



Sponsorship Guidelines

The three most important things you need to know about sponsorship are:

1. Yes, it is possible to get enough sponsorship to cover the cost of the Mongol Rally, as long as you are totally clear about where the money is going.
2. Yes, you can sell space on your car, but you will need to reserve space for the Mongol Rally stickers, see sizes and positions below.
3. Yes, we do encourage teams to look for sponsorship, but yes, unfortunately there are some restrictions including filming and media stuff that have to be in place for the event to succeed and these form part of the Team Entry Agreement everyone has to sign.

Please carefully read the Team Entry Agreement and if you have any doubts about what you can offer sponsors or what you're planning, please get in touch by emailing info@mongolrally.com We want to say yes to everything and will always support your plans if we can too, so give us a shout!

So what can we give our sponsors?

Here's a list of the benefits teams have used to bag useful sponsorship in the past:

- The opportunity for prominent branding on your car, apart from the reserved areas on your car for the event stickers (60 x 60cm on the front centre of the bonnet and on each of the front doors)
- Prominent branding all over your team page on the Mongol Rally website
- The opportunity to be mentioned as a supporter in team specific press coverage that you secure (this can include local telly, radio, newspapers, magazine or any other media coverage about your team, as long as its clear they're sponsoring your team and not the overall rally).
- Sponsored blogs or newsletters from the road. If you can build up a dedicated audience for your blog and/or regular newsletter that can also includes all your media contacts, you can ask companies to sponsor it.
- The honour of championing a Mongol Rally 2008 team and helping them raise sacks of cash for charity

*****IMPORTANT*****
Controversial sponsors

You can have any sponsor you like, as long as the company does not cause a conflict with the event sponsors or the charities. We're amicable chaps, and so are the charities, so we're not talking about someone in the same industry or a competitor, but we are talking about certain obvious issues. This is not intended to be the only or main example, but an obvious one: a company that manufactures weapons would not be allowed to have any kind of association with the event, primarily to protect the reputation of our excellent charities, which have strict restrictions that must be adhered to. Here are the obvious ones you need to be aware of. This isn't a full list so please drop us a line if you think a potential sponsor could be a real eyebrow-raiser!

- Any company associated with the production, sales or distribution of weapons of any kind
- Tobacco producers
- Alcoholic drinks sponsors (please check latest situation if you have a potential sponsor in this category due to restrictions on advertising alcohol brands on the exterior of vehicles in Mongolia).
- Any companies that would cause a conflict with the awesome charities

If in doubt, give us a shout. We always do our very best to say yes.

Some things that you can't offer your team sponsors

This list is not intended as an update or replacement for the Team Entry Agreement, but hopefully provides a plain English explanation of the main restrictions on team specific sponsorship. If you have any doubts just give us a shout on info@mongolrally.com because what you want to do will most likely be possible if we are given enough information.

We have to include these few restrictions to enable us to get sponsors for the main event, which means the event gets bigger and better for you guys. We don't want to stop you getting sponsors; we want to be as flexible as possible. We'll work with you to make it happen if we can, scouts honour!

- You need to keep a space of 60 x 60 cm on the front centre of your bonnet and on each front door for the event stickers. For weird shaped vehicles and bikes/mopeds we can get different stickers, give us a shout if this sounds like your vehicle.
- Photography and video footage for use in commercial marketing or advertising. This also applies to product testing. If you do have a company interested in this kind of sponsorship, it is vital that you contact HQ on info@mongolrally.com – there's probably a way it can happen with full support from the rally if you let us know in advance.
- Overall event sponsorship. I know, sounds ridiculously obvious, but the point is relevant – in all the benefits you offer your sponsor and the way they're subsequently delivered, it has to be absolutely clear that they are sponsoring you as a team (or pair/triplet etc of teams if that's the case) rather than the event itself.

- Sponsorship of a documentary or film. You can do as much filming as you like if the video is for personal uses. But any broadcast or commercial use of footage of the event has to be approved by HQ in advance. You also can't sell on DVDs or videos of the run yourself without permission from HQ. It's really important that you contact us about filming projects because it will most likely only be a problem if you don't let us know.

Check out the other doco, called 'A quick guide to blagging sponsorship' for some useful tips.