

Mitsubishi Africa Adventure Cape to Cape

05 April 2009 – 01 November 2009



The Mitsubishi - Africa Adventure Cape to Cape Expedition.

Just another trip through Africa - nothing out of the ordinary, you might say!

Wait, you will be surprised!

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Cape Agulhas, southernmost tip of Africa

North Cape, northernmost tip of Europe

- 14 fearless women
- 2 continents
- 27 countries
- 40 000 km
- 7 months
- non-profit initiative
- promote tourism in Africa
- encourage responsible tourism development
- benefit all people

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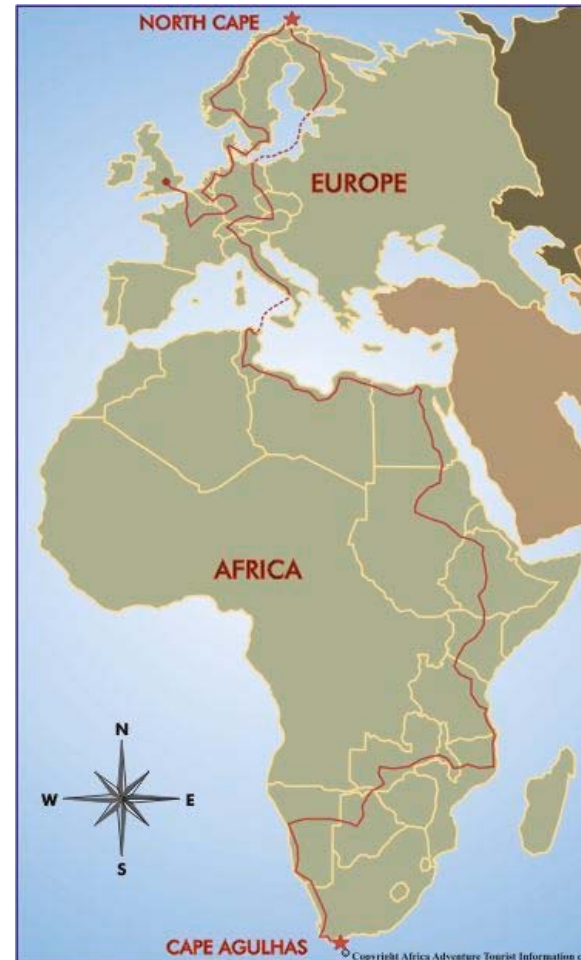
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AFRICA

- 13 countries
- 22 000 km
- 118 days

EUROPE

- 14 countries
- 23 cities
- 30 road shows
- 18 000 km
- 94 days



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OBJECTIVES

AFRICA

- Collect firsthand travel information
- Make information available:
 - Online
 - Publications
 - TV documentaries
- Identify tourism education needs

EUROPE

- Visit major cities in Europe
- Promote Africa's safe and alluring destinations
- By means of:
 - Road shows
 - TV broadcasts
 - Publications
- Raise funds for tourism education in Africa

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AFRICAN COUNTRIES* (April - July 2009)

South Africa, Namibia , Botswana, Zambia,

Malawi, Mozambique, Tanzania, Kenya,

Ethiopia, Sudan, Egypt, Libya, Tunisia

*Above is a proposed list of countries which may be amended depending political circumstances at time of travel!

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EUROPEAN COUNTRIES (July - October 2009)

Italy, Switzerland, Germany, Austria, Czech Republic,

Finland, Norway, Sweden, Denmark, Netherlands,

Belgium, Luxembourg, France, United Kingdom

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EUROPEAN CITIES – ROADSHOWS

Rome, Milan, Bern, Zurich, Munich, Vienna, Prague,
Leipzig, Berlin, Lübeck, Helsinki, Trondheim, Oslo,
Stockholm, Copenhagen, Hamburg, Amsterdam, Brussels,
Luxembourg, Cologne, Frankfurt, Metz, Paris, Edinburgh,
Birmingham, London

*Above is a proposed list of cities which may change without further notice! * Oct 2008

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ENDORSEMENTS

- **Marthinus van Schalkwyk**, Minister Environmental Affairs and Tourism, South Africa
- **Michael Tatalies**, CEO SATSA
- **M.M. Marasso**, Ambassador of the Federal Democratic Republic of Ethiopia
- **Hon.F.D.C. Nehma**, Minister of Environment and Tourism, Zimbabwe
- **Fernando Sumbana Junior**, The Ministry of Tourism, Mozambique
- **Hon. Michael L. Kaingu**, Minister of Tourism, Environment and Natural Resources, Zambia
- **A.C Macha**, Tanzania Tourism Board
- **Myra Sekgororoane**, Chief Executive, Botswana Tourism Board



