

GONE TOMONGOLIA

16,000 km drive from London to Ulaanbaatar to raise money for the children of Mongolia



16,000 Kilometers of pot-holes, bandits, strange borders, deserts, mountain ranges and locals with eagles for pets and... it's the only rally to Mongolia all for charity! Kicking off in London on July 9, 2011, we'll be working our way across tracks and tarmac to the ancient Mongol capital of Ulaanbaatar to support UK registered charity Go Help! This is no race, but an adventure through 17 countries from Eastern Europe, across central Asia, to the far East in about 6 weeks to arrive in Mongolia at the end of August. "GONE TO MONGOLIA" (our team) is an official team in the 2011 Mongolia Charity Rally.



The mission

A one-way drive to Ulaan Bataar, Mongolia in a useful vehicle packed with things Mongolian children and people need... like Medical supplies, sports equipment, childrens books... The vehicle could be an ambulance, a truck, a bus or any other type of service vehicle that could benefit Mongolian lives.

The team

THREE generations of a standard dysfunctional family from two continents with one objective - to have fun contributing handsomely to the wellbeing of the children and people of Mongolia



Jilla (UK), the golden oldie who makes things happen. A word merchant with years of experience to prove she can organise anything and diarise our adventures !



Sean (Canada), A man of his time, internet whizz, web designer, networked to the hilt, and a superb professional photographer, he will visually document our every move and keep us in touch.



Douglas (UK), the young buck, full of youthful exuberance and a determination to succeed. His ability to make friends anywhere will be helped by some Russian and Mandarin. He is a practical man who will ensure we don't lose our sense of humour !



Rowen (Canada), The poster girl. A young photographer with innovative thinking and great planning skills, she will add a touch of class to our image and meanderings.

The charity

Go Help is a UK Charity which is dedicated to helping other Charities make the most of their fundraising activities. Their aim to involve the public in fundraising, and make sure that the projects they support have a tangible benefit to the target local community.

Part of the money raised will also go towards logistics, equipment, basic necessities and gasoline for the trip. 16,000 km is a really, really, long way to drive, the gasoline alone (depending on the vehicle) will cost several thousand dollars.

Save the Children Canada is now onboard our fundraising activity. Canadian residents can now make donations to our cause and receive tax receipts. Funds will be forwarded to Save the Children UK which is supporting projects with Go Help in Mongolia. For the complete list of projects please visit www.gonetomongolia.com.

Please help us to help them...

GONE TOMONGOLIA

16,000 km drive from London to Ulaanbataar to raise money for the children of Mongolia



Sponsorship opportunities



We are planning to extensively document our 6-8 week expedition and you or your organization can benefit in a variety of ways from the exposure. Sean, a professional photographer (FOTAU.com) as well as his daughter Rowen (an accomplished photographer in her own right) will be recording the adventure via frequent posts of photos and video. Jilla the resident wordsmith will be supplementing with regular reports of our ongoing (mis) adventures and Doug will mug for the camera as well as be responsible for tire changes and pushing us out of muddy scrapes.

Major sponsors (donations of \$1000 or more) will have their brand prominently displayed on our vehicle as well as prime visibility on our website and Facebook fan/event pages. For a donation of over \$5000 we'll consider tattooing your logo somewhere on Doug's person (no worries, some place likely to be caught on film). In the months leading up to the event we will be actively promoting the cause and expect to have several hundred fans linked to our facebook page prior to the event. Note: between the four of us we already have several thousand facebook friends. We're just soooooo popular!

We expect to publish content to our web site, Facebook fan page and YouTube several times a week and are open to the possibility of having certain segments of content available for branded sponsorship.

It's a great opportunity to donate to a worthy cause AND get some truly unique exposure for your organisation.

