

# Bus number

# 7

charter to Africa

## "Bus Number 7" Sponsorship Brochure

### What is "Bus Number 7"?

The "Bus Number 7" project is an adventure like no other. Starting January 2008, a team of seven international adventurers and two drivers will pilot a specially designed articulated bus on a 20,000 km journey from Budapest, Hungary, right across Western Europe and North Africa to Bamako, Mali and back.

Along the way the team will have to tackle every obstacle imaginable from sand storms, impenetrable Saharan sand-dunes to the daunting African border control, all with only their wits and a good slice of luck to rely on. The journey will also break boundaries never before crossed through the Sahara for the first time for a vehicle of its kind.

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The team will be the star attraction of the annual Budapest-Bamako Rally on its outward journey, an event which brings hundreds of amateur racers from around the world for the two-week voyage to Bamako. The event will bring millions of spectators from all over Europe to the "Bus Number 7" project as it becomes the central social and entertainment hub of the rally, uniting participants and followers together under its roof with mobile internet and sound system equipment to keep people engaged after a hard days work.

The bus will stand out as a huge symbol of ingenuity, an ambassador of joy as it tours from location to location promoting, publicising and even giving back to the local communities it touches. The mission of "Bus Number 7" is to use this incredible journey as not-for-profit event helping the children of Western Africa. The team see the positive power and popularity of sport as a suitable partnering spirit for the project to brighten the lives of these children, and aim to deliver sports equipment to schools and villages in collaboration with community leaders.

**More than just a journey, the "Bus Number 7" project aims to become an institution in itself, with the voyage to Africa just the beginning of things to come.**

### The Challenge

The road to Bamako is not just long but very diverse as well. After the flag off in Budapest, the team will cross Austria, Italy, and France before reaching the city of Almería in southern Spain where they embark a ferry and cross the Mediterranean Sea to Morocco.

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In Morocco they face the first stone desert stages before reaching Western Sahara. Mauritania welcomes the "Bus Number 7" with real desert and sand dunes before the team turns inland for the final 1000 kilometres of dusty, dry desert to Bamako. The finish is in the capital of the largest country in Western Africa, Mali.

Once in Africa, the team will stop every day to visit villages and schools and deliver sports equipment for the children.

### Homeward-bound

The return journey is still being planned and is open to discussion with prospective partners or sponsors to see how this can best be used to achieve their and our objectives. The time frame for this journey is much more open and we envisage making stops for both charity and corporate events.



### The Organisers

The organisers of the "Bus Number 7" project are a group of experienced travellers who have participated in numerous similar projects in previous years. All of the team are veterans of the two previous Budapest-Bamako rallies and so are familiar with the route and the countries they will be travelling through. Team members have also been involved in setting up the annual Autorickshaw Challenge ([www.indianarc.com](http://www.indianarc.com)) which sees hundreds of participants from around the world travel across India in autorickshaws. Through these and many other projects the team are well equipped to tackle all aspects of the project, including the marketing and promotional side of the event for sponsors.

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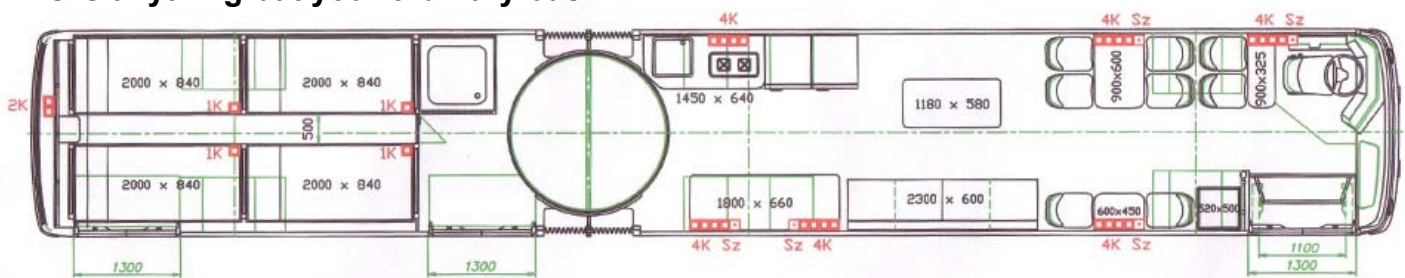
### The "Bus Number 7" – An Institution on Wheels

