

# Sponsor Us!

Taking part in the Mongol Rally is an expensive business. Before we go, there are the expenses of raising cash for Breakthrough Breast Cancer. We are determined, and indeed guarantee here and now, that every penny donated during our fundraising will be going straight to Breakthrough. We will not use any of our fundraising cash to pay for any part of our rally.

What we would like is to get companies on board with us to help us meet the costs. We realise that this is a big thing to ask, so we'd like to detail what we offer in return.



**“Breakthrough Breast Cancer will benefit enormously from the contribution Team Mongolia Five are making towards their fundraising efforts. I wish the team every success with their race. Please give them your support – you know it makes sense!”**

**- Sir David Jason (Actor)**

Full Profile on <http://mongolia5.com>.

We're very proud of our site. It's been designed to industry standards. Accessible to all and already receiving huge traffic, it has masses of content ready to go and we'll be uploading photos, videos, blogs, satellite tracking and podcasts to it so people are already regularly returning to the site increasing exposure to our sponsors. We've made sure that the site is fully optimised for search engines, so we're going to be near the top if anyone Googles. We offer a full page profile for your company detailing your business and benefits of your service/products. Your generosity will be emblazoned on our site for all to see. The site doesn't end after the rally either, we'll be opening it up as a resource for all the future rally teams and journalists covering the rally.

## International Advertising.

We'll put your logo on the side of our vehicle. As we go around the country, raising money for Breakthrough, your logo will be seen by many people. Any press coverage (and we've got newspapers, radio and tv slots) with the vehicle will also show your logo. That's before we've even started the rally. After that, your logo will be coming with us 10,000 miles through many countries with a potential audience of thousands, being photographed and filmed all the way. The rally is a big deal in Mongolia, interest amongst the population there is always high, as is press coverage.

## Photo / Video Call

Depending on the size of your donation to our costs, we'll come out with our vehicle to meet you and take a series of photographs for you to use freely to publicise your involvement with us. We can even do a video interview with you discussing why you're getting involved with Mongolia Five and you will be free to use it on your own website. We'll make sure we're clean, shaved and we'll even bring cakes too.

## Press Kit

We'll provide you with a full press kit to use anywhere you want to detail your involvement with us. High and Web optimised photographs/graphics, interviews, quotes - you name it. This takes the hassle out of doing the publicity yourselves. Once you're signed up to sponsor us, we'll be issuing press releases to all our media partners about your involvement. We have masses of support from Liverpool based PR guru's Think PR. Who will help us get the word out to the right people.

Businesses already supporting Mongolia Five...



Be Ready "Before The Moment"



**“I wholeheartedly support the Mongolia Five's epic campaign to raise more than £20,000 for charities. Their determination to succeed in what will be an extremely challenging undertaking is admirable. I wish them every success.”**

**Jackie Daniel - Chief Exec MMHST**



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## Syndication.

Sponsors will be able to take a direct RSS feed to use direct on their website. This includes all our diaries, pictures, videos and audio clipings. Great content for your site. All SEO optimized and all free for you to use in an easy format.

## Satisfaction.

You'd be playing a vital part in helping us out in our goal to raise a lot of money for Breakthrough Breast Cancer and Christina Nobel Children's foundation. It's simple really, we can't do as well as we want to do without your company's help. The more resources we have, the more money we can raise. We're not for any profit at all - any money donated towards our costs will be spent on the rally itself, it's build up, and getting out and about beforehand. You'd be supporting 5 ordinary guys to realise our dreams as well. We'd love to have you on board!

**“So far the Mongol Rally alone has raised over £1.5 million pounds for charity. No mean feat we like to think.”**

- The Adventurists (Mongol Rally Organisers)

We estimate that we need to raise approx. £9000 to fund the trip. Costs include visa's, insurance, fuel, food/water, rally fees, vehicle repairs and spares, inoculations, return flights, accomodation, fund-raising expenses, channel tunnel fees etc. The whole journey obviously has a massive element of surprise so we need to be prepared for the worst. We're also going to be Carbon Neutral, so we'll be donating an amount to offset our CO2 usage both from the ambulance and from our flight home.

We're open to any further ideas on how we can help you. Feel free to contact us regarding any questions about sponsorship. We're going to have a lot of time on our hands in the ambulance so we'll be working on content for the website and sponsors all the time. If there's a specific request, chances are we can accomodate it with ease.



Thanks for taking time to read our offer, we hope you will want to be a part of this unique and fantastic opportunity to support amazing charities, all whilst having your involvement well documented throughout the UK and globally.

Ben, Matt, Nick, Jonnay and Kieron  
Team Mongolia 5

<http://mongolia5.com> | [sponsorship@mongolia5.com](mailto:sponsorship@mongolia5.com)

**“We already have interviews, photoshoots, press calls, radio spots and even TV appearances lined up after some great support from Liverpool based PR agency ‘Think’.**

**In these appearances we'll be plugging, showing off and generally shouting about our sponsors all the way though. Your logo's will be on our vehicle loud and proud for all to see.”**

- Matt - The Media Guru



## **Exposure Summary.**

**Company Logo on our vehicle, driven 10,000 miles across the world on a rally with massive international attention.**

**Our optimized website proudly supporting you and detailing your services viewed by 1000's.**

**Our Twitter, Tumblr and Flickr feeds all showing your involvement**

**Our masses of press attention. Radio, TV, Newspapers all clamoring for interviews and photo-calls**

**Personalised Video and Stills from the rally delivered to you.**

**Press Releases generated upon your involvement and sent to our media partners**