MINISTRY: ENVIRONMENTAL AFFAIRS AND TOURISM
REPUBLIC OF SOUTH AFRICA

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Ref: MC15950

Ms E Fehler
113 Robberg Road
PO Box 2455
PLETTENBERG BAY
6600

Fax: (044) 533 5212

Dear Ms Fehler

ENDORSEMENT OF THE AFRICA ADVENTURE CAPE TO CAPE EXPEDITION

Your letter dated 23 August 2007 has reference.

The Department of Environmental Affairs and Tourism would like to congratulate you and your organisation on the initiative you have undertaken to promote Southern and East Africa through the Africa Adventure Cape to Cape Expedition. This initiative will go a long way in showcasing what we have as a continent and what South Africa can offer as a country. It will also make Africans aware of the attractions within their continent and therefore encourage them to travel within their own Continent.

My department firmly believes that this is a worthwhile initiative in promoting tourism which will ultimately result in greater tourism spend, trade and investment and more jobs for poor people in Africa and therefore unreservedly endorses this expedition.

Kind regards

MARTHINUS VAN SCHALKWYK, MP
MINISTER OF ENVIRONMENTAL AFFAIRS AND TOURISM

16 OCT 2007

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BENEFITS

FOR AFRICA

- Increase tourism arrivals
- Increase foreign exchange
- Better the lives of all
- Responsible tourism development
- Awareness that tourism is everyone's business
- Long-term political stability

FOR SPONSORS

- High media exposure through internet, TV / radio and printed publications
- More inquiries, bookings and sales
- Branding
- Sustainable business development

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GET INVOLVED - You are in good company!

- 3 sponsorship packages starting from R 5000
- Sponsorship in currency or needed services / products
- Non-profit initiative
- All proceeds are donated to children's educational programs throughout African countries visited



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Corporate Sponsor

- Value of **R 300 000 (approx. US\$ 42 000) or above**
- Investment in form of **currency** and / or **needed equipment and services**
- **Prominently feature** on our **websites** and in the next two editions of the **printed Africa Adventure Travel Directory** (published annually) and **other publications** relating to the expedition published by Africa Adventure
- **Signage on the cars** undertaking the journey in proportion to your investment
- **Website**
 - banner on sponsor page 380x140 pixels
 - button on all other pages 160x160 pixels
- **Printed Africa Adventure Travel Directory**
 - 1/2 page advertisement 87x98 mm
 - logo and contact on sponsor page 42x37 mm
- **Other printed publications by Africa Adventure**
 - logo and contact on sponsor page 42x37 mm

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Professional Sponsor

- Value of **R 100 000 (approx. US\$ 14 000) or above**
- Investment in form of **currency** and / or **needed equipment and services**
- **Feature** on our **websites** and in the next two editions of the **printed Africa Adventure Travel Directory** (published annually) and **other publications** relating to the expedition published by Africa Adventure
- **Signage on the cars** might be possible (in consultation with Mitsubishi)
- **Website**
 - banner on sponsor page 380x50 pixels
 - button on all other pages 160x80 pixels
- **Printed Africa Adventure Travel Directory**
 - 1/4 page advertisement 87x49 mm
 - logo and contact on sponsor page 42x37 mm
- **Other printed publications by Africa Adventure**
 - logo and contact on sponsor page 42x37 mm

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Standard Sponsor

- Value of **R 5 000 (approx. US\$ 700) or above**
- Investment in form of **currency** and / or **needed equipment and services**
- Feature on our **websites** and in the next two editions of the **printed Africa Adventure Travel Directory** (published annually) and **other publications** relating to the expedition published by Africa Adventure
- **Signage on the cars** not possible
- **Website**

Name Link on sponsor page	yes
Banner on one country page	380x50 pixels
- **Printed Africa Adventure Travel Directory**

logo and contact on sponsor page	42x20 mm
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- **Other printed publications by Africa Adventure**

logo and contact on sponsor page	42x20mm
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Thank you for your interest

The Mitsubishi Africa Adventure Cape to Cape Expedition

brought to you by Africa Adventure Cape to Cape Foundation

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