The "Bus Number 7" is more than just another vehicle. The organisers are planning this project with the aim of creating a moving, living institution. The "Bus Number 7" aims to become a **social and entertainment hub**, interacting with the communities it visits on its journeys. Indeed the mammoth trek to Africa is hoped to be just the start of many adventures which will see the "Bus Number 7" go and wide. For this reason, the bus itself has been modified extensively before launch, to make it not only capable of travelling such distances, but also to help it meet its destiny as **the centre of attention** wherever it finds itself.

The Bus used for the challenge is a 1986 Hungarian Ikarus 280 articulated bus and stands at a huge 16.5 metre long, weighing a colossal 12.5 tonnes. The team are fitting four bunk beds, a kitchenette with lounge and a shower on board to make the bus completely self-contained for the crew on-board. Then there is the full feature sound-system with loudspeakers built into an open-air rooftop balcony, for evening events and impromptu discos for everyone around. The bus is equipped with a high performance power generator supplying enough power any time, anywhere.

There will also be a wireless internet network built into the bus, to facilitate communications with the outside world and bringing fellow teams on the rally along the route to the bus as a source of information and to share pictures and media.

This is anything but your ordinary bus.



### Charity Vision

The organisers of "Bus Number 7" are veterans of the previous Budapest-Bamako rallies, and have witnessed the poor living conditions of West-African people first hand. "Bus Number 7" feel that even what might be deemed relatively small donations such as sports equipment can make a huge difference far beyond their basic value.

In every young person's life, sport is an area of unadulterated enjoyment and satisfaction, and while this may not be a radical solution to the region's problems, the "Bus Number 7" team see this charity objective as an achievable and significant means to improving the quality of life for the children of West Africa.

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„For us, it's incomprehensible how much a simple ball can mean to a child in Africa. This year one night some local kids came up to us in Bamako and explained that they were collecting donations for their football team. We gave them some money and promised them if they came over to our hotel next morning, we gave them a ball. Next morning at 8 o'clock about 20 kids were waiting for us patiently. We gave them our ball... I've never seen so happy faces." - recollects AttilaBerényi



"Bus Number 7" has already established links with schools along their outward journey to which they will deliver equipment, such as the elementary school of Kalabankoro in the suburbs of Bamako. The organizers have already helped this school with their donations during their previous visit. The return journey back to Budapest is also being planned with the aim of much longer visits to communities and villages to deliver equipments. The organisers would be happy to hear from interested partners or sponsors who wish to contribute any supplies or equipment of their own towards the charity objective and we our schedule is flexible for any ideas you may have.

### **Sponsorship Opportunities – The End of Blanket Marketing**

The "Bus Number 7" project will be the star of this coming Budapest-Bamako rally and its role as the social and entertainment hub along the way will generate huge exposure for our partners. The Bus will be a massive spectacle, with parties several nights utilising its on board DJ booth and sound system, and its wireless internet access bringing the watching news media and participant teams together to share information and communicate to their followers around the world.

It is not just a one-way trip either, as the return journey will involve an even longer tour with an open schedule to spend more time visiting villages as part of our charity goals, and doing promotional trips in selected locations across Europe. This time is ideal for our partners and sponsors to utilise all the positive publicity the "Bus Number 7" has generated the previous weeks to promote their message.

**BUDAPEST**  
**HŐSÖK TERE**

7

**BAMA KO**  
**QUARTIER**  
**DU FLEUVE**

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### Media attention and awareness

The "Bus Number 7" project will benefit from and further surpass the media attention in Europe that the Budapest-Bamako rally receives, due to our greater visibility and centrality to the whole rally. Participants' profile: 18-40 years old, middle-higher income, like sport events, fans of cars and motors, interested in novelties, like to try new things, opinion leaders, like adventures, take risks.

Last year the rally generated over 650 press articles, 450 minutes of radio broadcast and 42 TV reports spread across 95 countries. This year these figures are expected to more than double, and the "Bus Number 7" aims to tap into this strong base and develop it to its own end.

