



*Riding Together for Global Change*

### **One Page Executive Summary**

(A sample summary for Ford Motor Company)

The *One World Odyssey* is a “Worldwide Invitation to Ride”. It is an open-invitation, cross-cultural tandem cycling and outdoor sports event similar to the *Olympic Torch Relay*, riding *around the world* to benefit hundreds of local social and environmental charity organizations. *Our mission is to create global change by promoting environmental awareness, world peace and healthy lifestyles.*

One World Odyssey will depart Mar del Plata, Argentina on December 3, 2005 and provide *four tandem bicycles* to be ridden over 60,000 miles through 79 countries to Tokyo, Japan by October 26, 2008. This three-year odyssey invites *millions of riders from every country in the world* to join the expedition from a few minutes to a few weeks.

Our eco-friendly support vehicle runs on vegetable oil and Biodiesel to demonstrate renewable fuels while towing an adventure camping trailer that sleeps 8 participants. This “Odyssey Base Camp” will also bring gear for tandem mountain biking, tandem surfing, tandem kayaking, rock climbing, soccer and more. The camp also serves as a mobile educational event venue for cultural demonstrations of cooking, music, art, and rituals from around the world and will be filled with samples, giveaways, and educational materials.

Each country has a pre-determined route where the expedition is open to the public. A sample country route can be found at [www.go1world.org/argentina-route.asp](http://www.go1world.org/argentina-route.asp). City by city itineraries are announced in advance offering daily rides that are well planned to ensure safety of the riders including marking the next days route with posters, alerting cities to solicit help from police, and media releases to alert drivers. Riders are asked to make a donation based on their yearly income on a sliding scale. Our goal is not to turn down riders due to lack of funds by offering free trips to those in need.

We will partner with at least two local charities per country and numerous clubs and civic organizations to create dozens of local fundraising events with sports, culture and music. One World Odyssey will make a donation to each organization and help cover costs of the event from food and entertainment, to marketing and promotion. We support the local communities we ride through by helping raise funds and awareness for their programs and educating people about the Odyssey’s mission as well.

We will also stop at 2-3 schools and community groups per country to make video and slide presentations for children and adults to educate them on good health (diet, exercise, safe sex, and substance abuse), environmental awareness (recycling, organic farming, pollution control, renewable fuels, bicycle advocacy) and cultural education (music, art, dance, rituals, food and more). We also attend festivals, concerts and sporting events to connect with the people and inspire positive action.

The “*Seeds of Change*” program is the next step in creating positive change and consists of offering proven community development plans that local neighborhoods can implement from recycling projects, to disease prevention, to cultural exchange programs. *Our goal is to leave each country not only educated and inspired, but also empowered to take action to create positive change, reduce suffering and increase peace and happiness.*

The entire event will be filmed by a two-person live aboard camera crew. This footage will be used to create television programs, documentaries, web content and video press release footage for broadcast media campaigns. This is the final step to fulfill our mission using the global reach of the latest technologies.

The *One World Odyssey* is a project of Peace Pedalers, a non-profit California corporation. Peace Pedalers has already completed an 18 country open-invitation tandem cycling expedition from 2002-2004 and has assembled a world-class board, staff and contract infrastructure to implement the event.

