

I hope this letter finds you well.

I am writing about my “My Drive Around the Globe,” a project for Spinal Cord Research. This initiative raises awareness and funds for spinal cord research worldwide.

Your Company has the potential to make a significant impact by sponsoring “My Drive Around the Globe” for Spinal Cord Research.

This adventure involves embarking on an epic journey over nine months, where I'll traverse 126 cities across 33 countries and two continents. It has taken me four years to plan this adventure, and I am a Spinal Cord Injury Warrior.

Through this expedition, I aim to shed light on the challenges faced by those living with spinal cord injuries and the urgent need for advancements in research and treatment.

My drive is not just a journey; it's a mission to make a difference in the lives of millions affected by spinal cord injuries.

By sponsoring this initiative, your Company can advance research efforts, improve treatment options, and, ultimately, enhance the quality of life for individuals with spinal cord injuries.

Here's why sponsoring “My Drive Around The Globe” for Spinal Cord Research is a compelling opportunity for your Company:

Brand Visibility and Exposure: As a sponsor, your Company will receive prominent visibility throughout our journey, including logo placement on our vehicles, an acknowledgement in press releases, social media shoutouts, and more. This exposure offers a unique opportunity to reach a diverse audience on a global scale.

Community Engagement and Impact: By sponsoring my drive, your Company demonstrates its dedication to making a tangible difference in the lives of individuals affected by spinal cord injuries. Your support will contribute to ongoing research and inspire worldwide hope and solidarity within the spinal cord injury community.

Networking and Collaboration: As a sponsor, your Company will have the opportunity to connect with other like-minded organisations, researchers, and advocates in spinal cord research. This networking can foster meaningful collaborations and partnerships that extend beyond the duration of my drive.

Corporate Citizenship and Recognition: Sponsoring My Drive Around The Globe for Spinal Cord

Research showcases your Company's commitment to corporate citizenship and social impact. Stakeholders, customers, and employees will recognise and celebrate your support, further enhancing your brand reputation.

High Reach Potential: With an estimated 13,000,000+ impressions from just the Vehicle and Trailer Wraps, the project can reach a large audience, maximising exposure for the sponsoring company's brand or message.

High Visibility: With 96% of people noticing vehicle wraps when travelling, sponsoring your project offers high visibility for the sponsoring company's brand or message.

Positive Brand Impression: According to the data, 98% of people feel positively about brands advertised through vehicle ads. Sponsoring this project allows the sponsoring company to capitalise on this positive association and enhance its brand image.

Influence on Purchasing Decisions: A significant percentage (75%) of viewers decide about a business based on vehicle wraps. By sponsoring this project, the sponsoring company can influence consumer purchasing decisions and drive potential customers towards their products or services.

Direct Impact on Buying Decisions: Nearly a third (29%) of people who see a vehicle wrap decide based on that alone. Sponsoring this project provides the sponsoring company with a direct avenue to influence consumer behaviour and generate sales leads.

Cost-Effective Marketing: Vehicle wraps offer a cost-effective marketing solution compared to traditional advertising channels. Sponsoring your project allows the sponsoring company to achieve widespread brand exposure at a fraction of the cost of other advertising methods.

Targeted Audience Reach: Vehicle wraps allow for targeted audience reach, as the project involves travelling to specific locations. The sponsoring company can ensure its message reaches relevant demographics and geographic areas.

Long-Term Brand Exposure: Unlike some forms of advertising with limited exposure, vehicle wraps provide continuous, long-term brand exposure as the vehicle travels to different locations. Sponsoring this project offers the sponsoring company ongoing visibility over an extended period.

Mobile Advertising: Vehicle wraps effectively turn the sponsored vehicle into a mobile billboard, reaching potential customers wherever it goes. This mobile advertising strategy maximises the reach and impact of the sponsoring company's marketing efforts.

Cost-Effective Marketing: At a rate of less than 0.01 P per impression, sponsoring this project

offers a cost-effective way for companies to market their products or services compared to traditional advertising channels.

Positive Brand Association: Sponsoring a project focused on a noble cause, such as spinal cord research, can enhance the sponsoring company's reputation and foster positive brand association among consumers.

