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MISSION STATEMENT

- A two month 19`000km off-road expedition by 4x4 cars
- Through Eurasia: Russia, Mongolia, Kazakhstan, Uzbekistan, Kirgizstan, Afghanistan, Iran, Turkey
- Discover the landscape, do some intercultural exchange, and test the concept car with all its gadgets

Sponsorship promotion

- A 50-60min. professional film production with action cams, drones and cameras
- Follow tour preparation, trip and its post processing
- Future off-road trips in cooperation with Tough Bonde - same team, new adventures

CONCEPT CAR

- Weight reduced Land Rover Defender TD5 110
- 440kg lighter than a normal Defender
- Functional, thoughtful expanded light construction with carbon, titanium, lithium and polycarbonate

Benefits

- Improved economical power delivery
- Increased off-road capability
- Enhanced driving characteristic
- Greater range and higher load capacity
- Development of functional lightweight construction and ecological energy use
- Implementation for every kind of off-road vehicle



PROJECT TEAM



Sisley Kaltenbach
Manager / Founder

Off-Road & Survival expert

Owner «Tough Bone» Tuning solutions &
«Seal tac functional training»



Mattias Lebo

Director Film & Photographie



Matzker Tuning
Mechanic / Carbuilder



Rau Werbeagentur
Marketing

THE ROUTE



BUDGET

- Completion of car: 80.000
- Movie production: 45.000
- Equipment: 30.000
- Transportation & travel: 15.000
- Petrol: 10.000
- Expenses: 50.000
- Insurance: 6.000
- Miscellaneous: 8.000