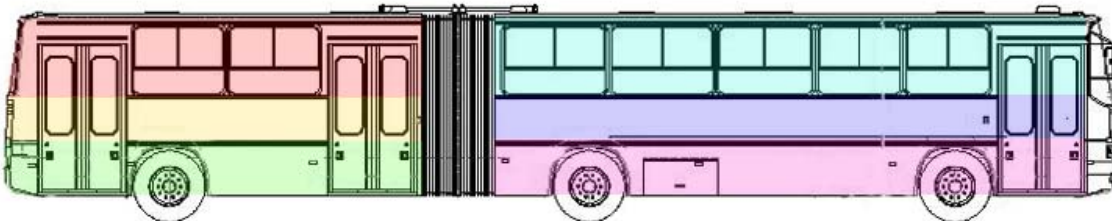
Our team also have a **tailored media strategy using the latest in new media sources**, with daily blogging from the Bus via our website and through numerous social networking websites to target younger European markets. We already have a considerable following with fan clubs starting up in Hungary, Austria and the UK, and over 85% of our website's visitors bookmark our page.

Further, every stop on the tour will be an opportunity **to market, to publicise and to entertain**, associating our partners with the kind of positive, dynamic message a spectacle like this offer.

It's not hard to imagine the **one-of-a-kind promotional opportunity** that "Bus Number 7" gives sponsors to reach a wide variety of individuals all over the world.

## "Bus number 7" sponsorship offers

Buy any spaces from S1 to S6 and get the same space on the other side of the bus FREE!



S4 (5900x980mm) - € 6.400.-  
S5 (5950x575mm) - € 4.400.-  
S6 (4760x770mm) - € 3.600.-

S1 (3990x980mm) - € 10.000.-  
S2 (3990x575mm) - € 6.800.-  
S3 (3240x770mm) - € 5.600.-

F1 (2500x300mm) - € 4.000.-  
F2 (2500x460mm) - € 4.400.-  
F3 (2500x350mm) - € 2.000.-



R1 (2150x1000mm) - € 4.400.-  
R2 (2240x920mm) - € 4.000.-  
R3 (2400x380mm) - € 1.200.-

Buy more space for significant discounts!

Contact: Attila Berényi +3670 313 9087  
attila@busnumber7.com

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**Take advantage of this unique opportunity with our sponsorship options on the previous page.**

**Sponsorship offer for the partners of "Bus Number 7":**

- Roughly 80 square meters of premium advertisement space is available on the bus itself
- Advertisements on the pilot car (mini van) accompanying the bus.
- Product placement and product showcase during the trip.
- Continuous updates during the rally (live blogging) that can be followed on the official website and [blog.hu](http://blog.hu).
- Advertising space (or tailor made design) on the official blog site
- Official sponsor of an evening party.
- Logo/ad space on the official dress that will be worn by all participants on every official event.
- Appearance at **"Bus Number 7"** press conferences and photo shootings.
- Appearance in the road movie that will be shot during the rally and will be sent to any desired partners (and all the participants of the rally).

**For Exclusive sponsorship we offer the following (in addition to the above):**

- Title sponsorship ("Brand" **Bus number 7**)
- Two seats in the bus available (can send company employees or winners of a sweepstakes)
- We "skin" our website according to the company's corporate colours or run it on your website (busnumber7.yourbrand.com)
- We offer the bus to our partner's disposal for a week before the rally (possibility of organizing a road show, display it, etc.)

**Planning a promotion?**

**Use "Bus Number 7", the unbeatable entertainment and party centre!** After the bus returns from Africa we are glad to offer this extraordinary vehicle to your disposal – road shows, exhibitions, prize for sweepstakes... there possibilities are endless!

**We would like to stress that any sponsorship package is open to individual requests from prospective sponsors and we welcome any ideas you would like us to incorporate into the project. Our schedule is flexible for our partner's suggestions.**

**Find out more about how the "Bus Number 7" project can help you reach your goals at:**  
[www.busnumber7.com](http://www.busnumber7.com)

