



THE MONGOL RALLY

WHAT?

18 COUNTRIES
5 MOUNTAIN RANGES
3 DESERTS
2 BIKES
1 CAR

In mid-July this year, our team of 5 will be thundering 10,000 miles across the mountains and deserts of Europe and Asia, journeying from London to the finish line at Ulan Ude, Russia. With no backup and no support, it'll be a blistering trip into the unknown.

All of this with a couple of ropey dirt bikes and a dinky Toyota Yaris.



WHY ARE WE DOING THIS?

We are using the rally to help us raise money for 5 different charities: Cool Earth, Mind, Dementia UK, British Heart Foundation and Rowcroft Hospice. We've chosen these charities because we believe the work they do is incredible. We aim to raise £2,000 per charity and hope to run multiple fundraisers over the coming months – 100% of these fundraisers will go directly to the charities.

COOL EARTH

Cool Earth is a UK-based international NGO that protects endangered rainforests in order to combat global warming, protect ecosystems and to provide employment for local people. It works alongside indigenous villages to halt rainforest destruction. All Cool Earth partnerships are community owned and led.

MIND

Mind offers information and advice to people with mental health problems, and lobbies government and local authorities on their behalf. It also works to raise public awareness and understanding of issues relating to mental health.

WHY ARE WE DOING THIS?

DEMENTIA UK

Dementia UK provides support and guidance to those suffering from dementia – it helps them to live more positively and face the challenges it brings. Reuben's connection to this charity is particularly personal as Dementia UK have directly helped his grandparents who suffer from this disease.

BRITISH HEART FOUNDATION

The British Heart Foundation funds research, education, care and awareness campaigns aimed to prevent heart diseases in humans. Coronary heart disease is the UK's biggest killer and Pete's granddad was sadly lost to a heart attack.

ROWCROFT HOSPICE

Rowcroft Hospice is a wonderful Devon charity that provides care for 2,200 people each year. Jeremy's mum spent her final few weeks with Rowcroft - they're a fantastic organisation that make a massive difference to so many.



WHY DO WE NEED YOUR HELP?

Sadly, we're a tad lacking on the money front, so in order to complete this rally and raise shed loads of cash for charity, we need external support. We would greatly appreciate any help you could offer - the sponsorship money would be directly contributing to the below costs

- **CAR/BIKE MAINTENANCE AND TOOLS - £3,500**
- **FUEL AND CAMPING/SURVIVAL EQUIPMENT- £3,500**
- **VISAS, INSURANCE, ADMIN – £2,500**



THE GOOD



The most affordable and accessible - step up onto the podium and take your place amongst the few.

CAR

A4 logo or advert printed on to our car in full colour

WEB

An icon of your choosing on our Sponsors page

FILM

A special mention in the credits of our final film

£250

THE GREAT



The perfected package, just for you. This is where it gets interesting, cue the bright lights.

CAR

2x A4 logo or advert printed on to our car in full colour

WEB

An icon on our Sponsors page

A Blurb in the Sponsors section about you

A photo accompanying your blurb

FILM

A special mention in the credits of our final film

£500

THE MIGHTY

The winner's circle - leap up into the limelight, it's the bask of celebrity you bathe in.

CAR

2x A4 logo or advert printed on to our car in full colour

1x A5 logo or advert printed on to our car in full colour

BIKES

1x sticker per bike (on tank and helmets)

WEB

Big icon on our Sponsors page & photos on our social media of your company or products

A photo & Blurb in the Sponsors section about you

A review/report in a blog post about your company or business

FILM

A spoken mention in the final film

£1000



THE LEGENDARY

One for the history books and the ballads of the future - we will hurl the glory of your company across Europe, and into the far flung reaches of Eastern Asia.

CAR

Branded flags will be flown from our windows with your logo

2x A3 & 1x A4 prints in prominent locations on the car (Bonnet, boot, roof)

A logo/photo on the car's interior so it'll appear in videos that we shoot on the road

BIKES

3x stickers per bike (on tank and helmets)

WEB

A large image on our Sponsors page along with a paragraph description

A Blurb in the Sponsors section about you with accompanying photo

A review/report in a blog post about your company or business

Photos on our social media of your company or products

£2500

FILM

Piece to camera – we'll be saying lovely stuff about your products and brand

Prominent mention in the credits

PEOPLE

We'll kit ourselves out in your branded goods



GET IN TOUCH

We would be absolutely delighted to hear from you,
how you do it is up to you...

EMAIL:

easternramblers2016@gmail.com

PHONE:

07717312836

WEB:

www.easternramblers.co.uk

FACEBOOK:

facebook.com/easternramblers2016



THANKS!