

## Sponsoring.

Team Haarsteeg-Dakar has various ways of sponsoring. The types of sponsoring we know are:

- **Main sponsor (exclusive offer by means of agreement)**
- **Sub sponsor (exclusive offer by means of agreement)**
- **“Also made possible by ...” (disposing of goods and/or means)**
- **Logo sponsor (only logo on website and/or outfit)**
- **Donor**

### Obligations and privileges.

What can Team Haarsteeg-Dakar offer you as sponsor? Team Haarsteeg-Dakar has these obligations to the sponsors: Team Haarsteeg-Dakar will on behalf of the sponsor:

- Take care of maintaining the exclusiveness (applies only to main sponsor)
- Take care of the necessary publicity in the press, regional and country wide
- Take care of the agreed use of name and logo on outfit, cars, website(s) etc..
- Take care of the continued use of clothing with the proper logo's during competition and events by the 4 main team members
- Take care of maintenance, preservation and when needed replacing of the bearers.

What are the privileges of the different sponsors?

The **main sponsor** is entitled to:

- The exclusive right to bear a big advertising on one or two vehicles and the outfit of the team members
- The vehicle will be painted in the company colors
- Mentioning on the website with logo and hyperlink to company website
- Free access to all Team Haarsteeg-Dakar events concerning participation of the Dakar rally
- The use of the Team Haarsteeg-Dakar logo on stationary and website during September 1<sup>st</sup> 2007 till March 1<sup>st</sup> 2008
- Team Haarsteeg-Dakar will use the logo of the main sponsor on all communications
- Paper model of the Dakar car
- Cap with logo team and (main) sponsor
- Free email service
- And everything else as agreed upon in the sponsor contract

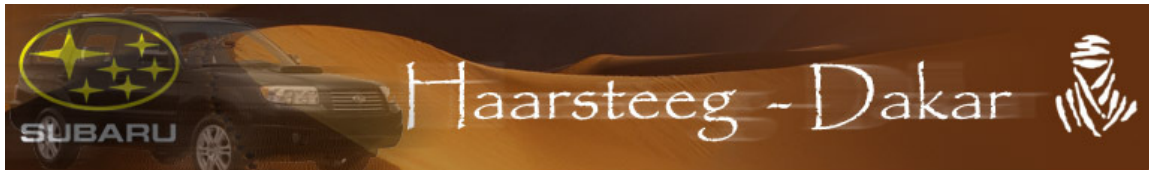
The **sub sponsor** is entitled to:

- The right to bear a big advertising on one or two vehicles and the outfit of the team members
- Mentioning on the website with logo and hyperlink to company website
- Free access to all Team Haarsteeg-Dakar events concerning participation of the Dakar rally
- Paper model of the Dakar car
- Cap with logo team and (main) sponsor
- Free email service
- And everything else as agreed upon in the sponsor contract

**“Also made possible by ...”**

- Paper model of the Dakar car
- Cap with logo team and (main) sponsor
- Free email service
- A possible logo with hyperlink, depending on goods and/or means disposed

*This adventure is a tribute to Ad Hamers.*



The **logo sponsor** is entitled to:

- The right to bear a logo on the website and or outfit of the team members (depending on the sponsored amount)
- Mentioning on the website with logo and hyperlink to company website
- Free access to all Team Haarsteeg-Dakar events concerning participation of the Dakar rally
- Paper model of the Dakar car
- Cap with logo team and (main) sponsor
- Free email service

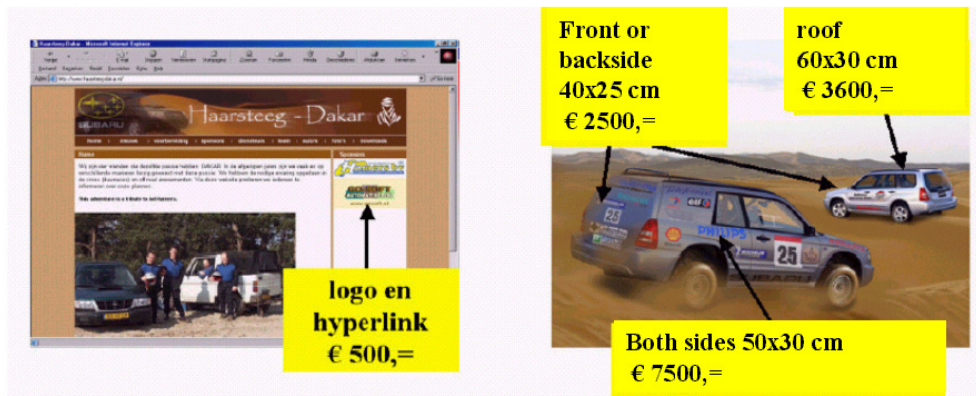
The **donor**, minimum € 25,= is entitled to:

- Paper model of the Dakar car
- Cap with logo team and (main) sponsor
- Free email service

Mentioning on he website (≥ € 50,=)

### Indication of the costs of the various ways of sponsoring.

- Logo on the outfit of the team members, 10x5 cm (landscape) and in color; € 500,=
- The cost for the car is on average € 2,50 per cm<sup>2</sup>, see examples.



### Common remarks:

The sponsors shall pay the agreed amount within the time period agreed upon. For every sponsor the entire team will be available, after consulting the team, for events or activities organized by you or your organization.

### To conclude

We hope that you are convinced of the exposure sponsoring Team Haarsteeg-Dakar can off you. If this is the case we ask you to contact one of these persons:

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 Haarsteegsestraat 52  
 5254 JS Haarsteeg  
 Phone +31 (0) 73 5130139 or +31 (0) 6 22416472  
[kees@haarsteeg-dakar.nl](mailto:kees@haarsteeg-dakar.nl)

When you decide not to use this offer we would like to thank you for the time you have invested in reading this sponsor plan. We would appreciate it very much if you could let us know why did not choose for our team, so that we can take your remarks/recommendations into account for future use.

With kind regards,  
 Team Haarsteeg-Dakar

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