

## Sponsorship Factsheet

### **In summary what does Spot Our Car Ltd do?**

Spot Our Car Ltd exists to take pixel advertising to the road by selling advertising space at £2 per cm<sup>2</sup> primarily for logos on vehicle to fund an overland driving expedition from England to Australia in 2011/2012.

### **What vehicle will you be using?**

We will be using a Long Wheel Base Mitsubishi Delica for the expedition.

### **Why are you undertaking this expedition?**

We are our keen travellers and we've discussed an extended expedition for over four years, this is the realisation of that dream.

### **Which countries will you be traveling through?**

England, France, Belgium, Netherlands, Germany, Denmark, Sweden, Finland, Russia, Mongolia, Japan, South Korea, China, Hong Kong, Vietnam, Cambodia, Thailand, Malaysia, Singapore, Australia.

### **What does the Dreams Come True Charity do?**

Dreams Come True is a national children's charity that brings joy to terminally and seriously ill children by making their dreams come true. Over the last two decades the charity has helped more than 4,500 children aged between 2 and 21 across the UK. All children dream of things they want to do and achieve and making these dreams come true can have a profound effect, giving the children something very special to look forward to and enjoy with lasting memories to share with family and friends.

### **How will my company benefit?**

Your company logo will be visible on our vehicle in nineteen countries for at least fifteen months as well as being linked to on our website. This expedition is fun, unique, and ultimately charitable, 86% of consumers have a more positive image of a company they see doing something to make the world a better place.

### **How will our company name and brand be used?**

Your company name and brand will:

- i) Be displayed as part of logo mosaic on our expedition vehicle.
- ii) Be displayed and linked to on our website.
- iii) Company name may be mentioned in marketing emails to encourage others to join our expedition.
- iv) May form part of or be visible in our press releases.

### **In what form is the advertising?**

Advertising will be in the form of small to medium sized logos arranged in a mosaic covering the entirety of the visible surface of the car. We will use a vinyl car wrap applied by local specialists to achieve this.

### **Are there companies who you will exclude?**

Companies whose business activities include Alcoholic Beverages, Breweries, Pubs, Tobacco, Defence, Adult Entertainment, Adult Retail, or Gambling will not be allowed to advertise with us.

### **What are your time scales?**

We aim to have all funding in place by the start of February at which point the vehicle will be wrapped and prepared. The expedition will start at the beginning of March 2011 and will last approximately fifteen months finishing in June 2012.

### **What forms of promotion will you use?**

Our two primary forms of promotion is the logo mosaic wrap on the vehicle and viral marketing through our website, Twitter, Facebook, and YouTube. We will frequently update the website and our social media outlets with blogs, pictures, and video to attract visitors and raise the expedition profile on the internet. One of the aims is that people will "Spot Our Car" and upload photographs and videos they have taken whilst abroad.



**Will you issue press releases?**

Yes, we have a responsibility to our sponsors and our partner charity to raise our awareness of our expedition and press releases are one of the most effective ways of achieving this.

**How much will be donated?**

Spot Our Car Ltd will donate 20% of its gross profit to the Dreams Come True Charity so it is highly dependent on the success of the Spot Our Car Ltd and the percentage of available space on the vehicle we can cover with advertising, but expect a range of between £10,000 and £25,000.

**Do you have contingency plans?**

Yes we have alternative routes if our primary route proves impossible due to factors outside of our control.

**How do I become a sponsor?**

Simply submit your logo and website at [www.spotourcar.com](http://www.spotourcar.com) and will invoice you by email.