Contacts:

info@gonetomongolia.com
UK: Jilla Bond 07771711662
Canada: Sean Mollitt (514) 995-7326

Links:

Our site: <http://www.gontomongolia.com>
Mongolia Charity Rally site: <http://mongolia.charityrallies.org>
Gohelp UK: <http://www.gohelp.org.uk/>
Facebook fan page: search: "Gone to Mongolia 2011"



Sponsorship packages

PLATINUM - \$5000 + \$1000 (tax deductible donation to Save the Children Canada)

- 3 (non-permanent) decals or magnetic panels 18" x 24" or larger affixed to the sides of the vehicle as well as the hood and rear doors.
- Access to all high resolution photos featuring the vehicle, with logo visible, with or without team members, in different locations throughout the 6-8 week expedition. (Photos will be made available online during the course of the trip).
- Access to the entire collection of high resolution photographs from the expedition
- All published photographs will be watermarked with your organisation's logo
- Logo will be displayed as a **featured sponsor** on all posters and web promotions (ie: Facebook event pages) pertaining to the fundraising events leading up to the start of the expedition.
- Logo placement in the sponsor section of our Facebook fan page as a **featured sponsor** as well as on the official web site (www.gonetomongolia.com) along with special standout mention highlighting the organization's special contribution.
- Logo placement on the team shirts + 4 complimentary shirts
- Special mention as **founding sponsor** in any team member interviews, press releases or other media.
- Availability of one or more team members for exclusive photo ops and interviews.
- Narrative mention and first placement logo display in opening screen and closing credits in all video segments to be published on Youtube and on our web site and Facebook fan page.

GOLD - \$3000 + \$750 (tax deductible donation to Save the Children Canada)

- 2 (non-permanent) decals or magnetic panels approx. 18" x 24" affixed to the sides of the vehicle or rear door.
- Access to all high resolution photos featuring the vehicle, with logo visible, with or without team members, in different locations throughout the 6-8 week expedition. (Photos will be made available online during the course of the trip).
- Logo will be displayed as a **featured sponsor** on all posters and web promotions (ie: Facebook event pages) pertaining to the fundraising events leading up to the start of the expedition.
- Logo placement in the sponsor section of our Facebook fan page as a **featured sponsor** as well as on the official web site (www.gonetomongolia.com)
- Logo placement on the team shirts + 2 complimentary shirts
- Narrative mention and logo display in opening screen and closing credits in all video segments to be published on Youtube and on our web site and Facebook fan page.

GONE TOMONGOLIA

16,000 km drive from London to Ulaanbataar to raise money for the children of Mongolia



Sponsorship packages (cont.)

SILVER - \$2000 + \$500 (tax deductible donation to Save the Children Canada)

- One (non-permanent) decal or magnetic panel approx. 18" x 24" affixed to the side of the vehicle
- A selection of at least 10 professional high resolution photos showing the vehicle, with logo visible, with or without team members, in different locations throughout the 6-8 week expedition. (Photos will be made available online during the course of the trip)
- Logo will be displayed as a sponsor on all posters and web promotions (ie: Facebook event pages) pertaining to the fundraising events leading up to the start of the expedition.
- Logo placement in the sponsor section of our Facebook fan page as well as on the official web site (www.gone-tomongolia.com)
- Logo display in closing credits in no less than 2 video segments to be published on Youtube and on our web site and Facebook fan page.

BRONZE - \$1000 + \$250 (tax deductible donation to Save the Children Canada)

- One (non-permanent) decal or magnetic panel approx. 11" x 17" affixed to the side of the vehicle
- A selection of at least 4 professional high resolution photos showing the vehicle, with logo visible, with or without team members, in different locations throughout the 6-8 week expedition. (Photos will be made available online during the course of the trip)
- Logo will be displayed as a sponsor on all posters and web promotions (ie: Facebook event pages) pertaining to the fundraising events leading up to the start of the expedition.
- Logo placement in the sponsor section of our Facebook fan page as well as on the official web site (www.gone-tomongolia.com)
- Logo display in closing credits in no less than 2 video segments to be published on Youtube and on our web site and Facebook fan page.

To become an official sponsor and join us on this wild adventure please make your check payable to:

Sean Mollitt
110 Beakie,
Ste-Anne-des-Lacs
Quebec, J0R1B0

The tax-deductible portion of your donation will be made in your name (or the name of your organization) to **Save the Children Canada**. Please include the name and address so the official receipt can be sent directly to the specified donor. Any logos (.eps, .ai or .pdf format), along with specific instruction or special requests should be emailed to info@gonetomongolia.com.

Thank you so much for your help!