

***LONE WOLF TRANSGLOBAL  
EXPEDITION 2007***



***SPONSORSHIP PACK***

## ***BENEFITS OF SPONSORSHIP***

The Lone Wolf Expedition gets both local and national media exposure. Information on the project has been published in a number of Newspapers, Land Rover publications and websites. The Team will also be taking a Documentary film crew with them for the duration of the Expedition, with the intention of producing a documentary for Norwegian Television. In addition to this build up, pictures and stories of the Expedition will be regularly published in Local Press and Specialist publications and websites throughout the duration of the Expedition.

The vehicle that will be used to carry out the Expedition is unique. Built on a Land Rover Defender "Wolf" platform, it is one of only six made for the Land Rover Global Expedition, to be led by Sir Ranulph Fiennes. This project was to be the ultimate overland adventure. Unfortunately it was not to be, allowing this amazing machine to be purchased by ourselves and then further modified to suit our needs. More details of the Land Rover Global Expedition can be found here: <http://www.ranulphfiennes.co.uk> . The vehicle as well as the Expedition is an ideal platform for Companies to use in internal interest communications, as well as external marketing purposes. Having already been shown at a large number of trade and public shows throughout the country, and of course attracting media attention wherever in the world it goes.

The Wolf will tow an impressive Globemaster Trailer, this purpose built Expedition living solution is ideal for displaying logos or equipment in use, as it forms the central part of the living and dining arrangements for the Expedition. N.B One of our team members is a well-known and highly skilled chef. He will be producing world cuisine on a regular basis, and these cooking sessions will feature regularly in the intended documentary.

## ***WEBSITE***

Additional info/ images can be found at the Expedition website: [www.lonewolftransglobal.com](http://www.lonewolftransglobal.com). The site is constantly updated with our progress and over 24,000 visits with 450,000 hits have so far been recorded since the launch of this new site. This is mainly traffic that has found the website through stories in the press, search engines such as Google & Yahoo, or word of mouth. Pictures feature heavily in the website, and accompany detailed descriptions of the modifications to the vehicle, as well as the Expedition preparations. Surfers can learn about and support the Expedition and its charities, and can also read about and link through to the sites of our official sponsors.

Our 'about the project' section gives detailed profiles of the Expedition members, as well as information on the goals and missions of the project.



"The Wolf" after stage 1 of modifications.

## ***LONE WOLF TRANSGLOBAL EXPEDITION SPONSORSHIP***

Sponsorship not only benefits the Expedition team, but also the sponsors. There are many obvious advantages to donating, such as advertising and endorsing your company as well as tax benefits. There are also hidden and more significant advantages. By sponsoring the Expedition, you are helping to enable an exercise that will benefit several charities, including our main charity partner; Medicines Sans Frontiers®.

All our sponsors are recognised on a local level, as well as at a national level, your companies name will be exposed to 1000's of supporters and followers of the Expedition. Depending on the level of contribution, our sponsors fall into four separate categories. Our upper level sponsors gain the most publicity and endorsement from the Expedition.

### ***Platinum*** (£3000 and up)

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- Name & up to 4 Logos on the vehicle/ trailer, this will be displayed in a prominent position
- Name & Logo listed on the website, (In order of contribution) along with links to sponsors website
- Name and Logo on team apparel
- Promotional access privilege to vehicle
- Customised photos and footage of the vehicle during the Expedition for marketing purposes
- TOP SPONSOR WILL RECEIVE THEIR NAME AND LOGO ON THE PREMIUM SPOT ON THE VEHICLE

### ***Gold*** (£1500-£2999)

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- Name & Logo on the vehicle/ trailer, this will be displayed in a prominent position
- Name & Logo listed on the website, along with links to sponsors website
- Name and Logo on team apparel
- Promotional access privilege to vehicle
- Photos and footage of the vehicle during the Expedition for marketing purposes

### ***Silver*** (£500-£1499)

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- Name & Logo on the vehicle/ trailer
- Name & Logo listed on the website, along with links to sponsors website
- Promotional access privileges to vehicle
- Photos of the vehicle during the Expedition for marketing purposes

### ***Bronze*** (£100-£499)

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- Name & Logo on the vehicle/ trailer
- Name & Logo listed on the website, along with links to sponsors website
- Photos of the vehicle during the Expedition for marketing purposes

Donations can simply be made to the Expedition, alternatively sponsors can choose which items of equipment are purchased with the donations. Please see overleaf for the current list of vehicle equipment required for the Expedition. Many of our sponsors choose to send us their own products, this is also a viable way to sponsor us, and we will count the sponsorship value as the retail price of the products.

# Vehicle Cost Sheet

\*P=items already purchased are marked with an I

Item	Quantity	Estimated Cost	Actual Cost	Sponsor	P	Estimated Total	Actual Total
Landrover Wolf	1	20,000	17,000		O	20000	17000
Maggiolina Roof Tent	1	1,000	1,000		I	1000	1000
Globemaster Trailer	1	3250	3350		I	3250	3350
TBR Labour	130	30	30		I	3900	3900
Webasto Airconditioning	1	800	800		O	800	800
Trailer locking devices	3	100	75		I	300	225
Wheels	5	25	25		I	125	125
Spacers	4	50	50		I	200	200
Hilift Jack	1	75	75		I	75	75
Chairs	5	35	35		O	175	175
Locks	3	35	35		I	105	105
Radio Comms	6	150	0	900	I	900	0
Winch	1	3000	0	3000	I	3000	0
Brunel Intercooler	1	240	350		I	240	350
Mains Electrics	1	500	0	500	I	500	0
Optima Batteries	4	80	90		I	320	360
Seat Frame Steel	1	150	280		I	150	280
Tracker Seats	3	150	150		I	450	450
Rear Screen	1	150	70		I	150	70
Alarm System	1	450	450		O	450	450
Tyres	10	150	0	1500	I	1500	0
Global Positioning System	1	1000	0		I	1000	0
Telescopic Ladder	1	280	250		I	280	250
Rear Power Points	2	75	100		I	150	200
Roof Tent Fitting	1	300	600		I	300	600
Unbreakable Mirrors	2	35	35		I	70	70
Waffles	2	150	0	300	I	300	0
Battery Mounts	2	100	100		I	200	200
Winch Kit	1	300	300		O	300	300
Bulbs	30	4.5	4.5		O	135	135
Digital Inclinometer	1	100	100		I	100	100
Security Lock Box	2	350	350		I	700	700
Laminate "Super Glass"	1	200	170		I	200	170
Compressor	1	650	650		O	650	650
Air Locking Differential	1	800	800		O	800	800
Waffle mounts	2	100	50		I	200	100
Spares & repairs kit	1	900	1500		O	900	1500
Rear Step	1	120	240		I	120	240
Jack Mounting	1	60	60		O	60	60
Winch Fitting	1	150	300		I	150	300
Mounted Shovels & Pick	3	60	80		I	180	240
Towing Setup	1	250	250		I	250	250
Medical Kit	1	200	200		O	200	200
Safari Lines	1	60	60		O	60	60
Tanks (jerry cans)	4	25	25		I	100	100
Water Tank (70l)	1	150	150		I	150	150
Shower	5	45	45		O	225	225
Storage boxes	6	80	80		O	480	480
Tools	1	250	250		O	250	250
Suspension	6	75	150		O	450	900
			<b>Total</b>	6200		<b>46550</b>	<b>38145</b>

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