



England to Mongolia in a Tiny Car
16,000km, 1/3 of the Planet, 18 Countries
Raising Money For Charity
Summer 2011

**SPONSORSHIP
PROPOSAL**

THE MONGOL RALLY

The world has gone soft. Satellite maps and GPS have sucked the juiciness out of exploring. Well, what if you need to escape the hermetically sealed world we live in? Fear not, the solution is here: do The Mongol Rally and help to raise a load of cash for charity in the process!

Beginning on July 23, over 450 teams will depart southern England in an effort to make it 16,000km (10,000mi) across mountain ranges, deserts and steppe to Ulaanbaatar, the capital of Mongolia, using a ridiculously small car, with no officially organized route, GPS or rescue team to help pull you out of trouble.

The Mongol Rally is not a race and finishing first is not something to be proud of. The point is to get stuck, help your fellow ralliers, mingle with the locals, and experience the world in few ways that the majority of society ever will.



WHO AND WHY?

Jeff and Steve make up the 2011 Mongol Rally team: The Dirty Canadians.

We never tend to shy away from a chance at an adventure, so upon learning about The Mongol Rally, our plans for 2011 were set... as long as we could talk our bosses into giving us an entire summer off in order to get lost numerous times on the other side of the planet.



THE "ROUTE"

The Mongol Rally is supposed to be an adventure not a guided tour. It's all about getting out into the world and discovering it for yourself. There is no beaten path to follow. Teams are given 'Point A' and 'Point B', the route you use to get there is entirely up to you. This forces you to break out of your comfort zone and experience the world all on your own.

You would not be able to call this an adventure if everyone followed the same, pre-planned route all the way to Mongolia. What would be the point?

THE "CAR"

The Mongol Rally isn't about comfort and you can forget about doing it in a great deal of style; what we seek is adventure. The whole point is that it's difficult - and so the one litre(ish) rule was born. To tackle the worst roads the world can throw at you, you need to turn up to the start in a Granny mobile with an engine size of 1.2L or less. There's nothing like staring down the hood of a Suzuki Swift at hundreds of miles of dirt track and foot-high rocks - or driving for 15 hours, getting just 100km, and suddenly finding out that you were going in the wrong direction.



Here's your chance to get dirty with us!

Corporate Donation Options:

The Dirty:

- Under \$100
- Company name/logo and link to your site on our website

The Dirtier:

- \$100-\$250
- Company name/logo and link to your site on our website
- Single space for name/logo on our car

The Dirtiest:

- \$250-\$500
- Company name/logo and link to your site on our website
- Two spaces for name/logo on our car

So Dirty Their Mama Wouldn't Even Recognize Them:

- Over \$500
- Company name/logo and link to your site on our website
- Two large, prominent spaces for name/logo on our car

All sponsors displayed on the car will have their brand exposed in 18 countries and across 16,000km



Before coming home, every team's car and all of our donated items are to be auctioned off to charity with proceeds benefiting our chosen charities

WAYS TO CONTRIBUTE

Corporate: We have a range of donation options available for your marketing needs. *Please find available options on the page to the left and contact us for more information*

Personal: Make a monetary contribution directly to our official charities through our website: www.DirtyCanadians.org

Gear & Other: Care to contribute gear, gift cards or merchandise to our cause? *Please contact us for more information.*

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Facebook: facebook.com/dirtycanadians

Twitter: twitter.com/dirtycanadians



OUR CHARITIES

If you're like almost anyone else these days, there's a good chance that cancer has touched



your life in some way or another, and due to that fact, The **Alberta Cancer Foundation** is an organization near to our hearts. The **ACF** helps to lead the way with everything from research and screenings to treatments and patient care. Who knows what many of our lives would be like today without an organization like them.



The Mongol Rally has partnered with the **Christina Nobel Children's Foundation** for a number of years and teams have helped to raise hundreds of thousands of dollars to help improve the of lifes of kids in Mongolia.

The **CNCF** is an international partnership of people dedicated to serving underprivileged kids with the hope of helping each child maximize their life potential. Their programs in Mongolia and Vietnam seek to protect children at risk of economic and sexual exploitation, while ensuring these and other children in need have access to basic care and educational opportunities. The programs include: emergency and long-term medical care, nutritional rehabilitation, educational and vocational training and job placement. This is accomplished within the context of the family and the community whenever possible, and always with love and respect for the dignity of each child as an individual.

