



Sri Lanka 2015

September 21st - 27th

The Pimp My Tuk Tuk Challenge 2015 – Sri Lanka

Following on from the overwhelming success of The Pimp My Tuk Tuk 2013 Challenge - India, in September 2015 a group of 40 intrepid travellers will embark on the Pimp My Tuk Tuk 2015 Challenge – Sri Lanka. This is a gruelling drive around Sri Lanka in colourful custom designed Tuk Tuks (known locally as auto rickshaws) – nearly 1200km through the beautiful Sri Lankan countryside from Jaffna to Colombo, 7 days and 20 fabulous Tuk Tuks – its Colombo or bust!



The key objective of the Pimp My Tuk Tuk (PMTT) team is to raise funds for our chosen charitable partner. We are working with a local foundation in our destination country – so for Sri Lanka we have elected to partner with the Foundation of Goodness, a very worthy cause that we are all passionate about.

Supported Charity

Foundation of Goodness, Sri Lanka¹ - www.unconditionalcompassion.org



In addition we will be collecting donations of clothing, school and sports equipment to distribute locally at schools along the way – we will bring in up to 6 large boxes of excess baggage made up of staff donations from various multi-national companies.

As well as being an adventurous way for participants to experience some of the wonders of Sri Lanka, its people and to put lots of smiles on faces along the way, this is a fantastic chance for us all to give something back to the less fortunate in Sri Lanka and Singapore.

The PMTT team is now working hard to encourage donations from all directions. Corporate sponsors are especially welcome, and we are pleased to be receiving offers of donations and sponsorship. Previously for example, Subway Asia participated as a key sponsor, and the company was able to benefit from the exposure that PMTT generated – via international, regional and local press coverage delivered through television, online digital and print channels.

Please help the Pimp My Tuk Tuk team to maximise the funds we raise – in 2013 we raised in the region of SGD 75,000 and we are aiming to comfortably exceed this total in 2015. The designs of the Tuk Tuks are yet to be finalised, but there are opportunities to sponsor PMTT 2015 through a variety of strategies – for example through full branding of Tuk Tuks or advertising spaces, tour gear that will be worn / used on the journey and overall media exposure – we are totally open to discussing any other sponsorship ideas. There is also the aspect of “internal” marketing to consider – many of the PMTT team are senior executives at global multi-national companies and financial institutions.

Corporate Sponsorship & Advertising

With regards to advertising our target for 2015 is to promote corporate fund raising via sponsorship of an entire Tuk Tuk (or Tuk Tuks) with fully customised designs and branding.

In the case of corporate sponsorship donations to the Foundation of Goodness, by way of their holistic rural community model, sponsors are able to nominate a specific area where their donation will be put to work (such as Children, Youth Empowerment, Women’s Enterprise, Medicare, Sports etc.) in accordance with any specific corporate philosophy or mandate. In addition an exact initiative may be agreed (such as Preschool Education, English language training or Computer training to name a few) with progress reports to be provided by the Foundation.

¹ Registered as a public charity with the United States IRS

An example of a possible Tuk Tuk design:



Sponsorship rates for Pimp My Tuk Tuk 2015 Challenge - Sri Lanka are:

FULL DECAL TUK TUK and Main Sponsor T-shirt Logo (Full Front Chest)	USD 10,000 (Platinum x1)
FULL DECAL TUK TUK and Standard T-Shirt Logo	USD 5,000 (Gold x19)
FULL DECAL SUPPORT TRUCK and Standard T-Shirt Logo	USD 5,000 (Silver x1)
COMPANY BANNER'S (BACK - TWO SIDES) and Standard T-shirt Logo	USD 1,000 (Bronze x20)

Platinum Sponsor: There is only 1 Platinum Sponsor. They will have their own tuk tuk in their company livery.

Their logo will be on the front of all the riders 2 sets of polo shirts (80 in total) along with all other polo shirts made to sell. They will be listed on the PMTT website and Facebook and will be mentioned on all media avenues from channel news Asia to the various national papers in Singapore and Sri Lanka. They will have the major spot on all advertising banners on the press briefing at the start and on all hotel stops along the way, as well as during radio coverage throughout the ride.

For Gold sponsorship there are 19 vehicles available, apart from the Platinum sponsored vehicle. Bronze sponsorship is shared. All sponsor's logos will be on upright banners and visible at each hotel entrance and lobby that we stop at, and at media events inclusive of hand-out flyers en-route.

The image below shows the preliminary design on the back of the polo t-shirts to be worn on the Sri Lanka Challenge (each driver will be issued with 2 shirts), as we finalise the sponsors, their respective logos will be featured in various positions (front, back, arms, collars for example). Preliminary and finalised t-shirts will be sold throughout the fund raising period via constant marketing and the money raised over cost will go to our charity partners, increasing exposure of the shirts generally (estimated volume at circa 200 pieces).



Please do visit our website at www.pimpmytuktuk.net where you can find out more details, or contact the Corporate Sponsorship team to discuss partnership opportunities - Eamonn Ling eamonn.ling@gmail.com or Michael Phelps Michael.Phelps@gfigroup.com.sg

How to Donate

1. Sri Lanka: The Foundation of Goodness

Online: http://www.unconditionalcompassion.org/submit_donations.php

By cheque: (in Sri Lankan Rupees or Foreign Currencies) made out to "**Foundation of Goodness**", along with your name, address, contact phone number and email address

By Direct TT:

NDB Bank PLC 117 Havelock Road Colombo 5 Sri Lanka	
Account Type	Current Account
Name of Account	Foundation of Goodness
Account Number	101 000 310 965
Customer Number	481487
Currency	LKR
Bank Code	7214
Bank SWIFT	NDBSLKLX
Branch Name	Havelock Town
Branch Code	003

Notes:

- Important: Please quote "PIMP MY TUK TUK" in all cases.
- Receipts can be issued on request to personal and corporate sponsors.
- All monies go directly to our charity partners and the PMTT team at no time comes into direct contact with, or has ownership of, any funds.
- All PMTT Sri Lanka participants fund the entire costs of their trip. Any discounts received on accommodation or travel will be paid pro-rata to our charity partners.
- For any additional queries or information on How to Donate please contact Eamonn or Michael, details as above.

In summary

We are excited to discuss sponsorship opportunities in more detail and would be delighted to present, or just to talk further about, the Pimp My Tuk Tuk ethos and experience. Of course we also have an extensive archive of images and memories from our last adventure in India.

Please support us in any way possible – every little counts. As a team we look forward to your positive responses.

Yours Sincerely and Thankfully,

The team @ The Pimp My Tuk Tuk Challenge 2015 – Sri Lanka



Sri Lanka 2015
September 21st - 27th