Demonstration of Corporate Social Responsibility: Supporting this project demonstrates the sponsoring company's commitment to corporate social responsibility and community engagement, which can resonate positively with customers and stakeholders.

Long-Term Impact: Contributions towards projects like this can have a lasting impact, contributing to advancements in spinal cord research and ultimately improving the lives of individuals affected by spinal cord injuries.

Networking and Partnerships: Sponsoring this project provides opportunities for networking and forming partnerships with other stakeholders in spinal cord research, potentially leading to collaborations and business opportunities.

Media Coverage and Publicity: Sponsoring this project will attract media attention, resulting in additional publicity for the sponsoring company through press releases, news articles, and social media mentions.

Tax Benefits: Depending on the jurisdiction, sponsoring charitable projects like this may offer tax benefits or deductions for the sponsoring company, providing additional incentives for support.

Community Engagement: Sponsoring your project demonstrates the sponsoring company's commitment to community engagement and support for noble causes like spinal cord research. This positive engagement can foster goodwill among consumers and strengthen brand loyalty.

Differentiation and Stand Out: In a competitive marketplace, vehicle wraps provide a unique opportunity for the sponsoring company to differentiate itself and stand out. Sponsoring your project allows the company to make a memorable impression on potential customers.

These reasons highlight the compelling benefits of sponsoring this project, leveraging the effectiveness of vehicle wraps to enhance brand visibility, influence consumer behaviour, and support a worthy cause like spinal cord research.

Recent research conducted by Goo Technologies and RYP & Becker Group has revealed compelling statistics regarding the effectiveness of vehicle advertising. According to Goo Technologies, 91% of vehicle users notice advertising on trucks, with 35% studying these

advertisements closely. Furthermore, 96% of people acknowledge noticing vehicle wraps while travelling, and 98% report having a positive brand impression through vehicle ads. Additionally, 75% of viewers have made decisions about a business because of vehicle wraps, and 29% of people who see a vehicle wrap make a buying decision based on that alone. Similarly, research from RYP & Becker Group found that 97% of audiences recall ads on vehicles, with 75% developing an impression about the advertised brand and its offering.

These statistics underscore the immense potential of vehicle advertising to reach and engage a broad audience effectively. With vehicles generating impressions ranging from 30,000 to 70,000 per day, the cost per impression is meagre, at just £0.01 per impression, making it an incredibly cost-effective advertising solution compared to other platforms such as Google, Facebook, and television.

Considering the impressive reach and impact of vehicle advertising, a partnership with [Your Organization's Name] offers significant value for your brand. By sponsoring the vehicles, you can benefit from extensive exposure to your target audience, fostering brand recognition and positive impressions and driving consumer action.

We offer various sponsorship packages tailored to suit your specific needs and budget, ensuring maximum visibility and impact for your brand. Whether you want to increase brand awareness, promote a particular product or service, or drive sales, we can customise a sponsorship solution that aligns with your marketing objectives and delivers tangible results.

Package 1: One Sponsor, Total Cost £150,000 Single Brand full exposure and giving the Sponsor complete control of the Vehicle Wrap Design*

Package 2: Vehicle and Trailer Sponsor, Cost £75,000 Input and assistance in Vehicle Wrap Design.

Package 3: Design and Build Sponsor, Cost £35,000 Logo on Van and Trailer,

Package 4: Travel and Trip Sponsor, Cost £25,000 Logo on Van and Trailer.

Package 5: Equipment and Accessories Sponsor, Cost £15,000, Logo on trailer.

All packages include sponsor logos on my jackets and shirts, promotional materials, and designed items for sale to raise even more funds.

** The single Sponsor package will include my Wheelchair Supplier's logo in the design and the Vehicle and Trailer Names: Globetrotter One on the Driver's Door and Globetrotter Pup on the*

trailer's Roof Edge.

I would like to discuss the details of our sponsorship opportunities and explore how we can collaborate to achieve mutual success. Please contact me at +44 07940 377917 or mydrivearoundtheglobe@gmail.com to schedule a meeting or discuss any questions.

I invite you to join me on this incredible journey as we drive towards a future free from the limitations of spinal cord injuries. Together, we can make a real difference and inspire hope for future generations.

Thank you for considering this partnership opportunity. I look forward to working together and creating a mutually beneficial relationship.

Regards

David Finch