



**MONGOL RALLY
DRAMA OF LLAMA
MEDIA KIT**

What is the Mongol Rally?

Imagine driving 1/3 of the way around the world through the toughest terrain on earth. The [Mongol Rally](#) is an unsupported driving adventure from London, England to Ulaanbaatar, Mongolia. Our Team, [The Drama of Llama](#), will be crossing nearly 10,000 miles of unforgiving deserts, perilous mountain ranges and non-existent roads, in an ill-suited car for this type of mission.

But, this rally is not just an adventure; it is a way to help those in need while having an adventure.

This year, around 500 cars will launch from three cities in Europe, congregate in the Czech Republic, then set off on a six week rally to the heart of Mongolia where the cars will be given to benefit charity.

We, as one of the teams driving in the Mongol Rally, will also raise money to benefit two charities: The official Mongol Rally charity, [Cool Earth](#), and our chosen charity, [Set Her Free](#).

The most interesting thing about the Mongol Rally is that anything can happen in that span of 10,000 miles!



The Charities

Each Mongol Rally team will be raising a minimum of £500 (\$760) for **Cool Earth**, the official Mongol Rally charity focused on saving the Amazon, and another minimum of £500 to a charity of their choice.

Our charity of choice, **Set Her Free**, is a non-profit organization that is working to restore the lives of young girls formerly enslaved by the sex trades—the harshest form of child labor in Uganda.

Set Her Free provides not only food and shelter, but also formal education, technical training, counseling, medical care, and much more - currently to 120 young women.

The cost to benefit each girl for a year calculates to 2,272,000 UGX or \$909 (inclusive of food and education).

We are committed to raise as much money as possible for these charities, but our goal is to raise at least \$5000 to support 4 young girls for a year and save at least 20 acres of rainforest in the Amazon.

In addition, our car will be handed over to a charity upon our arrival in Mongolia.



Why sponsor us?

The **Drama of Llama** team is composed of Norbert Figueroa of [GloboTrek](#)s, Stephen Schreck of [A Backpacker's Tale](#), Leif Harum of [The Runaway Guide](#), and Alex Humphries.

The blogs are run by three **well-known internet travel personalities** and have a **combined monthly readership of over 66,000 people; 10,000 Twitter followers, and 5,600 Facebook fans**. Our websites and articles have been featured in various top ranking travel sites, magazines, and other print media.

Our rally car, a 2005 Hyundai Getz, will be used as a platform to showcase our valued sponsors. On it, we will place the logo of our sponsoring companies in order to bring exposure and display with whom we are proudly working with; all the way from London to Ulaanbaatar. Beyond the over 2,000 participants that could be directly exposed to your brand, the international exposure of the event could bring hundreds of thousand of new eyes to your product and company in a direct or indirect way. We want to plaster our car with logos! Would you help us with that?

On our blogs, your logo will be displayed on a dedicated Mongol Rally page in addition to the display on the official [Drama of Llama site](#). You'll receive a series of mentions in blog posts and social media updates before, during, and after the rally to bring awareness or your help, your product, and/or your company. The amount of exposure varies according to the sponsorship package of your choosing. (discussed below)

A few more reasons why it's good to partner with us:

- An **increased exposure for your brand to travel-minded individuals** who are engaged and can become potential customers/followers.
- A connection with **a targeted and active audience** who is looking to get informed and inspired, and then get on the road.
- A personalized and **creative approach** to promoting your product/service/company.
- A **well delivered social media promotion** through the active use of Facebook, Twitter, Instagram, and FourSquare, among others.
- **Our blogs' content ranks well in search engines**. The digital market harnesses a longevity that other traditional media platforms cannot sustain. Using researched keywords paired with professional writing, the content on both blogs will be found in search engines for years to come.
- **Experience with previous tourism boards and companies** that have had positive and satisfactory results out of the collaboration.
- Our blogs maintain a **good reputation** with its readers and partners. Readers trust the recommendations given on the site and many of them have **taken action** on recommended tours, destinations, and activities.



The Team's Needs:

The adventure of a lifetime doesn't come lightly! Our 4-member team needs a car, uniforms, equipment to deck out the car, food, supplies, visas, registration fees, insurance, and a wad of emergency cash just to get started.

Thankfully, we've worked our way to acquire the car and some registration fees, but we would appreciate, well, more than appreciate, we would love your help to get us on the road by sponsoring some of the remaining costs.

Below is a breakdown of the costs we expect to go through.

- Subscription Fee: £980 (\$1,470) We got this covered!
- Visas: \$500 each (\$2,000 total)
- Gas/Petrol for the car to run 10,000 miles: \$3000
- Accommodation: \$1,300 to \$1,800
- Return Flight from Mongolia: At least \$700 each (\$2,800 total)
- Car: We got this covered!
- Car Insurance: \$500 approximately
- Car penalty for slighter bigger engine: £100 (\$150)
- Car deposit (To be paid to charity in exchange of the car in case we don't reach Mongolia): £1,000 (\$1,500)
- Charities: Minimum of £1,000 (\$1,500)
- Food: \$1,000
- Equipment for the road (car roof rack, camping gear, etc): \$500
- Unexpected spending we are almost expecting (AKA, car breakdowns): \$500

Total: \$15,250 (that we still need)

How Can You Help and What Can We Deliver

Have a product or service that could help us do the Mongol Rally? We would love to test it out and give our honest opinion about our experience with it.

