

# MITSUBISHI AFRICA ADVENTURE CAPE TO CAPE EXPEDITION

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## Sponsorship Agreement

I/We agree to sponsor the **Mitsubishi Africa Adventure Cape to Cape Expedition** by providing the following:

.....  
.....  
.....  
.....

Above sponsorship is valued at approx. .... R (SAR) and classifies as:

**Corporate Sponsor** (R 300.000 and above)

**Professional Sponsor** (R 100.000 and above)

**Standard Sponsor** (R 5.000 and above)

Africa Adventure undertakes to provide marketing exposure as detailed in below:

**Corporate Sponsor Package**

**Professional Sponsor Package**

**Standard Sponsor Package**

This is a valid sponsorship agreement entered into between Africa Adventure and

.....  
.....

.....  
Sponsor (Signature)

.....  
Date

.....  
Africa Adventure (Signature)

.....  
Date

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**The Mitsubishi Africa Adventure Cape to Cape Expedition 2009**

Brought to you by Africa Adventure Tourist Information cc

PO.Box 2455 \* Plettenberg Bay \* 6600 \* South Africa

Phone 044 533 52 11 Fax 044 533 52 12

info@africa-adventure.travel www.africa-adventure.travel

# MITSUBISHI AFRICA ADVENTURE CAPE TO CAPE EXPEDITION

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## Corporate Sponsor

As a **corporate sponsor** your investment in the Mitsubishi Africa Adventure Cape To Cape Expedition needs to be to a value of **R 300 000 (approx. US\$ 42 000) or above**. This investment can be **in form of currency and / or needed equipment and services**.

As a corporate sponsor you will not only **prominently** feature on our websites but also in the next two editions of the printed Africa Adventure Travel Directory (published annually) and any other publication relating to the expedition published by Africa Adventure.

In addition **you will receive 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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### **Car signage**

logo / website on cars proportionate to investment

## Professional Sponsor

As a **professional sponsor** your investment in the Mitsubishi Africa Adventure Cape To Cape Expedition needs to be to a value of **R 100 000 (approx. US\$ 14 000) or above**. This investment can be **in form of currency and / or needed equipment and services**.

As a professional sponsor you will not only feature on our websites but also in the next two editions of the printed Africa Adventure Travel Directory (published annually) and any other publication relating to the expedition published by Africa Adventure.

In addition you **could receive signage on the cars** (depending on the amount of corporate sponsors) undertaking the journey in proportion to your investment.

### **Website**

banner on sponsor page	380x50 pixels
button on all country pages	160x80 pixels

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## **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

## **Car signage**

In case of space availability and proportionate to investment.

## **Standard Sponsor**

As a **standard sponsor** your investment in the Mitsubishi Africa Adventure Cape To Cape Expedition needs to be to a value of **R 5 000 (approx. US\$ 700) or above**. This investment can be **in form of currency and / or needed equipment and services**.

As a standard sponsor you will feature on our websites under the appropriate country. You will also receive a name listing on the sponsor pages in the next two editions of the printed Africa Adventure Travel Directory (published annually) and any other publication relating to the expedition published by Africa Adventure.

The standard sponsor package is ideal for service providers within the tourism industry such as accommodation establishments, activities, tour operators and other suppliers to unleash the exceptional marketing opportunities of this incredible expedition.

## **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

## **Other printed publications by Africa Adventure**

Logo and contact on sponsor page 42x20 mm

## **Car signage**

Car signage is not available to standard sponsors

**Please note that all sponsors can supply promotional materials and brochures for distribution on our road shows in Europe provided that these brochures / materials are shipped to Europe at the expense of the sponsor.**

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