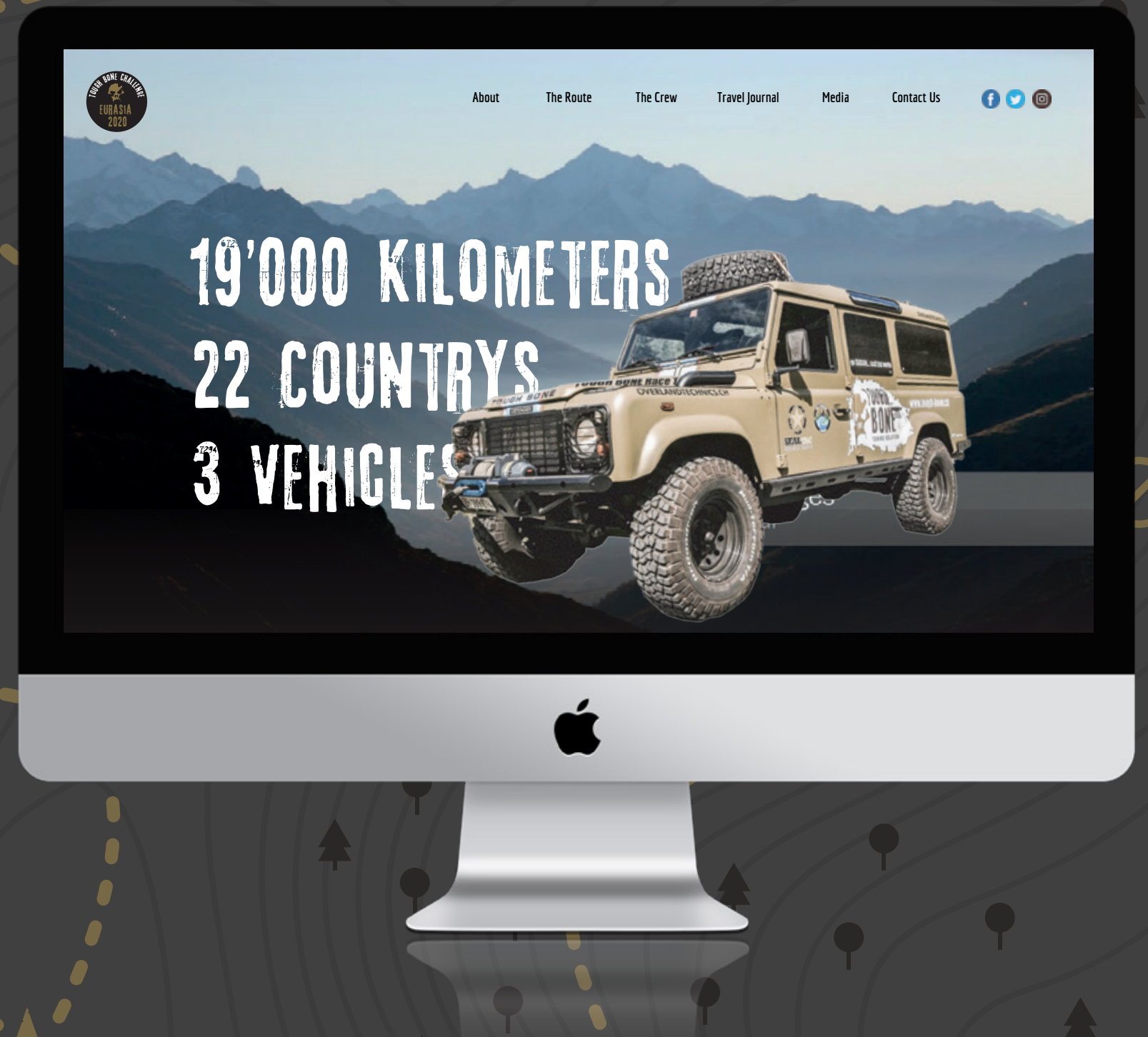
Total costs: 244.000

Budget (in chf)



PROJECT PROMOTION

- Website with shop, live tracker, blog/ pod cast, pictures, film, events...
- Active follower acquisition on social media platforms
- Strengthen network and community
- Youtube channel
- Kickstarter
- Articles in relevant online and print magazines
- Events e.g. Abenteuer Allrad Bad Kissingen (Beachflags, Pop up tent, banners, tent...)
- Presentations
- Brochures, flyers, leaflets...



YOUR ADVANTAGE

- Visible logo on car, team and equipment
- Final film presentation on public viewings, expositions and sponsor events
- Sponsor will be promoted on social media platforms
- Car and team are available for marketing e.g. incentive trips
- Filming and photography, documentation during trip
- Pre-trip storytelling and product presentation
- Future projects



INVESTMENT PACKAGES

Platinum: CHF 70'000.— plus

- Maximum 2 main sponsors
- Mention on all film and selected photos
- Mention of sponsors in end credits
- 4x stickers XL and XXL on the car
- Logo on most merchandise article XL
- Logo on beachflags, tents, banners XXL
- Visibility on social media platforms
- Product placement in films
- 5 times product placement with statement

Gold: CHF 30'000.— plus

- Maximum 4 co-sponsors
- Mention on all film and selected photos
- Mention of sponsors in end credits
- 2x stickers L and XL on the car
- Logo on merchandise article (only T-Shirt) L
- Logo on beachflags, tents, banners L
- Visibility on social media platforms
- Product placement in films
- 2 times product placement with statement

INVESTMENT PACKAGES

Silver: CHF 10'000.— plus

- Maximum 8 side sponsors
- Mention on selected film and photos
- Mention of sponsors in end credits
- 2x stickers M and L on the car
- Logo on beachflags, tents, banners L
- Visibility on social media platforms
- 2 times product placement with statement

Bronze: CHF 5'000.— plus

- Mention on selected film and photos
- Mention of sponsors in selected end credits
- 2x stickers S and M on the car
- Logo on beachflags, tent M
- Visibility on social media platforms
- 1 time product placement with statement

MERCHANDISE

- Casual clothing (e.g. t-shirts, Polo shirts, shorts, pants, neck warmer)
- Functional clothing (e.g. tactical pants, jackets, functional shirts)
- Bag
- Beanies, caps
- Windbreakers
- Key chain
- Bracelet
- Stickers
- Adventure equipment (e.g. knife, mug)



NEXT STEPS

- Elaborate collaborations (teams, sponsorship)
- Specify route
- Detailed budget
- Elaborate specific sponsorship aims
- Spread of message
- Supplementary co- and side-sponsors
- Complete concept car
- SET OFF!





THANK YOU FOR YOUR TIME!