



Rallye des Rhône Alpes

14-16th May 2012

Evian Les Bains, France

Sponsorship Proposal

MAIN SPONSOR

in aid of **chanah** facing the fertility challenge together

Executive Summary

THIS DOCUMENT HIGHLIGHTS THE OPPORTUNITY FOR YOUR BUSINESS TO BECOME A MAIN SPONSOR FOR THE RALLYE DES RHÔNE ALPES IN AID OF CHANA.

The proposal covers the following areas:

- An introduction to Chana's role in the Jewish community
- Further information about the Rallye des Rhône Alpes
- Rallye des Rhône Alpes sponsorship proposal

Participants of the Car Rally 2011



1. Background



MANY IN THE JEWISH COMMUNITY ARE AFFECTED, OFTEN DEALING WITH THEIR SITUATION IN SILENCE AND ALONE. CHANA IS THERE TO HELP.

We provide:

- Funding for fertility treatment
- A strictly confidential helpline
- Specialist medical support and information
- Professional male and female support workers
- Confidential one-to-one counseling
- An expert medical advisory panel
- Information events

At Chana, we face the fertility challenge together.

Chana was founded in 1994 by a group of women who were dealing with infertility in their lives. It has since developed into a highly respected, professional, non-profit-making charity, based in and serving the Jewish community. Chana has helped hundreds of couples to better understand and deal with the challenges of infertility and has supported them every step of the way.

1 in 6 couples experience infertility.
With Chana, you are not alone.

*Chana is based in London but its telephone support and information service receives calls and helps couples from across the UK, Europe, Israel, North and South America, Australia and South Africa.

2. Rallye des Rhône Alpes

Rally History

Since 2004 the Chana Car Rally has been an integral part of the Jewish Diary. Taking in the Highlands of Scotland, the mountains above Nice, the mountains near Rome, a drive down the banks of the Arno River in Florence & Tuscany and most recently Monte Carlo.

Rallye des Rhône Alpes

This year we invite you to join us on the 14th May for a very special rally based around the beautiful city of Evian-les-Bains, France. With the aim of raising money in support of Chana, a registered UK charity, the trip lasts two days and offers you the opportunity to drive some of the best roads in the Rhône Alpes mountain range. The Package includes the use of a sports car with options to upgrade to a super car. The road tour will finish in the mountains of Jura National Park.

Located throughout your stay in the Hilton Evian-les-Bains hotel on the banks of Lake Geneva in Evian, you will be able to take full advantage of the many amenities on offer both in the Hotel and the City itself. With its stunning lakeside setting, the Hilton Evian-les-Bains Hotel is nature's gateway to discovery. Take in the views, explore trails and canyons, try watersports on the lake or improve your wellbeing at the Spa.

Some of the highlights on offer during the trip are:

- An opportunity to drive through the Rhône Alpes mountain range, Mont Blanc, Lake Annecy and the Jura National Park.
- Access to the many amenities in Evian itself including the Casino d' Evian, located only a short walk away from our hotel

Proposed Itinerary

MONDAY 14TH MAY

Arrival and car delivery at Geneva Airport from 15.00pm

Registration followed by Buffet Dinner 19.30pm until 22.30pm

TUESDAY 15TH MAY 2012

07.45am Shacharit

08.30am Breakfast

09.15pm Itinerary overview and briefing

10.00am Departure

13.00pm Lunch

16.00pm Arrive at Hotel

19.00pm Wine tasting

20.00pm Gala Dinner

WEDNESDAY 16TH MAY 2012

07.45am Shacharit

08.15am Breakfast

09.15am Departure

13.00pm BBQ Lunch

15.00pm Guided Tour of the Patek Philippe Museum

16.00pm Transfer to Geneva Airport



3. Rallye des Rhône Alpes Sponsorship Opportunities

CHANA IS LOOKING FOR MAIN SPONSORS FOR THE RALLYE DES RHÔNE ALPES

Sponsors will receive:

- High profile coverage and brand awareness at the rally and in the invitation packs
- All literature / car stickers will bear your company logo
- All promotional polo shirts and caps will bear your company logo
- Your company will have full access to the participants list
- Included in the sponsorship, your company will be given four complimentary places sharing two cars*
- Media exposure in the press and PR opportunities associated with the rally

Over and above the usual benefits of sponsorship (i.e. raising brand awareness, creating preference and positive PR) supporting this event is unique in terms of its positive association, which is particularly needed in these challenging financial times.

Main Sponsorship £30,000

*excluding flights and transfers