Don't have that kind of product or service? Don't worry, **we are more than happy accepting donations for our team and/or charity**; and in exchange we will provide the proper promotion according to the extent of the sponsoring collaboration.

In short, we **will work hard to maximize your benefits** as an appreciation of your sponsorship.

Take a look at the sponsorship options on the following pages.



Product Sponsorship

Due to the enormity of this charity adventure, we are looking for product donations to be used on the 8 weeks road trip that will help us reach our destination or support our travels.

Package Includes:

- Minimum of 2 blog posts including a link and image of your product in use during the rally.
- Your logo/name on our team sponsor page on www.thedramaoflama.co.uk.
- Product placement marketing during the Mongol Rally on photography and videos.
- Your logo displayed on the Mongol Rally car.
- You will get regular updates on our fundraising, planning, and rally progress so you can see how we are utilizing your sponsorship.
- 1 tweet per week and 2 Facebook updates per month tying in your product involvement during the event.

Your investment:

Donate a product on our gear list or suggest a product not currently on our list that we could utilize on the journey.

Baby Llama Package

The Baby Llama Package is for sponsors who recognizes the opportunity to market their company in a unique global event.

Package Includes:

- 3 sponsored posts with a banner or link of choice.
- Your logo/name on our homepage and sponsors page at www.thedramaoflama.co.uk.
- Product placement marketing during the Mongol Rally on photography and videos.
- Your logo displayed on the Mongol Rally car.
- You will get regular updates on our fundraising, planning, and rally progress so you can see how we are utilizing your sponsorship.
- 2 tweets per week and 1 facebook update per week tying in your involvement in the event.

Your investment:

\$1,250 plus donation of a prize(s) worth \$250 to be auctioned off for charity.

Cool Llama Package

The Cool Llama Package is open to 6 sponsors who recognize the positive impact social media promotion and such unique global event can have in their marketing.

Package Includes:

- 6 sponsored posts with a banner or link of choice.
- Your Logo/name on our dedicated Mongol Rally Page on all blogs, and on the homepage at [The Drama of Llama Team site](#).
- Product placement marketing during the Mongol Rally on photography and videos.
- Rights to use the event for product sampling.
- Your logo displaying sponsorship on 2 videos created from the Rally.
- Your logo displayed on the Mongol Rally car on hood and doors.
- Your logo displayed on team shirts.
- You will get regular updates on our fundraising, planning, and rally progress so you can see how we are utilizing your sponsorship.
- 4 tweets per week and 2 facebook updates per week tying in your brand involvement in the event.

Your investment:

\$2,500 plus donation of a prize(s) worth \$500 to be auctioned off for charity.

Crazy Llama Package

The Crazy Llama Package is a dedicated package available only to 3 sponsors who will receive our dedicated attention in their far reaching promotion.

Package Includes:

- 10 sponsored posts with a banner or link of choice.
- Your Logo/name on our dedicated Mongol Rally Page on all blogs, and on the homepage (above the fold) at [The Drama of Llama Team site](#).
- Product placement marketing during the Mongol Rally on photography and videos.
- Rights to use the event for product sampling.
- Your logo displaying sponsorship on 5 videos created from the Rally.
- Your logo displayed on the Mongol Rally car on hood and doors.
- Your logo displayed on team shirts.
- Company name or logo included in any media interviews or stories.
- You will get regular updates on our fundraising, planning, and rally progress so you can see how we are utilizing your sponsorship.
- 7 tweets per week and 2 facebook updates per week tying in your brand involvement in the event.

Your investment:

\$5,000 plus donation of a prize(s) worth \$1,000 to be auctioned off for charity.

We know you get many requests each year, but why should you make the Mongol Rally with The Drama of Llama a part of your 2013 marketing?

- It's a unique global event bringing the world of adventure travel and fundraising together in an unconventional way.
- You can create a stronger social media presence and reach new audiences through our combined expansive social media connections and influence.
- An interactive way to promote your product or service during the rally through our live blogging and social media updates.
- You will get real time social media coverage by leading travel influencers if you sign in as a sponsor. This will be a campaign with a duration of at least 7 months.
- See how many people we reach through TweetReach

Please **contact us for more information or to discuss the various packages mentioned above.**

norbert@globotreks.com

TweetReach Report for **@globotreks**

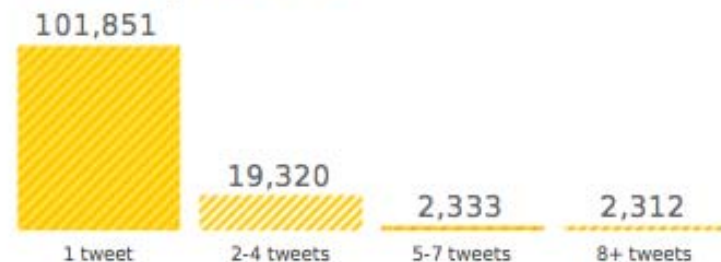
reach

125,816

accounts reached

exposure

193,977 impressions



Each bar shows how many accounts received how many tweets



HELP US REACH THE FINISH LINE!!
WE WANT TO HELP OUR CHARITIES IN AN ADVENTUROUS WAY!