## One-Page Sponsorship Benefit Summary

**Note:** For a detailed list of benefits, please contact [sponsorship@go1world.org](mailto:sponsorship@go1world.org)

Benefit Summary	Yearly Impressions
• <u>Broadcast News Visibility:</u> Network news coverage locally and international news programs like TransWorld Sports seen in 260 million households in 131 countries.	285,000,000
• <u>Media Buys:</u> Ford support will be announced with prominent logos and “made possible” mentions in our \$100,000 annual media buy.	25,000,000
• <u>Print Articles:</u> The local media will cover our event 100% of the time in our past experience. We will be featured in the majority of major publications along our route.	20,000,000
• <u>Title Benefits:</u> “(Ford) Mobile Base Camp”; This is the center of the event and will be mentioned in all media sources and seen live more than any program.	12,000,000
• <u>Global Television Series:</u> Ford branded gear will be seen in at least 12 episodes of television programming to be seen domestically and internationally.	10,000,000
• <u>Website Impressions:</u> Our interactive website tracks our location daily and will be updated with fresh videos, photos, and exciting stories to drive traffic to the site where prominent, strategic logos will be placed on the top of <i>every page</i> .	7,500,000
• <u>Feature Film and DVD Visibility:</u> We have attracted some of the world’s great executive producers to create several feature length documentaries.	3,000,000
• <u>Mobile Base Camp Driving Visibility:</u> 3-5 hours a day out on the roads of the world with a high impact Ford truck and camper	1,320,000
• <u>Promotional Product Giveaways:</u> We will carry stickers, pens, cycling hats and other small promotional products to give away on a daily basis, at schools, events and more	1,000,000
• <u>Ford Clothing and Gear:</u> As a presenting sponsor, your chosen brand colors and marks will be made visible on one tandem bicycle, one tandem surfboard, one tandem kayak, one soccer field goal, helmets, cycling, aqua and soccer jerseys.	750,000
• <u>City Stop and Ride-through Visibility:</u> The arrival of the <i>One World Odyssey</i> will be announced in each town ahead of time to connect with local people.	600,000
• <u>Email Newsletters:</u> From past expeditions we have a base of over 3,000 international opt-in subscribers, growing to 10,000 in 2006, 25,000 in 2007 and 100,000 in 2008.	350,000
• <u>Mobile Base Camp Static Visibility:</u> We will camp at locations and connect with the local people around the world with cultural, cooking, musical and social events	300,000
• <u>School and Community Group Visits:</u> Large banners will travel to all 79 countries and be displayed during our speaking engagements.	300,000
• <u>Other Event Attendance:</u> We will also at least 6 large events or festivals in the local communities per year.	100,000
• <u>Odyssey Sponsored Charity Events:</u> We will fund at least two events with non-profit charity organizations in each country for a total of 30 local charity events per year	75,000
• <u>Presentation Video and Photo Slide Show Impressions:</u> We will show our videos and slide presentations in large groups and on a grass roots level	6,000
• <u>Client and Employee Entertainment:</u> We will have six “Fun Rides” per year that are easy, entertaining, and offer the opportunity to send your retailers, distributors and employees out to ride with our top celebrity supporters	5,000
• <u>Corporate Visit:</u> The Odyssey team will come to the Ford’s corporate offices to meet the employees, give speeches, and bring gifts once per year	N/A
• <u>Full Promotional Rights:</u> Ford receives royalty-free use of the event’s high impact marks and slogans such as “Riding Together for Global Change” with current ads	N/A
• <u>Photos to Ford:</u> We will send two high resolution photo CDs per year with to be used royalty free for advertisements, catalogs or websites.	N/A
• <u>Video Content:</u> We will provide Ford with at least 60 minutes of edited high definition footage per country for <i>media campaigns in all countries royalty free</i> .	N/A
• <u>Post Event Reconciliation:</u> We will provide tear sheets, broadcast campaign summaries, attendance estimates, promotional recaps, impressions, and more	N/A
<b>Total Cause Related Impressions and Mentions</b>	<b>353,199,000</b>

# The Route and Itinerary

ONE WORLD ODYSSEY "Riding Together for Global Change. Join Us!"



1. Argentina	December 3-18, 2005	41. Portugal	November 3-10
2. Uruguay	December 20-28	42. Spain	November 11-17
3. Brazil	December 29-Jan 14, 2006	43. France	Nov. 18-December 8
4. Paraguay	January 18-28	44. Italy	December 9-27
5. Bolivia	January 30-February 11	45. Slovenia	Dec 28-Jan 5, 2008
6. Chile	February 13-February 25	46. Croatia	January 6-12
7. Peru	February 27-March 11	47. Bosnia & Herzegovina	January 13-19
8. Ecuador	March 13-March 21	48. Serbia and Montenegro	January 20-26
9. Panama	March 25-April 3	49. Hungary	January 27-Feb 2
10. Costa Rica	April 4-April 16	50. Austria	February 3-9
11. Nicaragua	April 17-April 26	51. Switzerland	February 10-16
12. Honduras	April 27-May 6	52. Liechtenstein	February 17-18
13. El Salvador	May 8-May 17	53. South Germany	February 19-23
14. Guatemala	May 18-May 27	54. Luxembourg	February 24-25
15. Belize	May 28-June 4	55. Belgium	February 26-March 1
16. Mexico	June 5-June 25	56. Netherlands	March 2-March 8
17. United States	July 4- August 26	57. England	March 9-March 15
18. Canada	August 27-September 22	58. Ireland	March 16-March 29
19. South Africa	Dec. 30-Jan 13, 2007	59. Scotland	March 30-April 4
20. Lesotho	January 14-20	60. Norway	April 6-April 12
21. Swaziland	January 24-January 27	61. Sweden	April 13-April 19
22. Mozambique	January 28-February 10	62. Denmark	April 20-April 26
23. Zimbabwe	February 11-February 24	North Germany	April 26-May 3
24. Zambia	February 25-March 10	63. Poland	May 4-May 10
25. Malawi	March 11-20	64. Czech Republic	May 11-May 17
26. Tanzania	March 21-April 7	65. Slovakia	May 18- 24, 2008
27. Kenya	April 8-April 21	66. Ukraine	May 24-June 1
28. Ethiopia	April 22-April 28	67. Russia	June 2-June 12
29. Sudan	April 29-May 12	68. Kazakhstan	June 13-June 21
30. Chad	May 13-June 2	69. Uzbekistan	June 22-June 28
31. Niger	June 3-June 16	70. Kyrgyzstan	June 29-July 5
32. Burkina Faso	June 17-June 23	71. Tajikistan	July 6-July 12
33. Mali	June 24-June 30	72. Pakistan	July 13-July 19
34. Guinea	July 1-July 7	73. India	July 20-August 2
35. Senegal	July 8-21	74. Nepal	August 3-August 13
36. The Gambia	July 22-July 28	75. Tibet	August 14-August 27
37. Cape Verde	July 29-August 11	76. Mongolia	August 28-Sept. 10
38. Mauritania,	August 12-August 18	77. China	September 11-21
39. W. Sahara	August 19-September 1	78. South Korea	September 22-Oct 4
40. Morocco	September 1-21	79. Japan	October 5-26, 2008