

- Businesses register for one or more hunts
- Each location receives an official QR code
- Hunters visit, scan, and redeem offers
- Each visit generates engagement and prize entries
- Hunts can be completed over several days or weeks

Simple participation. Real foot traffic.

Business Benefits

Soda Hunt assesses a flat-fee of \$400 to list your business in the hunt. Benefits to your business include:

- **Direct Foot Traffic**
- **Exposure to 650,000+ Visitors**
- **Sustained Visibility Over Multiple Weeks**
- **Curated Placement**
- **Engaged Customers**
- **Community & Brand Alignment**
- **Measurable Engagement**

SODA HUNT

WORLD CUP EDITION





650K
HUNTERS

OPEN

1000s OF
LOCAL
BUSINESSES



HUNTER RANDOM
CASH PAYOUT

Kansas City is
expecting 650,000+
visitors during the
World Cup.

Visitors want
places to go.

Businesses want
customers walking
through the door.

Soda Hunt
connects the two.

HUNTS

Available to You.



GeoHunts

Neighborhood-based experiences (Downtown, Crossroads, Westport, Plaza, 18th & Vine)



Industry Hunts

Restaurant, Coffee & Sweets, Nightlife & Bars, Retail, Wellness, Makers & Art



Premium Hunts

KC Ultimate Hunt
Local Legends Hunt

**Businesses choose
where they fit best.**





Why Businesses JOIN.

- Drive new customers into your location
- Gain visibility during peak tourism
- Offer a flexible promotion of your choice
- Be featured in a curated citywide experience
- Receive sustained traffic over several weeks

**REGISTRATION:
\$400 per hunt**



Why Businesses **PARTICIPATE.**

- Discover Kansas City in a fun, structured way
- Access exclusive deals and experiences
- Earn entries for random cash prizes
- Explore at their own pace
- Support local businesses

**PARTICIPATION:
FREE for Hunters!**

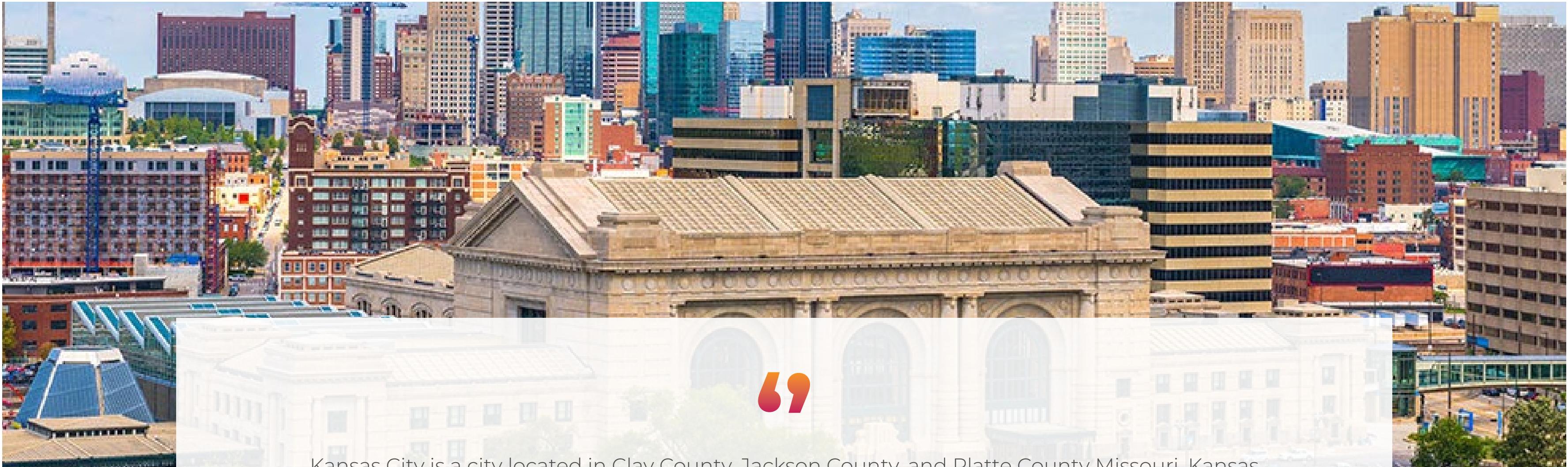


The **EXPERIENCE.**

SODA HUNT IS DESIGNED TO:

- Encourage exploration
- Support local businesses
- Create memorable city experiences
- Bring visitors and locals together

**IT'S NOT A RACE.
It's a citywide adventure!**



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Kansas City is a city located in Clay County, Jackson County, and Platte County Missouri. Kansas City has a 2026 population of 516,032. Kansas City is currently growing at a rate of 0.69% annually and its population has increased by 12.2% since the most recent census, which recorded a population of 460,697 in 2010. **There are approximately 403,000 adults in Kansas City.**

What does this mean for small businesses and advertisers on the Soda Hunt platform? **There is ample room for success by way of gamification.** Methods of placing products and services in front of consumers is vast. If Soda Hunt even parsed 2% of consumers through the ad platform as hunters, that's 8,060 visitors per treasure hunt. What could you do with 8,060 unique visitors to your business (or website) in a month? (Especially if you're not getting any traffic right now)

TRUST US, YOU'D GAIN MORE CUSTOMERS!

Soda Hunt DIRECTORY

Discover Every Stop. Plan Your Hunt.

The **Soda Hunt Directory** is your official guide to participating businesses across Kansas City. When the hunt goes live, this directory becomes your roadmap to exploring neighborhoods, unlocking exclusive offers, and planning your experience from start to finish.

Each Listing Includes:

- Business name and location
- Contact information
- Website link
- Exclusive offer for hunters
- Integrated Google Maps directions

Whether you're mapping out a full hunt route or discovering stops along the way, the directory makes it easy to explore with confidence.

FEE TO LIST: \$100

(Business name, address, phone, website, up to 5 photos and industry) *This does not automatically add you to the hunt. Only the directory.*

For Hunters

Use the directory to:

- Find participating businesses near you
- View exclusive offers before you visit
- Get directions instantly with Google Maps
- Plan your route by neighborhood or hunt type

The directory becomes active when the hunt officially launches. Once live, every participating business will be visible and ready to explore.

For Businesses

Registered businesses are featured in the Soda Hunt Directory, helping hunters discover where to go and what to experience. Each listing highlights your location and your exclusive offer, making it easy for visitors and locals to find you.

The hunt launches in June.

When it begins, the Soda Hunt Directory will be your central hub for discovery across Kansas City.

Explore the city. Support local. Join the Hunt.

**REGISTER
YOUR BUSINESS
OR SIGN UP TO PARTICIPATE!**

www.SODAHUNT.COM

EXPLORE KANSAS CITY. SUPPORT LOCAL. JOIN THE HUNT

