26th of March 2018

Andrei Antonie Chiver

Participant in “[The Sun Trip 2018](https://www.youtube.com/watch?v=EHrrLx0Omrw)” adventure

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To my official sponsor,

Dear Sir or Madam,

I am writing to enquire about a sponsorship opportunity for my participation in the eco mobility event “The Sun Trip 2018”, an adventure that requires riding solar bicycles over 12 000 km, across 10 countries, from France to China!

We are unassisted during the trip, but we are required to send text, images or videos at least twice a week for our supporters to be able to follow us.

I know that your company promotes and shares some of the same values of this event, like the love for adventure, use of pioneering techniques, finding solutions to challenges, empowering the new generations for (social) entrepreneurship, etc.

This collaboration would benefit the image of the company because:

* It will be promoted on the internet and the brand will be showcased during the official departure in France and the arrival in China and during the 2 to 3 month duration of the adventure
* Provision and licence of all the images produced by the organizer are for the business’s

own use

* Your company has operations in many of the countries crossed, therefore the media materials obtained can be used for creating the same commercial in all these countries because this adventure promotes universal values like adventure, state of the art technology, cycling as a sport and means of travel, solar energy, tourism and the beauty and diversity of the countries involved and their cultures.

I have already made a pleasant surprise by participating with a unique vehicle for this edition, a very efficient means of travel - a velomobile! It is a light vechicle increasingly popular in the Netherlands (there are quite a few manufactures over there) and in the western Europe!

It will showcase the company’s logo/other info on the fairing (a couple of square meters!) and it will have a photovoltaic roof on top.

Example of a velombile displaying a brand: <http://www.recumbent-gallery.eu/wp-content/uploads/DSC_04641.jpg>

More details about the Sun Trip [here.](https://www.thesuntrip.com/)

My application: <https://www.thesuntrip.com/sun-trip-2018/participants/> and my personal page is under construction

If your organization would like to become my official sponsor and partner during this adventure, please contact me. Thank you for your time and consideration.

Best regards,

Andrei Chiver

**Annex 1**

As for the official teams in the Business registration category, the benefits also extended to:

* An official jersey including the business’s colors and/or logo
* An URL brand.thesuntrip.com and a personalized embeddable GPS map
* Showcasing the brand during the official departure in France and the arrival in China,

with an option to get a business promotional space (stand, visuals, flyers...) on the

events

* Showcasing the brand during all the adventure long in the organizer’s

communications, in particular with a mention of the team name and with

standardized communication elements including the brand logo

* Provision and licence of all the images produced by the organizer for the business’s

own use

* Possibility to use the organizer’s communication elements in the business’s own

Communication

The details of this partnership will be outlined in a partnership contract to be signed by the

organizer and the partner.