


# Sponsorship Information

## Team Bear Bones

### Mongol Rally 2019

 @teambearbones

 @teambearbones

 @team\_bearbones

#### What is the Mongol Rally?

The Mongol Rally is a race in which you win just by finishing. Teams coax wholly inadequate vehicles from the UK to Ulan-Ude in Russia in order to raise money for charity. Our planned journey crosses more than 12,000 miles, 22 countries, several deserts, a multitude of mountains and three seas, continuously raising money and awareness for the Bone Cancer Research Trust.



#### Why are we doing it?

Too many people know how it feels to lose a friend or loved one to bone cancer. Unfortunately, everyone at Teddy Hall (St Edmund Hall, University of Oxford) knows that feeling all too well. Matthew Greenwood was a third year engineering student (age 21) at the Hall when he became ill. He was first diagnosed with osteonecrosis but it was later found to be a kind of bone cancer. In March of 2016 he rowed for the top boat at Teddy Hall, and later that summer he was given just 9 months to live. Clearly bone cancer can strike anyone at anytime and is difficult to diagnose.

#### What is the

#### Bone Cancer Research Trust?

The Bone Cancer Research Trust funds research targeting the development of new bone cancer treatments as well as the reduction of side effects of existing treatments.

Throughout the rally, we will fundraise for the BCRT and raise awareness of the great work that they do. We will do so through a variety of different platforms: we have set up a website and we plan to use Instagram, Facebook and Twitter accounts to get as much focus on the fundraising as possible.

#### Why sponsor us?

We offer to make your company a part of this adventure! Sponsorships will make the expedition and fundraising possible. The Rally offers a unique and daring opportunity to gain exposure and simultaneously support the Bone Cancer Research Trust. Your company name and logo could be featured on our car and your products photographed in majestic (and radically diverse) surroundings as we cross two continents, and gain social media coverage through our website, travel blog, Instagram, Twitter and Facebook. We will update all these media platforms throughout the rally with the help of social media and blog management from the UK.

# Sponsorship Packages

## Gold Package

At £3000 our most substantial sponsoring package includes:

- 15 sponsored blog posts.\*
- Several social media posts per week.\*\*
- Customize the look of our car.
- Your logo/name on our website.

## Silver Package

At £2000 our Silver Package includes:

- 5 sponsored blog posts.\*
- 3-5 social media posts per week.\*\*
- Your logo/name on our website.
- Your logo/name printed on our car.

## Bronze Package

At £1000 this package includes:

- 2 sponsored blog posts.\*
- 1-2 social media posts per week.\*\*
- Your logo/name on our website.
- Your logo/name printed on our car.

## Product Package

Sponsoring any product of value to our endeavour, such as a tent, camera equipment, MOT, visas, fuel, food etc.

- 4 social media posts during the Rally.\*\*
- Your logo/name on our website.
- Your logo/name printed on our car.

**All donated items and items bought from sponsorships will be auctioned off upon the completion of the rally, and the money donated to the Bone Cancer Research Trust.**

\* All sponsored blog posts will contain a banner and a link of your choice.

\*\* The precise nature of the social media posts can be tailored to suit your needs.

