MISSION MONGOLIA 2017 CHARITY CHALLENGE

SPONSORSHIP PACK

MAIN SPONSOR:

AVTRADE

THE GLOBAL COMPONENT SERVICE PROVIDER

IN AID OF CHARITY, A CREW OF FOUR MEMBERS OF AVTRADE STAFF WILL EMBARK ON AN EPIC ADVENTURE FROM AVTRADE HQ IN ENGLAND TO ULAANBAATAR IN MONGOLIA, VIA AVTRADE'S NEW CHINA OFFICE IN GUANGZHOU. A 10,000 MILE JOURNEY ACROSS TWO CONTINENTS, TRAVELLING ACROSS DESERT, OPEN PLAINS, THROUGH FORESTS AND CITIES, THE TEAM WILL BRAVE THE ELEMENTS IN AN EXPERIENCE OF A LIFETIME.

THE CHARITIES:

The team will be raising money for three charities, one in Mongolia, one local to Avtrade HQ and one national UK charity.

THE MONGOLIAN CHARITY GO HELP

www.gohelp-charityrallies.weebly.com

Go Help is a UK adventure charity run by volunteers that is committed to supporting the development of charitable adventuring through charity rallies. Working with local communities in Central Asia and Central America, Go Help aims to improve access to education and healthcare services.

THE LOCAL CHARITY CHESTNUT TREE HOUSE

www.chestnut-tree-house.org.uk

Chestnut Tree House is a children's charity providing hospice care services and community support for children and young people with progressive life-shortening conditions throughout East and West Sussex and South East Hampshire.

THE NATIONAL CHARITY MIND

www.mind.org.uk

Mind offers information and advice to people with mental health problems and lobbies government and local authorities on their behalf. It also works to raise public awareness and understanding of issues relating to mental health.

SPONSORSHIP

We are offering the chance for your organisation to get involved with this amazing trip through extensive sponsorship opportunities! By sponsoring Avtrade's Mission Mongolia, you'll be supporting the team every step of the way!

A small portion of the money raised through sponsorship will be used to fund a number of key aspects of the trip, including food, flights, vehicle modifications, tools etc. The larger portion of the money will be given directly to the charities and on arrival in Ulaanbaatar, all equipment including the vehicle, will be donated to the GoHelp charity.

We are looking for sponsors who share our vision. Become part of the adventure by sponsoring one or more of the six available options, or donating any monetary value.

SPONSORSHIP OPPORTUNITIES:

ALL SPONSORS WILL RECEIVE:

- Branding on the Mission Mongolia vehicle – size & position of the branding is dependent on level of sponsorship.
- Your logo on the Avtrade website.
- Extensive exposure through dedicated Mission Mongolia Social Media accounts.
- Your logo on 'step and repeat' board, which will feature in weekly update videos.

SOLD OUT

PLATINUM SPONSOR

COST: £10,000

(SEE NUMBER 1 ON ATTACHED VAN IMAGE)

- Branding on both sides of the main body of the vehicle.

GOLD SPONSOR

COST: £5000

(SEE NUMBER 2 ON VAN IMAGE)

- Branding on hood space of vehicle.

SILVER SPONSOR

COST: £3000

Either:

- Branding on both sides of top fuel tank & fuel cap **(SEE NUMBER 3 ON VAN IMAGE)**
- Branding on driver side door **(SEE NUMBER 4 ON IMAGE)**
- Branding on passenger side door **(SEE NUMBER 5 ON IMAGE)**

BRONZE SPONSOR

COST: £2000

Either:

- Branding on rear right window **(SEE NUMBER 6 ON VAN IMAGE)** SOLD OUT
- Branding on rear left window **(SEE NUMBER 7 ON VAN IMAGE)** SOLD OUT
- Branding on panel above front window **(SEE NUMBER 8 ON VAN IMAGE)** SOLD OUT
- Branding on the rear section of vehicle roof rack **(SEE NUMBER 10 ON VAN IMAGE)**
- Branding on the middle of vehicle roof rack **(SEE NUMBER 11 ON VAN IMAGE)**
- Branding on the front section of vehicle roof rack **(SEE NUMBER 12 ON VAN IMAGE)**

MISC SPONSOR 1

COST: £100

(SEE NUMBER 9 ON VAN IMAGE)

- 10cm² logo on rear lower door panel

MISC SPONSOR 2

COST: £100

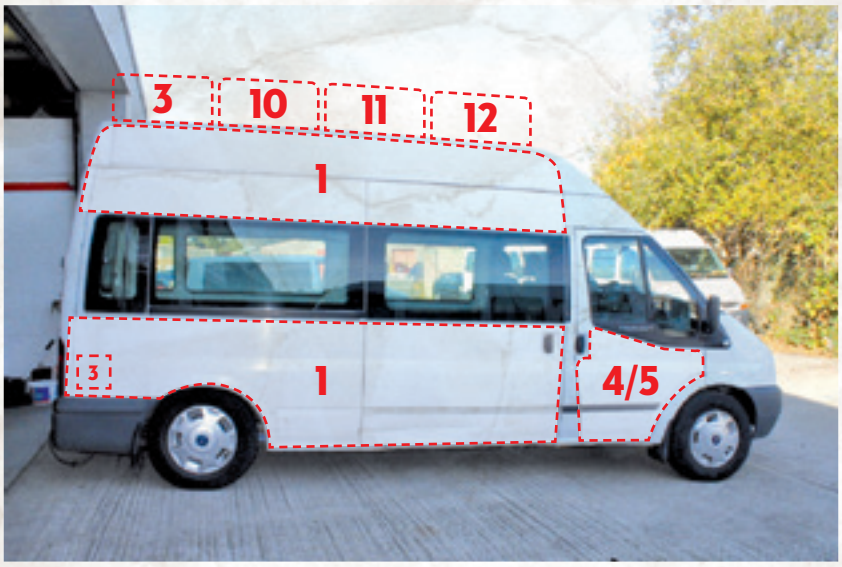
- The team will tweet a photo of the crew anywhere along the route, wearing your promotional gear in front of the crew van!

THE MISSION MONGOLIA CREW

From Left to Right:
Luca Galelli (Marketing), **Dan Gravenor** (Operations), **Kylie Levoi** (Support Contracts), **Scott Pedersen** (Logistics)

SEE VAN IMAGE

VAN SPONSORSHIP PLAN



SPONSOR US

WE ARE OPEN TO ANY IDEAS YOU MAY HAVE FOR UNIQUE SPONSORSHIP OPPORTUNITIES OR DONATIONS.

IF YOU WOULD LIKE TO DISCUSS SPONSORSHIP, OR HAVE ANY ADDITIONAL QUESTIONS, PLEASE CONTACT **MISSION.MONGOLIA@AVTRADE.COM** OR YOUR DEDICATED AVTRADE ACCOUNT MANAGER AND SOMEONE WILL BE IN TOUCH.

W WWW.AVTRADE.COM

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great impressions

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